

Steps Towards Successful Communication

In the corporate world, communication can act as a double-edged sword. On one hand, it is paramount to ensuring the presence of a business in the first place. That is, without it, members of the organization would be unsure of what they were responsible for doing. Yet, oftentimes companies find themselves frustrated with the way in which employees interpret the messages they communicate. Communication is critical in running a successful company and retaining top talent.

Communication, especially within the corporate realm, finds a myriad of mediums in which messages are communicated to others. E-mail, telephones, announcements, face to face meetings, etc. are all but a few of the techniques in which companies choose to deliver a message to their employees. However, as most companies have experienced, the way in which a message is received, especially something of critical importance, heavily depends upon the manner in which it is revealed. For instance, companies are responsible for communicating at various levels within an organization. From the board of directors to the janitor, different messages must be communicated to different people in various positions.

On the other hand, companies are also faced with communicating group-specific messages to certain members of the organization. For example, when a newly appointed C.E.O. wants to share his vision for the company over the next five years with every member of the organization, how does an individual go about doing this? When companies are looking to communicate with the members of the organization, it is important that they keep in mind these three things:

- 1.** What is the objective? It is important to have an identified purpose in order to avoid unnecessary material that will take the attention off of your point.
- 2.** What communication styles do people use? Determine the circumstances of communicating the message. Do people use a "tell" style where you inform their members or do they use more of a "consult" style where participation is encouraged?
- 3.** Consider the audience. This is perhaps one of the more important aspects of communication strategy because unless you know your audience, you will not know how to communicate with them. Some additional things to consider when developing your strategy is: What do they know? How much information do they need? What are their biases?

Although these strategies will not devoid companies of communication issues, they can act as valuable resources for companies to consider when they are looking to present the simple to complex messages to members of their company. When the

time is taken to develop and formulate a communication strategy, it allows the communicator to clearly define the message and for the audience to truly hear it.