

CLEAR COMMUNICATION CHECK

A simple tool to make key messages **clearer** and **easier** to act on.



Purpose

Use this before sending an important update, email, announcement or instruction to make sure your message is clear, useful and easy to follow.



Use Cases

Leadership Updates

Make important messages clearer and more human.

Change Communications

Explain what is happening, why it matters and what people need to do.

Meeting Follow-Ups

Capture decisions, actions and owners clearly.

Policy or Process Updates

Simplify information that may otherwise feel too formal or hard to understand.

You Said, We Did Updates

Show what was heard, what is changing and what happens next.

Onboarding Communications

Help new starters understand key information without feeling overwhelmed.



Perky Tip

Before you send your message, read it from the receiver's point of view and ask: "Would I know what matters, why it matters and what to do next?"

HOW TO USE

Work through each question before sending your message, then simplify anything that feels unclear, too long or open to interpretation.

1. What is the main message?

Can you summarise the key point in one clear sentence?

2. Who needs to understand this?

Think about who the message is for and what they already know.

3. What do people need to do next?

Make the action, deadline, decision or next step obvious.

4. What can be simplified?

Remove jargon, long sentences, duplicated information or unnecessary detail.

5. What might cause confusion?

Check for anything that could be misunderstood, assumed or interpreted differently.

6. Is it easy to scan?

Use clear headings, short paragraphs, spacing and plain language.

Final check

Could someone outside the project understand this quickly?

