

# The Zen of Clear Communication

A quiet guide to being understood



# 1. The first word holds the weight of the last

🌀 The path reveals itself when your feet are still

## DO

Build on what they already know

Let their world shape your words

Speak from the ground, not the clouds

## DON'T

Assume your truth is already shared

Lead with what matters to you, not them

Rush in with answers before any question appears



## 2. Say little, mean much

🍂 The clearest voice wears no ornaments

### DO

Use language a child could follow

Let each example settle in the hand,  
not scatter in the air

Trust clarity to reveal what matters

### DON'T

Hide meaning behind cleverness

Use words that sound important  
but say little

Confuse noise with depth



### 3. Begin at the open door

🔑 Trust is built every time it is remembered

#### DO

Begin with what already feels true

Let the old and new share the same seat

Make change feel like a natural step forward

#### DON'T

Start with promises that float

Rush them forward without a path

Plant new roots in untouched soil



## 4. Speak to the question beneath the question

🌍 What is unspoken is not unknown

### DO

Give voice to the question they  
carry quietly

Build trust before you move minds

Name the difference or it will  
disappear

### DON'T

Say everything, and be heard for  
nothing

Make them search for what you  
mean

Avoid the tension, as it may echo  
the loudest



Say less.  
Stay clear.  
Sound sure.

