

THE (UGLY) TRUTH ABOUT TODAY'S WORKPLACE COMMUNICATION

The truth is that most organisations require their people to demonstrate excellent verbal and written communication. In today's workplace, communication is often seen as a 'soft skill'. Communication plays a vital role in you and your organisation's success and productivity. Ignoring it is at best risky and at worst career threatening.

HOW DANGEROUS IS BAD COMMUNICATION?

▶ IT WASTES

MONEY



\$62.4M

per year, lost because of inadequate internal communication (organisations 100,000+ employees).

David Grossman, "The Cost of Poor Communications";

COMPANY TIME



80%

of internal communication covers information that "does not require action".

Bill Jensen "The Simplicity Survival Handbook";

PRODUCTIVITY



33%

of projects fail because of ineffective communication.

A 2014 report for the PMI (Project Management Institute) named poor communication as one of the primary factors in project failure!

WHAT'S CAUSING THE COMMUNICATION GAP?



▶ LONG, RAMBLING EMAILS THAT ARE MISUNDERSTOOD



▶ UNPRODUCTIVE MEETINGS WITHOUT A CLEAR PURPOSE



▶ OVERLY COMPLICATED AND CONFUSING INFORMATION



▶ NOT UNDERSTANDING, OR ADAPTING, COMMUNICATION STYLES



▶ INABILITY TO THINK ON YOUR FEET WHEN CAUGHT ON-THE-SPOT



▶ NO FOCUS ON HOW LISTENERS PERCEIVE YOU

HOW CAN YOU IMPROVE COMMUNICATION?



▶ SLOW DOWN, COLLECT YOUR THOUGHTS

Pause to think about what you want to say and how to tailor it to your audience. You'll appear more composed, confident and polished!



▶ DETERMINE THE PURPOSE AND KEY POINTS

Identifying your key points will help keep you on track as you develop your message. It also grips your listener's attention.



▶ KEEP LANGUAGE SIMPLE AND JARGON-FREE

Plain language makes your message easy to absorb! Don't litter your words with overly complicated terms.

▶ STRUCTURE THE SEQUENCE OF YOUR INFORMATION



Use a Think on Your Feet® communication technique to present your information for maximum effect. There are 10 to learn!

STILL DON'T SEE THE VALUE IN IMPROVING COMMUNICATION SKILLS?

Organisations with highly connected employees report a 20-25% increase in productivity

25% IMPROVEMENT

McKisney Global Institute "Employee productivity: What You Need to Know to Motivate Your Team"



Find out about our communication workshops:
www.indigobusiness.co.uk/communicate
info@indigobusiness.co.uk
 +44 (0)20 7924 8760