

P.A.C.E model of communication worksheet

Purpose of your communication

For example, monthly finance report, asking for information from client, providing info to the bank

Audience for this piece of communication

For example, non-financial management team, hairdressing client, bank manager

Content of this piece of communication

For example, narrative report explaining monthly result including tables and graphs showing key information

Engage the audience in this piece of communication

For example, how to tell the story of the results this month