

Getting to the Thing

A quick check before you write anything

Clarity isn't about how it sounds; it's about whether your message leads to consistent action.

Until the Thing is clear, don't start writing.

Ask yourself:

What do I want people to hear?

Most people start with 'what do I want to say'. That's the wrong angle.

Start with what people need to hear.

Get specific

- What's the actual shift?
- What needs to stop?
- What needs to start?
- What needs to change?

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



If you can't answer that, you don't yet have the Thing.

The Monday test

What will people do differently on Monday if they understand the Thing?

The consistency check

Think of three people in separate parts of the organisation.

If you tell them the Thing, then ask, 'What does this mean for you?', will you get the same answer?

If they interpret it differently, they'll move in different directions.

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.

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