



— A CULTURE OF COMMUNICATION —

# Six things you can do today.

Every practice in the book hands you one move you can make the *same day*, wherever you sit. Here they are, together on one page.

- 1

EVERYDAY CLARITY

Take one message you are about to send and cut it to the one thing the reader needs to know. Read it back as the person receiving it.

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- 2

LISTENING

In your next conversation, ask one real question, then let the answer change what you do.

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- 3

STEADY CONTACT

Reach out to someone when nothing is wrong, just to make contact.

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- 4

THE STORY BEHIND THE FACTS

Tell the story behind one fact: one real person, one true detail, so people feel what it meant.

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- 5

REACHING EVERY FAMILY

Send your next message in a form every family can receive, so the family who reads another language gets it at the same time as everyone else.

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- 6

RESPONDING UNDER PRESSURE

On a hard day, say the true thing plainly, and say when you will know more.

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*Each one is a small deposit. Made often,  
they become the reason people trust you.*