



The IPTC Messaging Matters IECCC Framework (Worksheet)

What is your difficult discussion?

What is the scenario? Who is involved in the conversation?

The Framework

Introduce

The opening of the conversation is about delivering key information in a clear and concise manner. The goal is to ensure that the other person understands the reason for the conversation or the main point you are trying to convey. Be direct and approachable.

Educate

Once the initial information is shared, dive deeper into explaining the why, how, or background behind it and to provide context. This helps the others to understand the reasoning or the process behind what you've informed them about.

Clarify

After explaining, it's important to check for understanding and address any concerns or uncertainty. This is a chance to ensure that all parties are aligned.

Collaborate

In this stage, work together to find solutions, next steps, or a shared path forward. This promotes cooperation and ensures others feel involved in the decision-making or resolution process.

Coordinate

At this stage, focus on organising the details, setting timelines, and ensuring everyone is aligned on the actions, and have a shared understanding of what to expect and when.



Create Your Conversation Roadmap

Introduce

Educate

Clarify

Collaborate

Coordinate

Your contribution matters. Please share your roadmap by scanning and emailing to
rheamercado@rtwmatters.org