

What do I actually want people to do?

How do you turn your ideas into action? Clarity isn't just about understanding – it's about what happens next.

If people don't know what to do differently, nothing changes.

Ask yourself:

What do I want people to do differently after this?

Be specific. Articulate before and after as precisely as you can.

Is that action obvious from what I've said?

Or does your audience have to infer it?

Will people actually do this – and why would they?

Have you given them a reason that makes sense in their world?

Could different people interpret this in different ways?

If so, you'll get inconsistent results, with people doing different things in good faith.

Have I made the next step feel manageable?

If it feels too big, people won't know where to start – and they may not want to.

If nothing changes after you've communicated something, it hasn't landed. And if this feels familiar, I'm happy to help you work through it.

Feel free to share this with anyone who might find it useful.