



KORN FERRY

BE MORE THAN

WHEN YOU SPEAK, DO PEOPLE FOLLOW?

Make sure your communications bring people with you, thanks to our Radically Human checklist.

Classic corporate communications just don't cut it anymore. Your audience is being distracted with multiple messages and quickly switches off if what they're hearing and reading is bland, impersonal or complicated.

And as organizations continue to evolve ever faster, it's crucial you bring people along with you, and that they believe in your purpose and direction. After all, 60% of people say they choose an employer based on beliefs and values rather than pay.

Common communication challenges...

"I need to convey our vision in a way that resonates with people, creates a sense of purpose and demonstrates my own commitment to achieving it."

"How do I show up strongly as an industry thought leader in a way that represents our company and is true to my own values?"

"How can I help our leaders and employees understand what's changing or why change is necessary?"



We've drawn on both art and science to create our **Radically Human Communications™** checklist. This helps you talk in an engaging and human way to shape experiences that don't just inform, but inspire. How many can you check off?

✓ RADIATE PURPOSE

Every message you share is an opportunity to reinforce your purpose, values, vision and objectives. Be clear **why and how your communication really matters** to your people, the organization, your customers and to the wider world.

✓ STAY LASER-FOCUSED

People remember just 3–4 points from any communication. **Identify your three most important takeaways** and structure your message around them. Make at least one of these a clear call to action.

✓ INSPIRE WITH EMOTION

Your people already have more information than they can handle in their daily lives. Instead, work to inspire them. **How do you want people to feel after taking in your message?** What desire will it create? What actions will it spark?

✓ BE ORIGINAL

Over-communication is a strength in times of change, but if your communications are status updates with no news, they will likely fall to the “delete” button. **Make sure you tell people something new** or previously unspoken.

✓ SHOW YOU CARE

Demonstrate that you understand **what matters to your audiences**. What excites them, ignites them, frightens them? What have they already experienced that colors how they perceive your message? Speak to these very human truths.

✓ SHARE YOURSELF

While facts inform your people—and are of course necessary—it's stories that illustrate and illuminate that information, bringing it to life for your audiences. **Support each key message with a first-person story** that communicates the need for change in a human way.

✓ INVOLVE EVERYONE

Communication is not a spectator sport. True engagement happens when you invite your people to shape the outcome from the outset. **Actively encourage and psychologically reward participation.**

✓ DELIVER THOUGHTFULLY

Consider your objective before you decide on the format of any communication. Choose the channel as carefully as your message.

WHEN REVIEWING YOUR COMMUNICATIONS, ASK YOURSELF:

What's the one phrase you want people to remember and repeat? If you had to boil your message down to a hashtag, what would it be?

What question will people ask that you dread answering? Address the elephant in the room and proactively speak to sensitive topics before the Q&A.

Would I read this / watch this / listen to this? If you find yourself skimming your own message, ask others for feedback to make it more compelling, concise and captivating.

Radically human, check.

We can help you elevate your impact with everything from speechwriting and town hall presentations, to personal brand definition and thought leadership.

[Find out more](#)