

OUTCOMES OF EFFECTIVE COMMUNICATION



FOR TODAY'S LEADERS

“*Be sincere; Be brief;
Be seated.*”

–President Franklin Delano Roosevelt

Effective communication is the backbone of success. Lack of clarity is the mother of disappointment and confusion. In a company, no one wants to have disagreements or arguments. As the leader, you need to step up and become the voice of clarity within your company. You should be excited! You have the privilege of being the one who empowers and communicates.



IT'S A TWO-WAY STREET:

Sometimes the most important thing is to have your employees communicate. It is easy to zone out during conversation and forget details. As long as you are both on the same page, no information will get lost in the midst. Franklin Delano Roosevelt was a president who excelled in two-way communication. The vision has to be set in place in order for all of the details to come together.

WHAT YOU DO BEATS WHAT YOU SAY:

When it comes to communication, the words coming out of your mouth are only half of the story. Nonverbal communications, your tone of voice and eye contact have a great affect on the transfer of information. As leaders it is important not to be dull and monotone. This sends the message to the person you are talking to, to receive the impression you are uninterested in what they have to say or you are preoccupied with more important things. When people don't think they are important or valued, they are quick to not pay attention to their task at hand.



DEEPENING RELATIONSHIPS:

The closer of a relationship you have with someone, the more they are willing to respect you and the more they will listen to what you have to say. Building relationships within your company creates more of a family atmosphere than just a working environment. Although it is important to maintain your responsibilities as the leader and to remain in a position of authority, it is also crucial to pull your company together from the bottom to the top by deepening relationships.

PATHWAY TO COMMERCIAL SUCCESS:

Commercial success is a benchmark to overall company performance. In order to achieve commercial success, it is critical you are able to communicate clearly and effectively. Always remember- people cannot read your mind. If you want something done a specific way, you need to explain it in an understandable manner. Otherwise, you are at risk of being disappointed and overwhelmed. Every company wants to experience success and what better way to have this experience than by communicating effectively and making sure your team is all on the same page with the same goal in mind?

CREATIVE AND INNOVATIVE THINKING:

In order for creativity to flow within a company, there needs to be effective communication. If people are concerned that they will feel judged by their unique ideas then they are much less likely to share them. Without listening to other people's opinions and ideas, your company will become dull and repetitive. However, when others feel like they have the freedom of expression then they are more likely to uncover what could be transformational proposals. Generating new ideas and different ways of approaching projects creates opportunity for the company to flourish.

Learning to communicate effectively brings companies together. It is important to remember you need to be clear and concise with your expectations and learn to give grace to your employees when it is needed. Furthermore, make sure you are speaking respectfully to others and showing this same respect through your gestures, not just your words. Effective communication is essential to experience success within each area of your company.





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