

## 10 Factors to Consider for all Public Statements

All of your statements should pass the following public perception tests:

1. Are they both honest in content and compassionate by response?
2. Do they communicate a thoughtful, intelligent content?
3. Do they really show your genuine concern?
4. Are they solution-based?
5. Are they presenting the “image” of your organization in a good light?
6. Are you going to be viewed as not only a reliable organization, but also a responsible one?
7. Will they show your organization as one with good “core values”?
8. After watching and hearing you, will your various stakeholders view you as being in control?
9. Have you “communicated from the heart” and not just from the “head”?
10. Will your audience remember having “liked” you and your organization?