



## **Communication**

by Cub Marion

Understanding organizational direction, strategic priorities, values, operational tempo, action plans, and the list goes on, is predicated on communication. This means that a level of mutual understanding is required in order to satisfy the communication loop. It's not a matter of "telling". The communication loop is only satisfied when both transmitter and receiver have a common understanding of the message.

How do you know if the communication loop is closed? Simply ask: "What did you hear?" This playback speaks volumes on the effectiveness of the information exchange.

Today, we are living in the information age. To that end, we spend more time "communicating" than we ever have before. However, are we really communicating; do we have mutual understanding? E-mail traffic is becoming a primary mode of business communication. Some may contend that it has been the primary mode for a number of years. In today's rapid, and very dynamic business environment, succinct and clear communication is essential.

E-mail, texts, and instant messaging are low on the list of effectiveness. Focus on direct communication, either by phone or face-to-face. Keep in mind that we communicate with inflection, tone, and body language. The probability of mutual understanding is highest with a face-to-face verbal exchange. Take the time to have a conversation, and at a minimum, do it by phone.

Additionally, the more you communicate in this fashion, the more connected you are with the people you are engaged with. This will enhance the relationship(s), developing trust and confidence, thus increasing your leadership effectiveness.