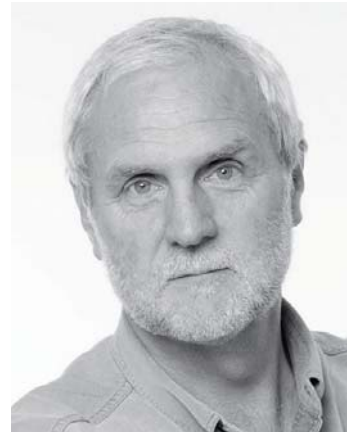


# 10 ways..... to be better at communication

So you think people understand what you are talking about.

Rod Petrie



## 1. Set some goals

Set goals to work on your communication skills: poor understanding of communication leads to a lack of trust and respect, ineffective decision - making, impotent meetings, breakdown of relationships and dysfunctional teams – all causing money to leak from the business.

**A goal written down is halfway achieved.**

## 2. Be clear

Good communicators deliver clear and accurate information without rambling on and repeating the same point.

Identify key points and punctuate the conversation or break up written communication with bullet points.

Think about what you want to say, the purpose of your communication, your audience and desired outcome.

**Proper preparation prevents poor performance.**

## 3. Wavelength

When someone says, “ they are not on the same wavelength”, it’s probably true.

Understanding how people like to receive information is critical and will help you to communicate and motivate more effectively as we all process information differently.

**Don’t always assume that the client wants to see work in powerpoint.**

## 4. Know what you want

The next time you are in a restaurant with friends watch how they order from the menu. The thinker/analytic will study the menu in all its minutiae and take forever.

the feeler/expressive person picks up on energy and looks around at what others are having and the knower/driver has already made up their mind before they sat down and will be impatiently tapping the table waiting for the rest of the table to decide.

**You’ll meet these same customers in your next meeting.**

## 5. Questions

Successful people ask better questions that uncover real insights and make connections.

Open questions will give you much more information to prompt the person into giving you a fuller answer.

**Make sure your body language encourages an answer.**

## 6. The silent salesman

Some 93% of the message is communicated through body language, with a staggering 7% through the words themselves. The “warning triangle”, however, is never to make a snap decision about body language. Just because someone didn’t look you in the eye when you asked that killer question, doesn’t mean they are lying.

**You need to study their base behaviour before you can make a real decision.**

## 7. Junk mail

To avoid miscommunication by email, be clear about the topic, purpose and action required and make sure your personal filters such as language and codes are ruled out. Know your audience, mirror their style, avoid jargon, keep it short, try and be logical and if it all takes too long, phone them.

**Think carefully before hitting the CC option.**

## 8. Listening levels

The level 1 listener is only partly listening; they are not really in the same room.

The level 2 listener is more active, probably leans forward and is listening to your every word.

The level 3 listener is really paying attention to what is being said, and what is not being said, along with other aspects of your frame of mind.

**Listening is a top skill that builds strong relationships.**

## 9. Keep Talking

People can forget to communicate that they have changed over the years and no longer share the same shared goals and ambitions, so they stop talking to one another.

This is the kiss of death for any business relationship and can lead to confusion, bad decision-making and distortion of reality. Never stop talking to one another, no matter how difficult, as you will only trip up on it years later.

**Never feel guilty about taking time out together to talk.**

## 10. Talking shop

The secret of a good meeting is preparation. Many meetings can be a talking shop, with no decisions made and half the people wondering why they are there. All this adds up to hidden costs and another round of meetings.

A well-run meeting is chaired with specific agenda points, allocated start and finish time, produces clear minutes and everyone is adding value, knowing the actions required to move things forward.

**By the way, avoid breakfast meetings, as you never get a chance to eat what you normally have...**