5.13: Conclusion and Endnotes

One of the most important skills communicators can develop is a method for quickly and creatively analyzing potential angles or aspects of a given message topic. But that is just the first step. Just as important is learning how to focus, out of all the possible angles, on the one aspect of the topic that best matches the audience needs and the communication objectives.

As with all skills practice, open-mindedness, and curiosity will serve you well as you develop these skill sets.