

# Understanding your purpose

## “Strategic communication”

- 1) has a specific audience (WHO);
- 2) has a desired outcome, a change in knowledge, attitude, or behavior of the audience (WHAT, WHY);

What is your purpose in communicating?

What do you want? Why?

What is the problem? So what?

What do you want to *change*?

Do you want an audience to do, think, feel something?

What are you *asking* of others?