

## Defining Communication

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*communication:* a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

Simply put: the exchange of ideas.

## Why Communicate

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We communicate for 3 reasons:

1. To Influence.
2. To Educate.
3. To Connect.



## Facts About Communication

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Communication is the foundation of any good business and is constant every day:

- The average businessperson sends and receives 112 emails per day (42% of which are ignored.) [1]
- The average person speaks at 125 words per minute, but can listen to 400 words per minute. [2]
- Studies suggest we spend as much as 80% of our waking hours in some form of communication. 9% of that time is spent writing, 16% reading, 30% speaking, and 45% listening [3]

[1] *The State of Email Communication*, Via680.

[2] *Communicating at Work*, Tony Alessandra.

[3] *Listening: Our Most Used Communication Skill*, Dick Lee & Delmar Hatesohl.

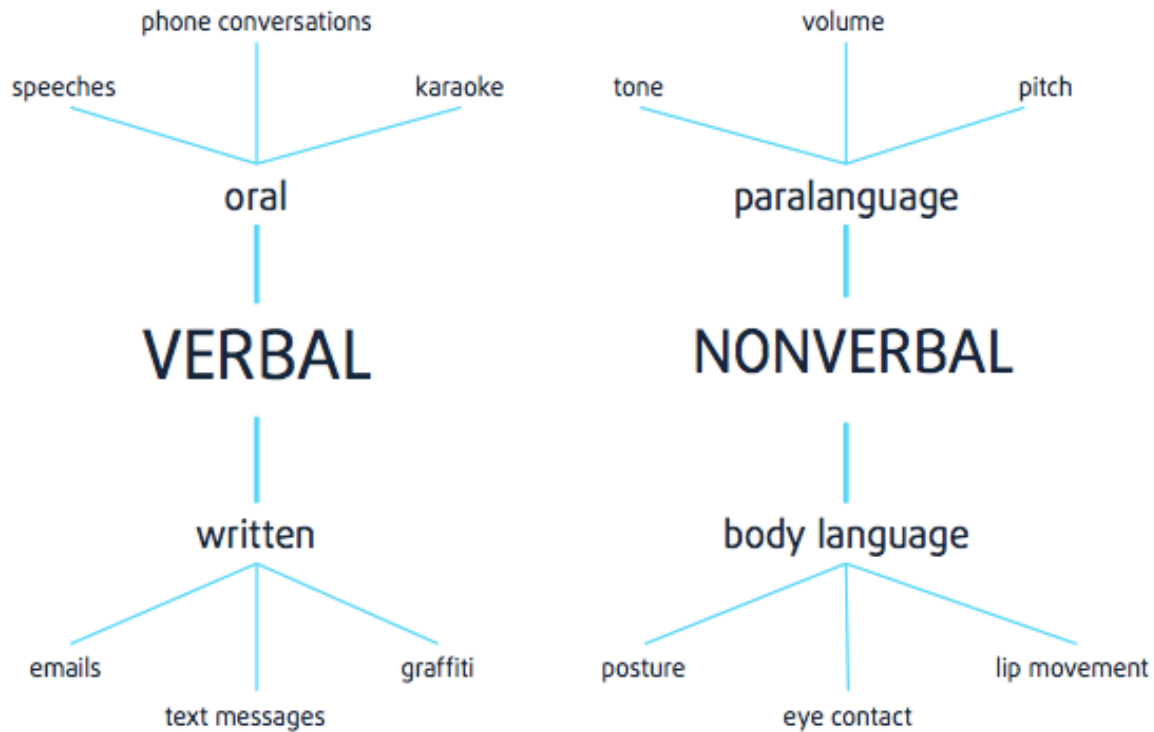
## Examples of Communication

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The most common forms of business communication include:

**Email \* Documents \* Conversations \* Presentations \* Training**  
**Instant Message \* Text Message \* Phone Call \* Virtual Call**  
**Meetings \* Happy Hours \* Water Cooler \* Telepathy**

