

# COMMUNICATION LESSONS LEARNED

**01** IF YOU HAVE TO EXPLAIN THE NAME,  
YOU'VE LOST THEM.

**02** MINIMIZE THE STEPS PEOPLE TAKE TO  
COMPLETE AN ACTION.

**03** PEOPLE WON'T HEAR UNTIL THEY ARE  
READY TO RECEIVE IT.


**04** PEOPLE NEED TO INTERACT WITH THE  
INFORMATION 10 TIMES TO "HEAR" IT.

**05** PEOPLE WON'T UNDERSTAND BIG IDEAS.  
KEEP THE VISION AND MOVE TO THE GOAL.



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