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COMMUNICATION – Part II of IV: Sending the Message (Speaking)*

“Good communication is as stimulating as black coffee, and just as hard to sleep after.” – Anne Morrow Lindbergh

When communicating through an oral channel (face-to-face, meeting, presentation, telephone) it is particularly important to “Plan the Message” as discussed in Communication – Part I. It is helpful to think of oral communication as a process, not an event. The following are steps to consider when sending a message orally:

1. Establish a connection: Put the receiver at ease.
2. State your objective: In business, common objectives are to influence, inform, assign a task, and/or create change.
3. Transmit your message: If the objective is to assign a task, be sure to establish a deadline for completion of the task.
4. Check the receiver's understanding: It is not enough to ask: “Any questions?” Ask what has been understood. Say something like: “Would you tell me what you have heard, so that I can be sure that I explained myself clearly?”
5. Close the loop: If the objective is an assigned task, always be sure to secure commitment of the completion date and check back to make sure the task is completed.

What message will you be sending this week?

* Some information was taken from the text: Leadership, by Lussier and Achua