

2 Issues in communication

- You must be in social contact with the other person or people
- You must want to communicate
- It is better to risk familiarity than be condemned to remoteness
- The best way to empower others is to impart information (along with the delegated authority to make decisions and act on the information given)
- Get out of your office – meet, listen, provide information and give people the context in which they operate – to communicate and encourage
- Good communication is the core of customer care
- Remember customers (and suppliers) communicate with others about you
- To communicate with your customers you must handle complaints (as an organisation) as personally as possible – by a meeting or phone call in preference to letter or email; you must listen to what customers suggest and communicate product/service changes/developments with them in advance

- Presentation skills are important in communicating with colleagues as well as customers/clients
- Meetings, internal/external/online are key indicators of a person's communication (including listening) skills
- Communication is a business requirement: establish proper systems and ensure all use them
- Remember the equation: size + geographical distance = communication problems
- Communicate with poor performers to improve their contribution and in appraisals be truthful, helpful and tactful
- Help others to improve their communication skills and strive to improve them bit by bit. (Also, assess the communication skills of colleagues and identify areas for improvement.)

Personal communication skills checklist

Answer yes or no:

- 1** Do you understand the importance of communication in your personal and business life?

- 2** Are you a good communicator? (Check with your partner at home, with friends and with colleagues.)

- 3** Can you write down your strengths and weaknesses as a communicator? And have you listed them?

4 Have you identified a need to improve your communication skills in any, or all, of these areas? Will you now set about doing so (*reading further books and/or attending training seminars as needs be*)?

- listening _____
- reading _____
- writing _____
- one-to-one interviews _____
- speaking and presentation _____
- managing meetings _____
- within your organisation _____

5 Are you motivated strongly to become an excellent communicator?
