1. **Identify your goals** – be as concrete and specific as possible
   * What are you trying to do?
   * Why?
   * What outcomes do you want?
2. **Reach your audience**
   * Identify your audience(s)
   * Determine how to reach them most effectively
     1. What’s the best communication mechanism/vehicle?
     2. What’s the best message?
     3. What’s the best mode of delivering the message (story, facts, video, picture…)
     4. Do your messages match what we know about brain science?
3. **Plan** – be as concrete and specific as possible
4. **Test** **the plan/messages**
5. **Refine** **as necessary**
6. **Evaluate your activities** and use that evaluation to help you improve your work for the next time

We think going through this process in some form is worthwhile for almost any communications activity. *If* you’re serious about reaching your audience, engaging them, and having your messages and information stick, then all of the steps are important.