



OBJECTIVE BASED COMMUNICATION

DEFINITION

An Objective Based Communication is a direct conversation, an email, pitch, or any form of communication which you write with 2-3 objectives which you will accomplish or conversely about to have accomplished.

EXECUTION

How do you write an Objective Based Communication? You are going to cross on a piece of paper or a computer screen the 2-3 objectives of the communication. When you start writing, the first point is to state the objective, never start with the post (it) and then go through



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DEFINITION

*Objective Based
Communication is a
direct approach to all
conversations
(in person
conversation, email,
sales pitch, letter, etc.
– any form of
conversation)*

1

EXECUTION

1. *Identify the objective of the communication. What do you want to achieve? What do you want the other person to know, feel, or do? What is the result you want to achieve?*

2. *Identify the points to cover. What are the key points you want to cover? What are the key points you want to cover? What are the key points you want to cover?*

3. *Identify the points to cover. What are the key points you want to cover? What are the key points you want to cover? What are the key points you want to cover?*



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1

2

PURPOSE

The Purpose behind OBC is to:

1. Make sure YOU understand the purpose of each and every conversation — BEFORE you have it.
2. Think through the conversation and outcomes, prior to the communication.
3. Ensure that at the end of the conversation, you have addressed everything you needed or wanted to get across.

EXECUTION

1. *Before you have the conversation, you are going to have a plan. You are going to have a plan that you can start points to every point that you need to get through.*



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EXECUTION

1. In bullet form, succinctly write down the points you are going to get across on a post it before you have the conversation.
2. When you start the conversation, start with: "I have __ points to get across" (however many are on the post it).
3. Simple talk through the points.
4. This can and should be used via email as well. Bullet points in emails help for clear and concise communication.

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