



## Activity: Designing Your Main Point

Working in pairs, describe one of the topics from your communication matrix. Ask your partner to write down the most significant points that he or she hears. Don't worry about being logical or grammatical. Next, work together to edit constructively. Circle the major words or ideas. String the circled words together to make a sentence of less than 20 words.

The main point \_\_\_\_\_

Your audience \_\_\_\_\_

Test the result on the other people at your table. Ask for feedback on whether this is the ideal way to make your point, given the audience you have in mind.

Then -- help your partner complete the same steps.



## **Facilitator's Notes:**

### **Designing Your Main Point**

- After participants have completed the exercise, ask if anyone's Main Point changed as a result of this exercise.
- Review two or three examples to ensure the point is designed to appeal to the intended audience.