

S P E A K E A S Y



# COMMUNICATION

IS BECOMING THE GROWING LIABILITY  
FOR THOSE TRYING TO SUCCEED

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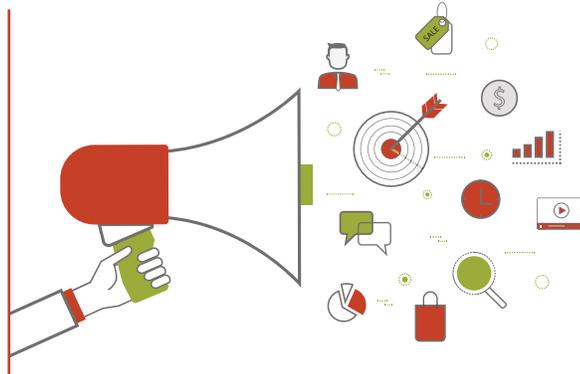
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# COMMUNICATION

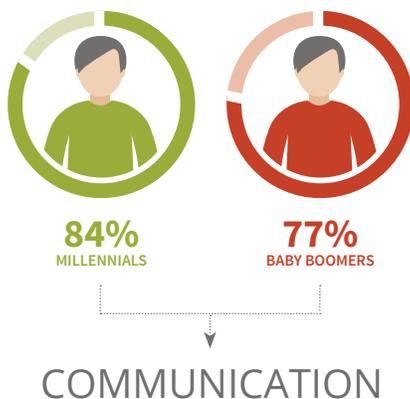
## IS BECOMING THE GROWING LIABILITY FOR THOSE TRYING TO SUCCEED

Ineffective communication is a hidden and growing liability in the workplace. This is a liability that can threaten your personal growth and professional advancement. Higher level positions within most industries require individuals to possess proven leadership skills, and the ability to effectively communicate with a wide range of audiences.

A lack of effective communication skills may hold you back from forging lasting and productive relationships with colleagues, team members, stakeholders, or executives.



As the workforce population demographics begin to shift, communication will become an even larger component of professional and business success. Over the next ten years, Baby Boomers in the workplace will gradually be replaced with technology-driven Millennials - making effective communication a must have skill. Understanding how to tailor messages to an intended audience, and leveraging communication as a tool, will become an integral part of everyday business communication.



Despite differences in workplace preferences, both Millennials and Baby Boomers agree that communication within an organization can influence hiring and promoting practices. In a recent survey of full-time employees, it was found that 84% of Millennials and 77% of Baby Boomers identified communication as being an important factor when considering working for a company.<sup>1</sup> The survey concluded that communication within an organization was valued more than vacation time, health benefits, and other employee perks.<sup>2</sup>

# COMMUNICATION

## IS BECOMING THE GROWING LIABILITY FOR THOSE TRYING TO SUCCEED

Ineffective communication is not only a personal liability, but also a business liability with consequences to the bottom-line. The effects of ineffective communication often lingers past the original interaction affecting overall business productivity. Poor communication may be manifested in:

- Missed deadlines;
- Misunderstood workplace expectations;
- Information not being shared in a timely fashion;
- Decreased workplace performance or low employee morale; and
- Inaccurate information being used to make business decisions.



Studies have shown that companies with more effective communicators have, on average, 47% higher returns than companies with very few effective communicators.<sup>3</sup> A business with 100 employees is estimated to lose \$524,569 each year due to ineffective communication that reduces collaboration and information sharing.<sup>4</sup>

The good news is that poor communication is not permanent. With a commitment to improving, organizations and individuals can work to reverse the negative effects of ineffective communication, and empower employees to fulfill their personal as well as professional potential. It is important to note that powerful communicators are not born, but, instead, are cultivated over time through training, practice, and real-world interactions. With the proper guidance and support, anyone can become an effective communicator.

There are four key steps that you can follow to reduce your communication liability and begin your journey to becoming a powerful communicator. The journey to effective communication takes patience, commitment, and an overall appreciation of what can be possible through communication.

