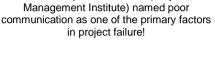
# THE (UGLY) TRUTH ABOUT TODAY'S WORKPLACE COMMUNICATION

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?



David Grossman, "The Cost of Poor Communications"; Bill Jensen "The Simplicity Survival Handbook";



### WHAT'S CAUSING THE COMMUNICATION GAP?



LONG, RAMBLING EMAILS THAT ARE MISUNDERSTOOD



 NOT UNDERSTANDING, OR ADAPTING,
COMMUNICATION STYLES ► INABILITY TO THINK ON

UNPRODUCTIVE

**MEETINGS WITHOUT A** 

**CLEAR PURPOSE** 

YOUR FEET WHEN CAUGHT ON-THE-SPOT  OVERLY COMPLICATED AND CONFUSING INFORMATION



► 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"





Adapted from the original infographic by Think on Your Feet International, Inc. Indigo Business Services Limited are licenced partners of Think on Your Feet International, Inc and McLuhan & Davies Communications, Inc.