

<b>M</b>	<b>Message</b>	<b>What is the type/topic of the content you are communicating?</b> <ul style="list-style-type: none"><li>• Is the message formal or informal?</li><li>• Is the message positive or negative?</li><li>• Does the message need to come from you?</li></ul>
<b>O</b>	<b>Outcome</b>	<b>What is the expected outcome you desire from this communication?</b> <ul style="list-style-type: none"><li>• Requesting information</li><li>• Asking for input</li><li>• Resolving a misunderstanding</li><li>• Sharing information</li><li>• Delegating work or responsibility</li></ul>
<b>D</b>	<b>Distribution</b>	<b>Who is the audience?</b> <ul style="list-style-type: none"><li>• How many people do you need to communicate to?</li><li>• What is your relationship with the individual(s)?</li><li>• Is there a need for confidentiality?</li><li>• Is there a sense of urgency to receive/respond to the message?</li></ul>
<b>E</b>	<b>Expected Response</b>	<b>How do you anticipate the receivers will respond to the message?</b> <ul style="list-style-type: none"><li>• Will there be a favourable or unfavourable response to this message?</li><li>• How critical is a full understanding of the content and intent of the message?</li><li>• Is there more sensitivity to consider for certain members?</li></ul>