

Clarity of Communication

October 2008

In This Issue

[The Responsibility of the Leader](#)

[Clarity of Communication](#)

Quick Links

[More About Us](#)

[Connexia Services](#)

[FREE White Papers](#)

[Book Patrick for your Next Event](#)

[Where is Patrick McClure Speaking?](#)

[Forward to a Friend](#)

[Join Our Mailing List!](#)

The Leadership Problem

The leader of an organization faces several unique communication problems in their day to day work activities. Because they have positional authority, their employees may not be capable of receiving what is being communicated with clarity. A typical employee, instead of carefully listening and understanding what is being communicated by their boss, may be thinking any of the following:

- What did he REALLY mean?
- Why is he talking to me personally, instead of someone else?
- I wonder what his REAL motivation is?
- I can't believe she said something that stupid, but I don't dare tell her that!
- I disagree, her facts are wrong, but I'm afraid to bring it up
- Why can't he/she just be honest and tell me what's on their mind?

Of course a leader can't read minds, but they can certainly take on the responsibility for communicating with clarity and precision.

Part Two of our Leadership series explores some of the communication problems of leadership.

Enjoy!

The Responsibility of the Leader

Let's face it. There is usually an invisible wall existing between the employee and the boss. The one who signs the paychecks, who hires and fires, who requires compliance, has almost all of the power. How, then, do you maximize the clarity of your communication while still preserving your position and authority?

Answer: The skilled leader needs to go to extraordinary lengths to build a climate of respect, trust, and rapport with their employees.

It is the responsibility of the leader to make sure that the communication channels within a group are clearly defined, and that ideas are being interchanged in a free and open manner. The leader shows, by example, how to communicate their message. They take responsibility for ensuring that their communication travels across the intervening distance, that their message is



received by the other person, and most importantly, that their exact message has been received and duplicated.

The quality of the message is important: it must be simple, direct, and purposeful. Rather than combining two or three major thoughts into a sentence, the leader focuses on one major thought at a time. He avoids meandering around in conversation or in writing. He knows that vagueness and obtuseness have no place in business. The effective leader uses simple yet effective words to clearly communicate to everyone in the organization. Today's business world contains a huge and diverse variety of ages, education levels, nationalities, and occupations. Make sure your communication reaches them with a message they understand!

Almost all of the conflicts and disagreements which occur in the world today are caused directly or indirectly from misunderstandings. These misunderstandings typically are caused by poor communication, incomplete communication, and confusion about words and their exact meaning. The English language is a fertile ground for confusion among terms. Guess how many definitions there exist for a simple word, such as "be"? (20-40)

The skilled leader works tirelessly to build quality of communication among all of his employees. This includes all forms of communication: verbal, written, email, voicemail, text messaging, instant messaging, recordings, and any other messages carried over the telephone or in person. The leader is fully aware that whenever communication problems exist, the business will suffer.

Clarity of Communication

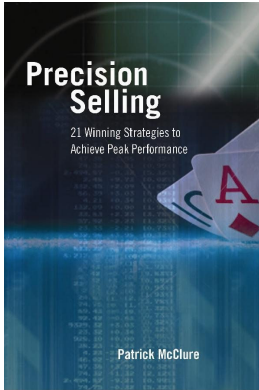


There are several techniques which the skilled leader can employ to improve the clarity and precision of his communication. Here a few of the most common:

1. Develop greater empathy. Be able to take off your "executive hat" and wear the "sales manager hat" or the "administrative assistant" hat. See how things look from their viewpoint for a change!
2. Listen more effectively. Don't just hear what is being said, but listen and REMEMBER the important details like names, dates, ideas, deadlines.
3. When listening, check your understanding by asking yourself the six helpers: who, what, when, where, why, and how.
4. Repeat/rephrase. Ask them to repeat what they said so you can ensure you duplicated it precisely, or you can repeat it and make sure they agree it's correct. This will ensure that you are both 100% in agreement. (works verbally and in writing)
5. Confirm your understanding. Especially if there are action items, make sure everyone is very clear about who does what, when, where, how and why. Document where necessary.
6. Observe the obvious. If you look carefully, you will be able to tell if someone else just doesn't get it. There are generally visible signs (facial expressions, body language) that will tell you there are problems with the reception. Be alert!
7. Talk less than you listen. Remember the value of silence. It's amazing what you learn about others when you let them talk and you observe!

Leaders carry the responsibility for improving the interpersonal communication skills of everyone in their organization. Skilled leaders take it one step further, and insist upon precision, clarity, and understanding.

Precision Selling: 21 Winning Strategies to Achieve Peak Performance



It took me over 30 years as a salesman, manager and trainer to understand the REAL reasons why some salesmen are astonishingly successful, and why others just never get it.

By mastering the 21 Winning Strategies which I explain in this book, you will transform the way you sell. You'll become more efficient, more effective, and more Precise.

What used to baffle you will become clear. Insurmountable barriers will vanish. You will find, like many others, that selling can become easier and more productive...by doing it with Precision.

Price: \$17.95

plus shipping

BUY NOW!

To order your copy of "Precision Selling: 21 Winning Strategies to Achieve Peak Performance," click on



Now available as an Audio CD Learning Program! Contains new original information, case histories, and examples.

Price \$40.00 plus shipping

Order this 4-CD Package by clicking on



SPECIAL OFFER FOR NEWSLETTER READERS ONLY!

\$50.00 for BOTH Book and Audio CD Program

Click on:



To your Success in 2008!

Patrick McClure
Connexia Group

[Forward email](#)

Email Marketing by

✉ **SafeUnsubscribe**®

This email was sent to patrick@connexiagroup.com by patrick@connexiagroup.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe](#)™ | [Privacy Policy](#).



Connexia Group | 10 Via Candelaria | Coto de Caza | CA | 92679