

Professional Communication Checklist

Review your message with confidence before you hit send.

HOW TO USE IT

Take 60 seconds before sending an important email, memo, proposal or message. If you cannot confidently tick an item, revise before you send.

1. PURPOSE

- ☐ Is the purpose of my message clear?
- ☐ Do I know what I want the reader to understand, decide or do?
- ☐ Have I removed information that does not support that purpose?

2. AUDIENCE

- ☐ Is the message appropriate for the person receiving it?
- ☐ Have I provided enough context without over-explaining?
- ☐ Am I writing from the reader's perspective, not only mine?

3. CLARITY

- ☐ Is the main point immediately understandable?
- ☐ Are important facts, dates, deadlines and responsibilities specific?
- ☐ Have I avoided unnecessary jargon and vague wording?

4. STRUCTURE

- ☐ Does the most important information appear early?
- ☐ Is the message organised in a logical order?
- ☐ Can the reader scan it quickly and still understand what matters?

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5. TONE

- ☐ Is the tone professional and appropriate to the situation?
- ☐ Could any sentence sound defensive, dismissive or unnecessarily harsh?
- ☐ Does the message remain respectful even when addressing a problem?

6. ACTION & OWNERSHIP

- ☐ Is it clear who needs to do what?
- ☐ Have I stated the next step?
- ☐ If a decision is required, is the decision clearly identified?
- ☐ If I own an action, have I made that responsibility clear?

7. FINAL CHECK - BEFORE YOU HIT SEND

- ☐ Names and titles are correct.
- ☐ Dates, figures and facts are accurate.
- ☐ Attachments and links are included.
- ☐ Recipients and CCs are appropriate.
- ☐ Spelling and grammar have been checked.
- ☐ Nothing confidential or unnecessary is included.

AINIE WAHID QUICK TEST

If the reader only had 30 seconds, would they understand what matters, why it matters and what happens next?

Ainie Wahid | Ideas That Inspire. Knowledge That Empowers.
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