

# Effective Messages

## EXERCISE SHEET

Think about a report that you've worked on that included a key message(s). What was the message?

Who was the target audience?

In light of what we've reviewed in this workshop, is it an effective message? Why/why not?

If you answered “yes”: Are there additional messages that could be generated from this report, for other stakeholders? Write a new/related message here, using the elements of effective communication.

If you answered “no”: Try to write an improved message, using the elements of effective messaging.

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