



DAZZLING DELIVERY

What is the secret to being a highly effective communicator? Rachel Griffiths explains

Take a moment to think of a person that you consider as being brilliant at their job. Now consider why they have come to mind. What is it about them that makes them brilliant? The chances are that any person you are thinking of, right now, is a highly effective, personal communicator.

So what is their secret? Their secret is that they are really conscious about communicating. They have actively chosen and developed their own blend of 'how' they communicate and are flavouring each and every working day with it. This is how you, too, can be an effective communicator:

1. Be responsible for every piece of communication you engage in.

How you choose to communicate starts with you. The first step in being an effective communicator is to realise that your communication is your choice, that communication skills are not learned or taught and that there is no 'right or wrong' way, but that you and you alone are responsible for how you communicate and its impact on others.

2. Respect the relationship.

Effective communicators do not view communication as a function, but as a personal investment in an evolving, lasting relationship. Carefully craft each piece of communication to demonstrate respect for the relationship, convey trust and as an invitation to reciprocate further investment.

3. Be intentional.

What are you seeking from this piece of communication? The greater aim is

always to develop a successful relationship with the individual or group, and being intentional about the outcome will affect your choice of channel, language and tone.

4. Use all the intelligence available to you.

Effective communicators use all the relationship intelligence that is available to them. They are aware of not just what is being said, but what is being seen and sensed. Being aware of all this intelligence allows you to refine your communication and make it more effective.

5. Put the person first.

Put the person first in every communication. That means always acknowledging your last conversation, respecting their situation, understanding their perspective and even asking questions before you begin.

6. Listen better.

Listening is one of the key ingredients in any communication. Effective communicators aren't thinking about what they want to say while the other is speaking - they are appreciating what they hear by acknowledging what has been said.

7. Be real.

Powerful communication is authentic and transparent. Know yourself and the values you consider to be important and be bold enough to include them in the way you communicate. Skilful communicators retain a strong sense of self in all aspects

of communication and as a consequence appear to have great integrity.

8. Pile on the positive.

Positivity is always the optimum way to approach any communication. Negativity is contagious; it can often serve to keep the relationship stuck and can easily block change. Express positivity in your choice of language, your body language and your intention.

9. Care about the channel.

Take as much care over the choice of channel as you do about the communication itself. There is rarely a substitute for face-to-face communication in terms of the relationship intelligence and investment that can be made.

10. Look for clues.

Excelling at communication involves being confident enough to spot the clues and to follow them. Whether it is the channel you choose, the question you feel you want to ask or the sense that you are getting, pick up on these clues. They tell you that the communication is either working or not working.



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