

## **Good Communication is so very important to everything we do.**

Good communication happens when responsibility is taken by the sender to ensure that the person receiving the message understands the exact meaning that the sender intended. Unfortunately, we often send out messages without due thought or care resulting in ambiguous or misleading messages.

When we reach out to our customers, we are using some form of communication so it is essential that we get it right. Telephoning, advertising, writing and face to face contact all give the customer an impression of the business and of its people.

In face to face meetings we have two way communications which gives us instant feedback. This allows us to assess if the meaning of our words is being conveyed accurately. We can ask questions, listen to the answers and evaluate the accuracy of the two way interaction.

Remote messages such as emails and advertising do not give us instant feedback so we can't be sure if the message has been received in the way we meant it to be received. Focusing on the persons we are contacting helps to anticipate the way they will receive the message.

People vary in the way that they absorb information according to their education, socialisation, experience and knowledge base. A clear message takes account of these variances. For example, using jargon and abbreviations to people with no knowledge of them, leads to confusion and frustration. Senior people may expect a certain amount of courtesy and protocol in communications whereas friends can be happy with the informal and casual approach.

Written messages are the hardest to get right. What is considered ok for a text message may not be appropriate in an email or letter. Block capitals are perceived as anger or shouting and curt short sentences can be a little too short and perceived as rude.

When taking account of the other persons receiving the messages, using good grammar and observing protocol all help maintain clarity. So a 'good' message must be accurate, clear, well constructed and appropriate. Preparation is essential so taking a few moments to organise your thoughts can make a huge difference to the final outcome.

Good communication can make a huge difference to your success.

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