Sender >> **Receiver**

		RECEIVER		SPEAKER		BRIDGE
1	Perspective >	How does the other see his or her world?	>	How do you see the world?	>	How do you bridge the gap?
2	Context >	How does the other see the situation?	>	How do you see the situation?	>	How do you connect to these perspectives?
3	Expression >	How does the other see you and the relationship?	>	How do you see yourself and the relationship?	>	Which image of yourself do you want to create?
4	Appeal >	What does the other expect you want from him or her?	>	What do you really want from the other?	>	Which appeal is appropriate for the situation?
5	Content >	Which content does the other expect from you?	>	Which content or message do you want to get across?	>	How can you bridge these expectations?