The Fast Filter

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Purpose	Why Fast Filters work better than regular email messages during this "social distancing" period.

Best Result

I created the Impact Filter and Fast Filter to ensure that when I communicate something important, others are clear about the context, content, and intention. In every case, those receiving them have felt clear, confident, and motivated after reading and discussing them. In the present "shutdown" period, the Fast Filter provides us with a huge advantage in clear thinking, communication, and teamwork. What can seem like a setback right now can actually be a breakthrough.

Worst Result

Because we're suddenly and significantly more distanced from one another, we'll do a lot of thinking on our own without the benefit of direct personal conversation. We'll also send far more written communications than ordinary, and write them the same way we do when in-person conversation is readily available. So, there is an increasing tendency to send "what" messages that are lacking any background explanation of "why" what is being proposed is so important.

Success Criteria

Thinking about thinking: Using the Fast Filter encourages much clearer thinking that clearly identifies exactly "what" and "why" you want to communicate.

Easy to understand: The Fast Filter makes it certain that those receiving your message totally "get" your context and intention.

New, better project: Each new Fast Filter always creates an entirely new plan and path for the future for everyone involved.

Applicable to everything: It works in any situation where new and better thinking, planning, communication, teamwork, and results are desired.

"Shutdown" breakthrough: Use of this single communication tool during this abnormal period will multiply our teamwork capabilities by 10x when normal conditions return.

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