

## Lean Communication Checklist

The concept of the Lean Communication checklist is based on the guiding principle that communications to clients, internal staff, and opponents should be simple, direct, and relevant.

### Checklist:

- Review your plans and decide WHAT you are planning to communicate.
  - Identify the audience to whom you are communicating – client, opponent, internal, other.
  - If a client, ensure that the communication style being used conforms to the wishes of the client. (See [DO IT LEAN CHECKLIST](#).)
  - Ensure that the writing is CONCISE.
  - Ensure that the writing is direct and avoids hyperbole and other filler.
  - Ensure that the content is relevant.
  - Ensure that the message addresses the mission of the communication.
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### Lean Routine:

1. Have you decided who you are going to communicate with? (Internal, client, opponent, other)
2. Do you know what you want to say?
3. Have you decided how to effectively communicate?
4. Do you know the desired outcome of your communication? For instance, do you require approval, intend to convey information or need to prepare the client for a potential disappointment? Is the tone and style of communication suited to its purpose?
5. Have you analyzed your writing to ensure that it communicates in a manner and style that the client desires?
6. Is your note/letter/sentence written as simply as possible?
7. Are you writing “small” – meaning concisely?
8. Are you writing “little” – meaning avoiding hyperbole?
9. Is the content relevant?
10. Is the writing direct and to the point?
11. If the communication requires a response or a specific action to be taken, is that clear?
12. Are you capturing the entire thesis in a sentence?
13. Are you communicating lean but avoiding blindsiding the client?