# Leaders’ Focus Sheet

### Purpose

1. **Why am I writing this?**

Click here to enter text.

1. **What do I want the readers (or reader) to do?**

Click here to enter text.

1. **How is this important to the organization?**

Click here to enter text.

### Audience

1. **Who *exactly* are my readers, and what are their roles?**

Click here to enter text.

1. **How much background, detail, and/or context do I need to provide?**

Click here to enter text.

1. **How will the readers react to my message? What will be their main concerns?**

Click here to enter text.

1. **What’s in it for the readers? What’s the relevance, benefit, and/or impact for them?**

Click here to enter text.

1. **How will the readers use this document?**

Click here to enter text.

1. **What style of language will be most appropriate for my readers? Do I have global readers?**

Click here to enter text.

### Bottom Line

1. **If the readers were to forget everything else, what one main message do I want them to remember?**

Click here to enter text.

1. ***So what?* What is the impact of my bottom line?**

Click here to enter text.

### Delivery Tactics

1. **Should I convey my message via email, an attached file, or a paper document? Would a phone call or a face-to-face meeting be more appropriate?**

Click here to enter text.

1. **Is my timing appropriate?**

Click here to enter text.

1. **Is my distribution list appropriate? Have I trimmed unnecessary recipients? Should I include anyone else?**

Click here to enter text.

1. **Is someone else communicating the same information?**

Click here to enter text.