

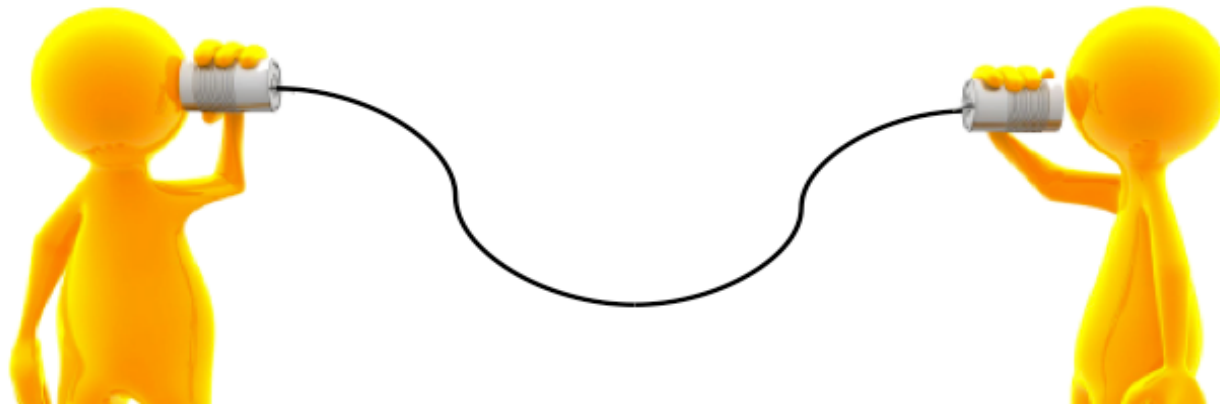
Effective Communication

MCUL Compliance Conference

February 13, 2015

+ Effective communication

The right people,
getting the right information,
at the right time



Communication

Communication works for those who work at it.

John Powell

Auditing Standards

Standard 2420, Quality of Communications, says

"Communications must be accurate, objective, clear, concise, constructive, complete, and timely."

Good Communication Skills

Use a good speaking volume (not too loud or too soft!)



Take turns

Look at listener

Pronounce words clearly

Answer questions

Look at Speaker

Use a good speaking rate (not too fast or too slow!)



