

Communication Clarity Checklist

Clear communication reduces confusion, prevents rework, and builds trust. This checklist helps you assess the clarity and effectiveness of your written and verbal communication across meetings, emails, reports, and team updates.

1. Purpose and Audience

- ☐ The purpose of the communication is clear from the start.
- ☐ The message is tailored to the audience's level of understanding.
- ☐ The tone matches the context, whether informative, persuasive, or instructional.
- ☐ Key messages are prioritised so that the most important points come first.
- ☐ The communication explains why the information matters to the audience.

Tip: Always ask, "What do I want people to understand, feel, or do after this?" If the answer is unclear, the message will be too.

2. Structure and Flow

- ☐ Information follows a logical order that is easy to follow.
- ☐ Each paragraph or section has one clear main idea.
- ☐ Headings, bullet points, or numbering are used to improve readability.
- ☐ Transitions between sections make sense and maintain flow.
- ☐ The conclusion reinforces key points and desired actions.

Tip: Structure is clarity. Even complex messages become simple when organised logically.

3. Language and Style

- ☐ Sentences are short and direct.
- ☐ Words are simple, avoiding unnecessary jargon or acronyms.
- ☐ The tone is confident and professional without being overly formal.
- ☐ Active voice is used more often than passive voice.
- ☐ Key terms are defined if they may not be understood by all readers.

Tip: Clear language saves time for both writer and reader. If a message must be read twice to be understood, it needs simplifying.

4. Accuracy and Consistency

- ☐ Facts, dates, and figures are checked and correct.
- ☐ Terminology and naming are used consistently throughout.
- ☐ References, links, or attachments are included and accurate.
- ☐ Visuals such as charts or slides match the text.
- ☐ All recipients receive the same version of the message.

Tip: Inconsistent or incorrect information damages credibility faster than poor writing. Always verify before sending.

5. Engagement and Tone

- ☐ The message invites feedback or response when appropriate.
- ☐ Language shows respect for different perspectives.
- ☐ The communication feels balanced between formal and approachable.
- ☐ Visuals or examples are used to support understanding.
- ☐ The overall tone builds connection, not distance.

Tip: Clarity is not just about information, it is also about how the message feels. People listen better when they feel respected.

6. Action and Follow-Up

- ☐ Next steps or required actions are stated clearly.
- ☐ Deadlines and responsibilities are included.
- ☐ Contacts for questions or clarifications are provided.
- ☐ The message ends with a clear call to action or summary.
- ☐ Follow-up plans are confirmed if ongoing communication is needed.

Tip: If no one knows what to do after reading or hearing your message, the communication is incomplete.

7. Feedback and Continuous Improvement

- ☐ Recipients are asked whether the message was clear and useful.
- ☐ Lessons from miscommunication are captured and shared.
- ☐ Templates or style guides are used for consistency.
- ☐ Regular reviews improve communication habits over time.
- ☐ Feedback is welcomed and acted upon.

Tip: Clarity improves with feedback. The best communicators listen as carefully as they speak or write.

How to Use This Checklist

Use this checklist when writing key communications, preparing presentations, or planning meetings. Encourage your team to apply it consistently. Clear communication saves time, prevents confusion, and strengthens trust throughout the organisation.

Notes