Sudoko Style

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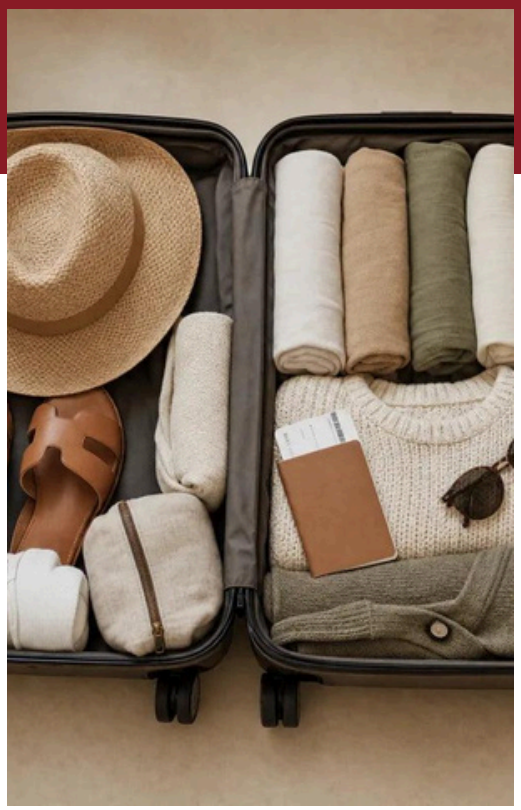

Three categories, one clean message.

Saying less, in a well crafted manner, is more impactful than saying a lot words. You can think of it like the new trend of Sudoko Packing (which I just learned about today in time for my next trip). The idea is that 9 items of clothing can create 27 outfits.

You use a Sudoko-like 3x3 grid and fill it in it with bottoms, tops and layering. Keeping the palate similar helps, and you have a compact pile of clothes and a lot of variety for your trip.

In the same way that we can't bring our whole closet with us to a travel destination, we should not try to dress our messages with every item that currently "fits."

Put on too many pieces of clothing and you will find yourself buried. When you pile on everything you know or have heard about a concept or deal, you run the risk of giving your listener so many layers that they can't discern any style.

In communication, one powerful statement or concept can create endless repercussions. This sounds as if it would be easy to do. But there is so much richness to life: details to be understood, complications to unravel, decision-trees to explain, that it often takes a lot of words to get to our main point.

I call this part of the message the Incident or Incidentals. These are the details that give a listener context. If you start by cutting this part down, you will better your message immediately. What matters more t is the Impact, the bottom line result of the story. You need to answer the questions, what has changed, what will change, what has become imperative, what should we think about this?

Finally, you must connect your message to your audience by assigning it Importance. Here's how you, dear listener, will be affected. Here's what you should do, or here's how you can help me. Three categories, one clean message.

This can come in very useful when you have to give concise updates on a deal or transaction. It can help you land a strong conclusion to a long meeting. Most importantly, it will help your audience know exactly what they should focus on and take away.

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