## STEP 1



### CONNECT WITH YOURSELF

The first step starts with being willing to explore and discover your current capabilities as a communicator. Powerful communication starts with yourself and your ability to connect with who you are and how you communicate. In this step, you must get in touch with the truth about how the world experiences you as a communicator, including your voice, your non-verbal gestures, and your messaging. Taking the time to dive deep into where you are, today, as a communicator will help you determine what obstacles may be getting in the way of you communicating effectively in the workplace and beyond. To begin your journey, it starts by building a bridge between what you want to achieve, and where you are in the process of achieving that goal. This reality compared with your true goals as a communicator, is what creates the gap that you must work to narrow to reach your full potential. It is this self awareness with the truth about your communication that is critical to true professional growth, that will lead to positive behavior changes, and will improve your communication effectiveness.

## STEP 2



### TAKE TIME TO LEARN YOUR AUDIENCE

The second step involves getting to know your audience and becoming aware of your listeners. If you have taken the time to rediscover your values, goals, and your communication weak spots, it's time for you to move to the next stage in your personal development. This involves asking yourself how you can connect with others. In this step, you must shift your focus outward and venture to discover their values, concerns, and aspirations. The key is to find ways to communicate with others from their point of view without losing your own. Consider what your audience sees, what they know, what they think, and what they feel in all of your communications. Being able to embody your audience, and take their perspective in communication, is what drives productive change. Taking this step to understand your audience is what will help you begin to build the power to persuade and inspire others to advance toward shared goals.

## STEP 3

### MAKE BUILDING TRUST A PRIORITY



The third step is rooted in building trust with your audience. It is this trust that will help to drive progress and give you the rare power to create solutions as well as produce results. You must always speak in a way that is congruent with who you are and what you believe, and also listen in a way that is open to others. The key is to be consistent in your vision and commitment. Trust should manifest itself in the open and honest communication you have with team members, coworkers, stakeholders, and executives. It is through trust that others will be open to sharing their ideas and opinions with you to achieve a greater sense of collaboration. Trust is what allows us to take risks, try new things, and ultimately achieve our goals.

## STEP 4

### CONNECT AS A LEADER



The fourth step in your communication journey must focus on leadership and your ability to connect with others as a leader. Leadership is the ultimate destination for all those who commit to becoming effective communicators. Keep in mind that communication is a process, an ongoing journey of self-improvement and professional development. To connect with others and be viewed as a leader, it is critical that you work to understand people. This can be done by connecting with your audience through your words, and motivating them to achieve shared success. Find ways to create a communication and leadership style of your own. A style that will help to stir people, inspiring them to believe, to act, and even, to change. If you can master the connection with your audience, then you can master communication.

# SUMMARY



Communication has always been, and will continue to be, an important component of workplace dynamics, professional development, and business productivity. Poor communication is a real liability that may limit professional advancement, and achieving career or personal goals. It is possible for everyone to become a master communicator with commitment and guidance. The communication journey takes work and effort to connect with yourself, learn your audience, build bridges through trust, and lead to inspire change.

When you are ready to embark on this journey, Speakeasy can help guide you through the steps to become a master communicator. Our classes are designed for communicators at all levels, and will help you unlock the powerful communicator within.

To learn more about our dynamic communication classes visit our website at <http://www.speakeasyinc.com/>, or call one of our communication advisors at **1-888-375-1801**.

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<sup>1</sup> <http://www.businessinsider.com/why-millennials-need-constant-feedback-2014-3>

<sup>2</sup> <https://www.15five.com/blog/employee-communication-millennials/>

<sup>3</sup> <http://innolectinc.com/services-overview/the-cost-of-poor-listening/#sthash.ID5dgavl.dpuf>

<sup>4</sup> <https://www.sisinternational.com/smb-communications-pain-study-white-paper-uncovering-the-hidden-cost-of-communications-barriers-and-latency/>