HOW TO USE VISUAL COMMUNICATIONS FOR ACTION
To achieve action, you need to communicate effectively. Visual communications, including images, infographics, and videos, are the most powerful tools in your communications toolbox.

1. **Images attract attention.** Images help your reader stay focused. What image or photograph would best represent your goal?

2. **Images communicate concepts that are hard to explain in words.** For complex concepts, it’s easier to show than tell. How can you use icons, boxes, and colors to organize your information?

3. **Images help people retain information.** Not only do people remember visual information better than text, they remember it longer. How can you incorporate more visuals into your tools and communications?

Infographic & worksheet created by Margaret Meps Schulte, 3 Choices Creative Communications. 3GreatChoices.com

HOW TO DESIGN LEARNING FOR ACTION
All of this talk about action drives how we design learning programs.

**Chunk:** The process of breaking a large body of knowledge into smaller parts that are easier to learn and remember. If they only knew 3–5 things about this area of focus, what would they need to know?

**Flip:** Expanding where and when people learn
How do you support learning in 3 places: in classrooms, with peer groups, and independently?

**Guide:** Giving learners the tools they need
How do you provide the tools that they will need to take action?

**Laugh:** Honoring their emotions
How do you harness and honor the emotion they bring to this focus?

Aim for Action was created by Nancy Bacon. ChunkFlipGuideLaugh.com

WORKSHEET
AIM FOR ACTION
HOW TO GET PEOPLE TO DO WHAT YOU WANT THEM TO DO

STEP 1: SET THE GOAL
Set a clear and sharply-defined goal. What do you want them to accomplish?

STEP 2: GET READY
Address the four barriers to action.

STEP 3: TAKE ACTION
Ensure success by keeping the action process in mind.

Climate Tools Knowledge & Skills Feelings

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**WHAT’S THE GOAL?**

Write down what you want to accomplish. Make sure it is clear and sharply-defined.

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**WHAT ARE YOUR BARRIERS TO ACTION?**

**Climate:** What are the external conditions, such as climate, culture, and institutional structures? What can you do to make them favorable? Use these to gauge expectations, too.

**Tools:** What tools would jump-start action? What resources will be helpful during the action?

**Knowledge & Skills:** What do they need to know to complete the action? What skills are required?

**Feelings:** How do they feel about the action? What can you do to honor and harness that emotion?

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**WHY PEOPLE LEARN**

People learn for five main reasons. Knowing why someone is learning something helps to define what they should learn and how they might learn best.

- To get new information
- To find more information about something they know
- To help them remember or apply information
- To deal with change
- To solve a problem

Think about the people you are trying to reach. Why do they learn? Why would they want to learn what you want them to learn?

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**HOW CAN YOU ENSURE SUCCESS?**

**Focus:** How is your focus different from their focus? What can you do to help them stay focused on the goal?

**Reflection:** How can you create opportunities for deep, sustained, rigorous thinking?

**Team:** Who is on their team?

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**WHAT ARE YOUR NEXT STEPS?**

Write down the next steps you will take to move things forward.