
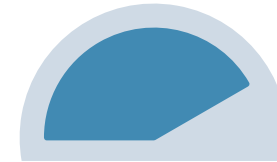
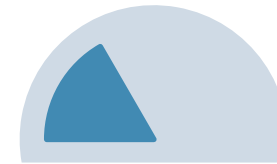


The 5 Elements of Effective Communication

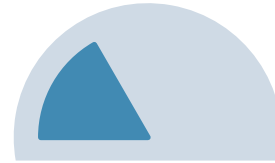


A Discussion-Based
Best Practices Review
by Kimberly Manchester





**Ready?
Let's begin!**



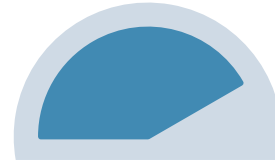
Messenger



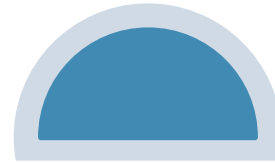
Message



Recipient



Interpretation



Feedback

The Messenger



Who are you? You are more than your name or your job title!
You are a person, with feelings and strong personal preferences that come through in the way you **communicate**.

Do you prefer to:

- Talk face to face?
- Speak on the phone or via Skype?
- Text?
- Snapchat, tweet, or Instagram?
- How else do you communicate?

How you choose to communicate speaks of your **Messenger** style!

Say It With Style



- Be aware of how your **personality** comes across to others, and act appropriately for the venue
- Tailor your language and **delivery** to your audience comfort level
- Watch your **body language**, and be prepared to briefly address any distracting idiosyncrasies (lazy eye, Tourette's tics, etc.)

The Message

The expression “words have meaning” seems straightforward, but do you always say what you mean and mean what you say?

- Do you say you are “humbled” when you actually mean “honored”?
- Are you “jealous” of your friend’s new iPhone, or are you “envious”?
- Do you mean “specific” when you ask someone to be “pacific”?
- Do you want “these, too” or “these two”?



Say What You Really Mean



- To be **humbled** means to be taken down a peg, embarrassed, by your hubris; to be **honored** is to feel greatly respected
- **Jealousy** is rooted in the fear of losing something you cherish; **envy** is rooted in the desire for that which you do not have
- To be **specific** is to be detailed; to be **pacific** is to be calming
- To ask for “**these, too**” implies a multiple of indeterminate amount, while “**these two**” is limited to a specific set

The Recipient



To whom are you speaking? Think about how receptive they will be to your message, and tailor it to both their interests and the most effective delivery. Always remember:

- Like you, your audience has a preferred **method of delivery**; don't be afraid to leave your **comfort zone** to meet them there
- Respect their time. If they are unable to **listen** to you, schedule a time to discuss your **message**
- Observe their **body language** and **vocal inflections**, and respond accordingly

Tailor Your Delivery



- Working with a **prospective client**? Never email a proposal! Control the order of delivery by presenting it in-person or over the phone – value added first, price last
- Unless you know **sarcasm** will be well-received, don't use it.
- Give **video** a try – it's no longer the wave of the future, but the media of now

The Interpretation

Rarely is anything we **communicate** given at face-value. Words are carefully chosen (sometimes with the help of a thesaurus) to:

- Impart an **impression** of intelligence, sophistication, or exclusivity
- Give exacting **detail** to describe need fulfillment
- Elicit an emotional **reaction**

Successful **interpretation** is key to successful **communication**



Feedback

Now the cycle of communication is reversed; the **Recipient** becomes the **Messenger** and the cycle begins anew

Like the original message, **feedback** can arrive in many forms:

- Spoken
- Written
- Facial expressions
- Body Language
- Speed of response
- Other...?

If you don't receive **feedback**, ask for it! It is the only way to ensure that the **message** was properly received



Summary



Messenger

The person responsible for initiating and guiding communications. The messenger decides the medium used to deliver the message



Message

The information being communicated. Be sure that all of the details are included and correct; be as clear and concise as possible, in a way that your audience will recognize and understand



Recipient

The target audience of your message. Before sending the message, double-check to make certain your message will reach them through the medium selected



Interpretation

The Recipients' analysis and understanding of the message communicated. Interpretation is subjective, not objective; this is often where communication fails



Feedback

Without feedback the Messenger cannot know if their message was communicated successfully, nor can the Recipient know if the message was properly interpreted



Questions?