Listen carefully

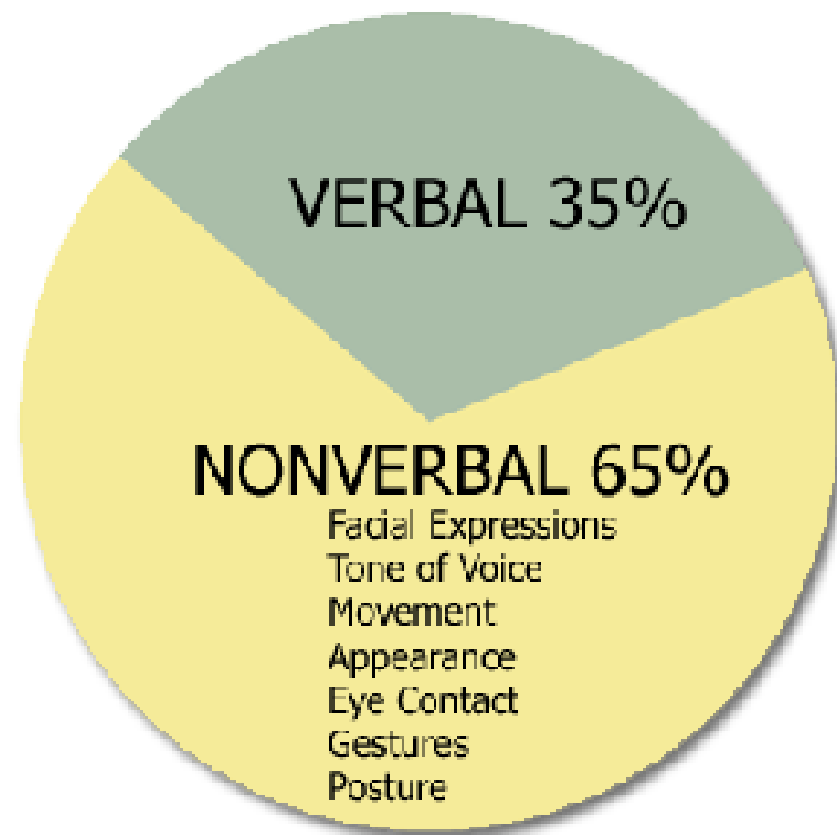
Ask questions

Effective expressive communication can usually be achieved by sticking to a few important guidelines:

- **Establish and maintain eye contact to make sure you have the attention of the person you wish to communicate with.**



- Send clear messages that are congruent in verbal and nonverbal dimensions.





- **Say what you mean and mean what you say. Be direct and honest; don't dance around the issue or play games.**

- **Ask for feedback to ensure the message you sent was accurately received.**

- **Nod, smile, and make affirmative vocalizations and responses that tell the sender you're paying attention.**

- **Wait for the person to complete a thought without interrupting to express your own ideas.**

- If you're not sure you understand the message, ask questions and seek clarification.



- **Paraphrase what you heard so the sender can be sure you got the right idea.**

In the Work Place

Everything has been said before, but since nobody listens we have to keep going back and beginning all over again.

André Gide





- **Every interaction is a job interview.**



EXIT NOW

- **You are the example.**

E-Communication

It seemed rather incongruous that in a society of super sophisticated communication, we often suffer from a shortage of listeners.

Erma Bombeck

Alternate means to verbal communication

- **E-mail**
- **Snail Mail**
- **Instant Messaging**
- **Sticky Notes**
- **Social Media**



Be careful in casual written communication:

- **Let's eat Grandma.**
- **Let's eat, Grandma.**

HUNTERS

**PLEASE USE
CAUTION
WHEN HUNTING
PEDESTRIANS
USING
WALK TRAILS**

Be careful in casual written communication:

- **Eats, shoots, and leaves.**
- **Eats shoots and leaves.**



Delivering the “BAD” News

The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.

Sydney J. Harris

Forbes Ten Commandments of Delivering Bad News:

- 10) Bad news should never come as a surprise.**
- 9) Delivering bad news with due speed, or without unreasonable delay, is critically important.**
- 8) Sometimes people withhold information out of fear, or to save face.**

- 7) Keep detailed records of any meetings and warnings (findings) associated with bad news.**
- 6) When delivering bad news, it is critical that you justify, justify, justify.**
- 5) Find positives associated with the bad news.**
- 4) When delivering bad news, present solutions.**

- 3) It often gets overlooked in delivering bad news that there are usually multiple audiences involved.
- 2) After the bad news is delivered and solutions are identified, track any progress made in solving the problems.
- 1) Always treat people with respect and dignity.

“It finally hit me that people were just showing up to collect a paycheck every two weeks. They were locking their passion and enthusiasm inside their cars in the parking lot and just bringing their bodies to work.”

“I realized what was missing: No one had ever thought to give them a compelling vision of their work, a good reason to believe it was important.”

Captain D. Michael Abrashoff



Accurate Communication

"The difference between the right word and the almost right word is the difference between lightning and the lightning bug."

Mark Twain

Every business communication, oral or written, should be logically structured:

- **The appropriate means of communication should be chosen according to the audience, time reference and cost constraints;**
- **Communication should be articulate and concise;**

- **The use of ambiguous or ambivalent words should be avoided;**
- **The choice of words should be appropriate in order to overcome cultural differences;**
- **Business communication should be influencing and persuasive;**

- **Business communication should always be polite;**
- **Communication should be carried out using positive structures as much as possible; and**
- **Presented facts should be complete and recent.**

What does your audience want communicated?



