

## COMMUNICATING EFFECTIVELY

Communication is by far one of the most important deciding factors in the success of an event. What you say and the way you communicate that information can lead to a smooth and stress-free function or a frantic and disorganized experience. With today's evolving technology, effective communication also relies on choosing the right medium to convey your message. To paraphrase one of my favorite movies, (the eternal sunshine of a spotless mind), *talking is not necessarily communicating*, moreover ensuring that what you want/meant to say **is understood** is as equally critical if not more than passing the message along.

### a) Informing Effectively

- a. Figure out what is the purpose or reason for communicating. For example, do you want to start a DISCUSSION, come to a DECISION/commitment, generate an ACTION or just REVIEW or share information? If you know what you want to achieve, it will go a long way to help get the right message across.
- b. Choose the right communication medium based on what you want to communicate and the urgency. For example, e-mail, phones, Facebook, messenger, fax, or meetings are all mediums we can use to communicate. Some mediums of communication are more convenient but consume more time or vice versa.
- c. Think about your audience or intended recipient of your communication. Common problems with communication are misunderstandings or the inability for the communicator to express what is intended to be said in a way that can be understood by the recipient. What may make sense to you may be completely confusing to another or difficult to understand.
- d. Certain choices of words may invoke emotions that affect the way someone receives communications. Always be mindful of how the words that you choose or comments that are made may be taken by your audience.
- e. Keep your communications as short as possible and to the point. Refer to point a. if you lose your way.

### b) Delegating Work – D.E.L.E.G.A.T.E.

- a. **D**ecide – on the work that needs to be delegated.
- b. **E**lect – a candidate(s) to perform the work.
- c. **L**ay it out – for them so that they can understand what needs to be done.
- d. **E**xplain the consequences – or the importance of the work to the whole.
- e. **G**et them to summarize – what you have communicated to them.
- f. **A**llow it to happen – and focus on your tasks at hand.
- g. **T**ouch base – regularly to ensure that they are receiving the proper support.
- h. **E**nd and examine – the result and identify any gaps in what was delegated.

### c) Reporting Status

- a. Completes the circle of communication and team builds.
- b. Allows more flexibility the more frequently and **effectively** it is communicated.
- c. Can root out quickly any miscommunications.
- d. Demonstrates commitment and can build trust the more proactively it is done.
- e. As a thumb rule, it should be periodic.