## Types of Communication



## Sending & Receiving

### Traits of Good Sending

**Relevant.** Tell the person why it matters.

**Relatable.** Describe it so they get it.

**Specific.** Share only what is necessary.

**Memorable.** Stand out from the rest.

### So remember to TALK:

Take Ownership  
Adjust to Person  
Listen for Feedback  
Keep It Simple

### Traits of Good Receiving

**Sincere.** Actually care to listen.

**Patient.** Don't make assumptions.

**Empathic.** Reflect content & feelings.

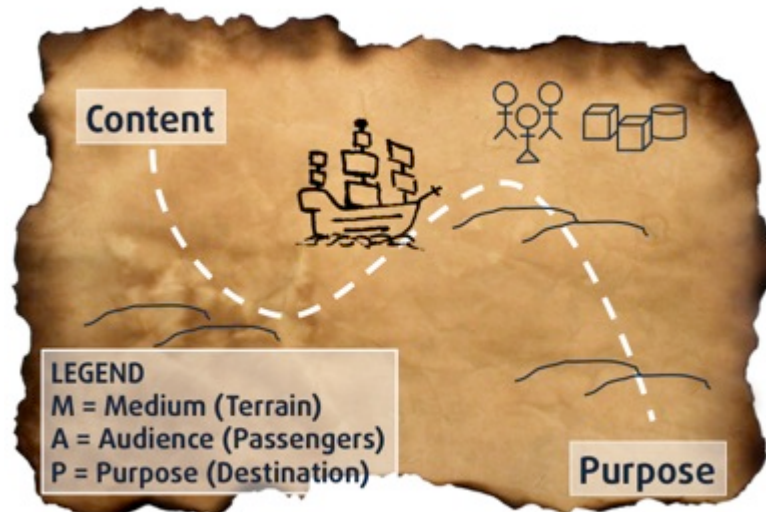
**Focused.** Prevent distractions.

### So remember to LSTN:

Listen to Understand  
Share Feedback  
Teach the Person  
Note All Communication

## Communication MAP

Medium + Audience + Purpose → Message



## Purpose

### 1. To Influence

Explain why: “Because” is one of the most powerful words in the English language.

### 2. To Educate

Use analogies: Humans naturally learn through association.

### 3. To Connect

Share experiences: People become closer through shared memories and connections.

## Audience

- **Know Who They Are.** Managers? Coworkers? Direct Reports?
- **Know What They Know.** Everything? Nothing? A little bit of this and that?
- **Know What They Expect.** To be sold? To be influenced? To be educated?
- **Know What They Need.** To learn? To buy? To understand?

## Medium

Mediums = Email | Documents | Meetings | Presentations



## Email Tips

### SENDING & RECEIVING

1. **Be Concise.** Limit each email to one topic and be brief. Start with the most important information up top.
2. **Send Judiciously.** Send to as few people as possible and write as if it will be on the cover of the NY Times.
3. **Batch Process.** Check email at set times throughout the day instead of constantly monitoring it.
4. **Touch Only Once.** When you read an email: File it, Act on it, Delegate it, or Delete it (don't just let it sit).
5. **Use Humor.** End long emails with a joke or include a pronunciation key for your last name in your signature.



## Document Tips

### WRITING & READING

1. **Write Confidently.** Remove modifiers, use the active voice, avoid jargon, and take ownership of what you write.
2. **Format for Comprehension.** Use Headers, Lists, and Formatting to improve readability.
3. **Define Action Items.** Decide what you need to do (if anything) after reading the document.
4. **File or Delete.** Prevent clutter from accumulating and immediately archive the document or delete it.
5. **Use Humor.** Include hidden messages in the text or challenge yourself to find grammatical errors while reading.



## Meeting Tips

### ORGANIZING & ATTENDING

1. **Start w/ Goals; End w/ Action.** Start each meeting with the agenda. End each meeting with action items.
2. **Use Only What You Need.** Start on time; End on time; Keep people from taking too much time.
3. **Pay Attention.** Avoid multitasking, listen with your whole body, and take meeting notes to stay engaged.
4. **Confirm Your Understanding.** Ask questions and clarify your purpose for being in that meeting.
5. **Use Humor.** Start meetings with an interesting question, toss a ball during discussions, or play meeting bingo.



## Presentation Tips

### PRESENTING & LISTENING

1. **Speak Confidently.** Exhibit passion and present with confident body and paralanguage.
2. **Provide Supporting Materials.** Use slides to reinforce your words, not repeat them.
3. **Take It Personally.** Write down what you want to do differently as a result of seeing the presentation.
4. **Take Notes.** Increase the amount you remember by taking notes by hand or by computer.
5. **Use Humor.** Come up with your own mnemonics or teach someone else a key learning.