When it comes to business communication, any business text should comply with the following content criteria: accuracy, brevity, clarity, and emphasis.

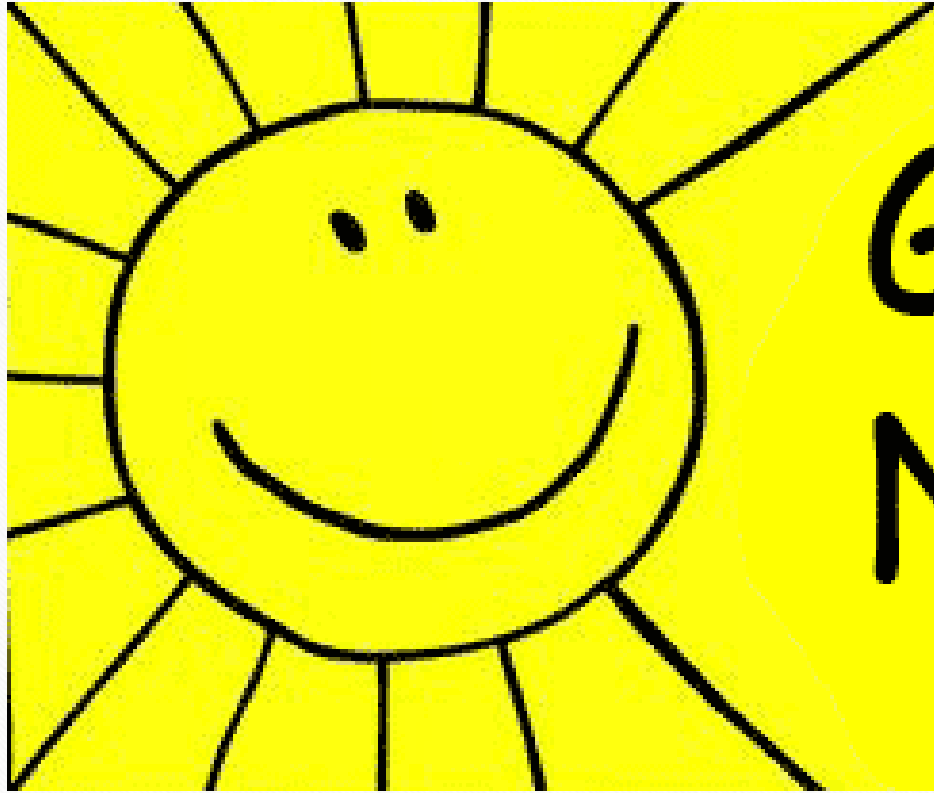
Hartley, Bruckmann, 2001

Positive Communication

*How often could things be remedied by a word.
How often is it left unspoken.*

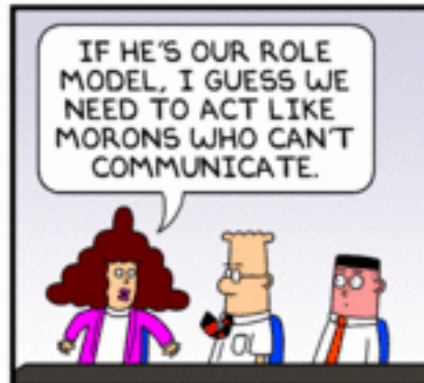
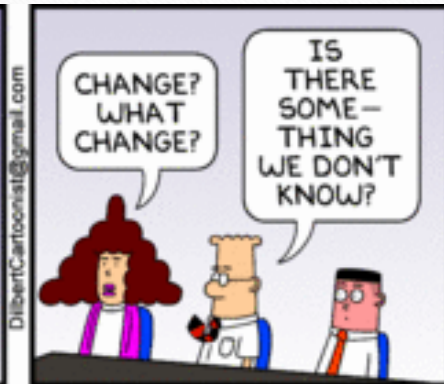
Norman Douglas





Good
News

What news are you the bearer of?



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