

The Communication One-Pager

A simple structure for making any message clear, confident, and easy to act on, whether it is an email, a presentation, or a hard conversation.

The CLEAR Framework

Five moves that turn a jumble of thoughts into a message people actually follow.

- C Context**
Set the scene in one line: why this, why now, and why it matters to them. Give just enough for your point to land.
- L Lead with your point**
Say the single most important thing first. Do not bury it at the bottom. If they only remember one sentence, make it this one.
- E Evidence**
Back your point with 2 to 3 concrete proofs: an example, a number, or a short story. Enough to convince, not so much that you lose them.
- A Action**
Name the specific next step you want. Be direct about who does what, and by when.
- R Recap**
Close by restating the one thing you want them to remember. Repetition is not redundant, it is what makes a message stick.

A 30-second pre-check before you send or speak

- ☐ Can I say my main point in a single sentence?
- ☐ Does the most important thing come first?
- ☐ Is my ask specific and impossible to misread?
- ☐ Have I cut every word that does not serve the point?