

Say What? You Too Can be a Master Communicator!



Success in both business and in life is often a measure of how well we communicate. Communication is how we connect with the world. Even the first half of the word has the same letters as “Community!”

Great business leaders have the ability to communicate effectively with a variety of different audiences using a range of devices. The workplace shift to remote or hybrid work makes the task even more challenging as leaders need to fine tune their message amidst an ever changing and complex business environment.

Being a great communicator also means having the ability to get your message across in written format – a challenge in itself given the rise of social media as a communications platform.

So how do you become a master communicator? Here are 5 tips to get your message across both clearly and effectively:

Create a Work Environment that Encourages Open Dialogue

According to a recent study, [70% of employees avoid difficult conversations](#). Workplaces where employees aren’t able to voice their opinions are prime breeding grounds for toxic environments as they may feel retribution if they speak out.

The situation is even more difficult in remote work environments where verbal or physical cues aren’t always easy to read. Human connection matters and work environments that promote openness and well-being are the cornerstones of innovation and productivity.

Send a Clear Message

Effective communication means delivering your message in a way that others can understand it. With both verbal and written communication, it's important to be clear and concise. Before you say or write anything, consider your audience. Adjust your conversation style to cater to that audience. Speak clearly and don't speak too softly.

Gather your information and fine tune your message to be sure you're getting to the point in the most effective way possible.

In a pinch look to the words of William Shakespeare for inspiration – "Brevity is the soul of wit."

Ask Good Questions

Open questions are a great way to connect with others on a human level. Shared emotions result in meaningful connections that go all the way back to man's shared experiences around the campfire. Stories are a real way to build community and participate in the human experience.

As much as it's important to ask the right questions, it's also important to listen to the responses. Don't spend all your listening time formulating your next thought. Take the time to actually *listen* to what the person is saying. If possible, confirm the message in your own words to be sure there's no misunderstanding.

Look for Nonverbal Cues

In many types of conversation nonverbal cues can have a greater impact over verbal signals. World famous management guru Peter Drucker once said "the most important thing in communication is hearing what isn't said."

Be careful how you present yourself to others. Are you establishing eye contact? Are your arms crossed or are you playing with your hair? Sending the wrong nonverbal cues can send the wrong message.

Being aware of body language can help you adjust your tone in a speech or conversation. By not adjusting your communications strategy, you might come across as untrustworthy and make your audience feel uncomfortable.

Do your Homework and Prepare!

As with most things in life, preparation is key. Before you start to speak or write, know what you're going to say and make sure you have all the information you need to support your message.

If you're asking for a raise, research market salaries and know what you want. Build your case so when the time comes you're prepared. Think of any potential objections ahead of time and figure out how you're going to answer them.

When it comes to communication, preparation will reveal your best self and you will come across as thorough, competent and professional. Once again, it helps to know your audience inside and out and show that you understand their needs and objectives.

Today's ever changing business landscape proves to be a challenging time for communicators, but with the right attitude and strategy you too can navigate through these complex times and come out a winner!