

THE COMMUNICATORS BLUEPRINT



<https://www.thecommunicatorsblueprint.com>

Method	Type of Style	Response Time	Content Size	Content Type	Recipient
<i>(type of delivery)</i>	<i>(casual/informal, professional, formal)</i>	<i>(none, indefinite, intermediate, urgent)</i>	<i>(how much information is being communicated)</i>	<i>(question, informative, action required, collaboration)</i>	<i>(customer/client, co-worker, manager, multiples)</i>
Indirect <i>(cover sheets, sticky notes, & paper placement)</i>	Both informal or professional. Simply placing a document in the correct location can communicate what needs to be done.	Best used where no direct response is needed as long as the message is clear or predefined.	Usually works best with larger amounts of information. Single notes or stickies can get misplaced when not attached to something else.	Informative or action required are best for this style of communication as back- and-forth communication is not typically required.	Can work with most recipients except for multiples since only one person at a time can view the information.
Software Platform <i>(LOS, Core, etc.)</i>	Best used for formal, informational communication that may need to be referred to at a later time.	Best used where either no response is required or an urgent response is needed. Verbal messages that are not urgent can get forgotten.	Various, but use judgement. Large amounts of information may be better communicated using another method, especially if a response is required.	Informational and contextual content where no direct action is required.	Can work best when no specific recipient is defined or multiple recipients benefit from seeing the same information simultaneously.
Email or Mail <i>(including courier services)</i>	Best use is for professional or formal communication. Salutations, greetings and signature lines are used.	Various. The desired response should be communicated in the message. Urgent requests are usually not best communicated with email or mail.	Various, but use judgement. Large amounts of information may be better communicated using another method, especially if a response is required.	Can be used properly with all content types except collaborations. Messages requiring feedback from multiple recipients may be better using another method.	Can be used with all recipients, but exercise caution when sending to multiples if collaborative feedback is required.
Chat/Text <i>(including FB messenger, TEAMS and texting platforms)</i>	Casual/informal and potentially professional if used properly.	Best used with intermediate or urgent response times.	Works best for communicating smaller amounts of information. Character space may be limited on some platforms.	Questions, action required, or collaborations all can work well with this style of communication. Informative may be better using another method.	Can be used with all recipients, but use judgement when communicating with customers or management when a more formal method should be used.
Phone Call <i>(one-on-one or tele- conference)</i>	Casual/informal as well as professional. Formal communication is typically not done over the phone.	Can be used for all response times, but best used with either none or urgent response is required. Verbal messages that are not urgent can get forgotten.	Smaller amounts of information is best, but can be used in conjunction with larger amounts of information communicated elsewhere.	Typically used for simple questions or multiple Q&A scenarios including collaborations. Not usually appropriate for information only or action items.	Can be used with all recipients including multiples if collaborative feedback is required. Can also be effective when the tone of the message should be considered.
In-person <i>(face-to-face or video conference)</i>	Any type of style is appropriate, but consider the topic and recipient before deciding on your language and visual representations.	Best used where either no response is required or an urgent response is needed. Verbal messages that are not urgent can get forgotten.	Smaller amounts of information is best, but can be used in conjunction with larger amounts of information communicated elsewhere.	Typically used for simple questions or multiple Q&A scenarios including collaborations. Can also appropriate for information only or action items.	Can be used with all recipients including multiples if collaborative feedback is required. Most effective method when emotion or tone needs to be communicated.

Before communicating consider the following questions:

- Who is my audience?
- What information am I delivering?
- Is a response or action required?
- How urgent is this?