

September 1988

TO: Executive Addressed

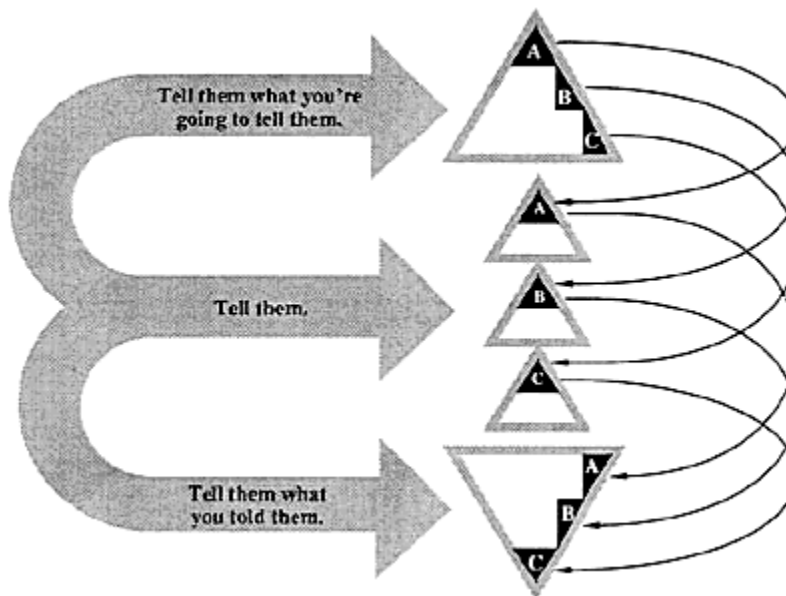
FR: James E. Lukaszewski, APR Chairman

RE: Concept of Complete Communication

The *Concept of Complete Communication* is a simple, but effective, way of assuring that you get your messages across. As illustrated, you would start your speech or response by mentioning Message A, Message B, and Message C. Then talk in some detail about Message A, in some detail about Message B, and in some detail about Message C. Finally, recap your presentation or answer by again summarizing Message A, Message B, and Message C.

The *Concept of Complete Communication* is a graphic way of illustrating the oldest and one of the most powerful rules of persuasive communication: tell them what you're going to tell them, tell them, then tell them what you told them. Since most people are not listening at least 50 percent of the time, you've practically ensured that everyone heard your message at least once.

CONCEPT OF COMPLETE COMMUNICATION



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