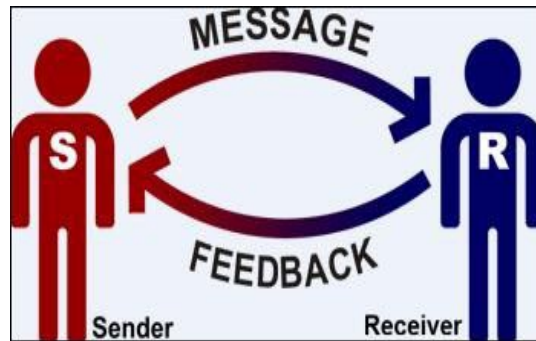


## How to Provide Effective Communication

When you run a small business effective communication is key to accomplishing your goals. If you've ever had a manager with poor communication skills, you probably know how frustrating and de - motivating an experience that is for an employee. Now consider how that might affect a client's perception of the business. Avoid this scenario when running your own business by observing a few key guidelines for effective communication.

### Step 1



Use plain language that your employees and customers can understand when communicating with them. Resist the temptation to use "corporate speak" or overly technical language that could confuse your contacts if you want to achieve effective communication. Remember the purpose of communicating with your clients and employees is to help them gain a clear understanding of your purpose. Corporate copy writer Michelle Burleson says "The powers-that-be who insist on cliché, jargon and words with no marketplace meaning undermine their own profit potential and branding power."

### Step 2

Ask your employees and clients specific questions about issues concerning your business before making decisions. Encourage them to ask questions for clarification as well to ensure that you and the other party are on the same page.



### Step 3

Give orders to your employees and contractors in a clear and firm yet respectful tone. Talk to your clients in a pleasant and understanding tone. Consultant Judith Filek says that you should sound upbeat, warm, clear and under control when you speak to business contacts. The tone you use can have a significant effect on how people react to the information you relay.



#### **Step 4**

Keep aware of your body language as well when communicating with your business contacts in person—something as simple as a sigh or slumped posture when talking can negatively affect the delivery of your message.



#### **Step 5**

Write concise letters and emails that get straight to the points you need to address regarding your business. Avoid going on tangents or talking about personal matters at length. Use bullet points when appropriate.

#### **Step 6**



Follow up verbal communication with a written confirmation to ensure that you delivered your message effectively. This applies to clients and workers—the written message will allow you to clear up any confusions and give you a point of reference in case your contact doesn't remember certain points of discussion.