5 tips to help information to cut through.

"Information is not knowledge"
Albert Einstein

THINK WHAT'S MY PURPOSE?

In the rush to provide information, you might forget what your purpose is in sharing. Is it to help drive high performance? Maybe to encourage collaboration? To provide vital context to the work you are doing? Or simply an update to keep them informed of how you are doing?
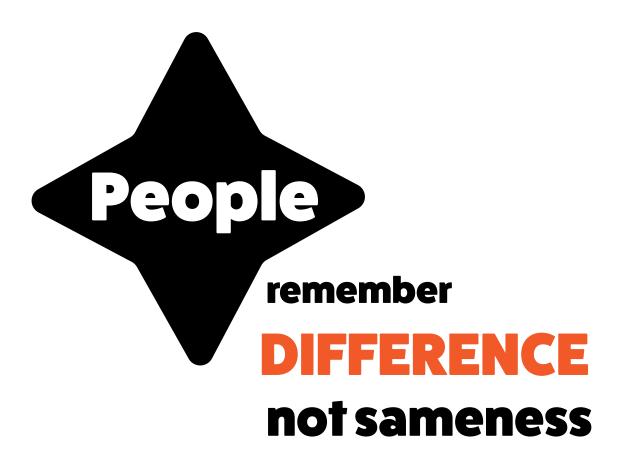
Whatever the reason, when you think 'purpose' (why are you providing this information) it encourages you to consider not only what you will share (only share what you need to - don't overload them) but also HOW you will share it for maximum impact.

THINK CONTEXT

Not everything in life is black and white. Just because it's clear to you it might not be to others. You might have been working with the information and considering it for some time before you share. You need to take people on your journey with you. If you don't you stand the chance of it being misunderstood or confusing.

HELP PEOPLE TO PROCESS

It's not enough to simply provide the information people need to understand what it means to them and what you expect them to do with it.

People

remember
DIFFERENCE
not sameness

If you love a slide deck why not try a desk drop or wall display instead, an activity to help them process or give small groups a key piece of information to digest and share with the rest of the team. Try out different ideas you might have and see which ones have the biggest impact.

By showing your creativity you will encourage this within your team and by encouraging them to explore the information rather than just receive it, you are helping them process meaning more quickly and building their collaborative skills at the same time... what's not to like?

CONSOLIDATE IT

Sometimes explaining things once isn't enough. You might really need to underline the key points again and in a different format to ensure the message is received, understood and acted upon.