

Start with a goal based on a change in the audience

Cultured.Fit

Did your communication work? That's hard to evaluate if you didn't decide on a goal.

Starting with a goal saves time by helping you decide which points to include.

Strong goals focus on a change in the audience. A tool to make this explicit is to write where you want to take the audience *from* and *to* in how they *think* about your topic and in what they *do*:

	From	To
Think		
Do		

Example: self-driving cars

Self-driving cars are dangerous
Their biggest problem is ethics
They will kill me to save a pedestrian

The question is whether
they're safer than humans
Their biggest problem is
unpredictable circumstances

Avoid using
Oppose adoption

Ride in self-driving cars
Support allowing them on the road