



Employee Communication

By Chanon Collins

Communication comes in many forms – verbal, visual, physical, and a combination of the three. Most everyone recognizes the power of communication, or else why would Emerson’s words continue to hold merit - “What you do speaks so loudly that I cannot hear what you say.” Take a moment to reflect on a typical day in your organization. In how many ways did you communicate or receive communication to or from others in your workplace? Now, pick one or two pieces of communication that stand out in your mind. What makes them more impressive than the others? More than likely they were either masterfully communicated or a gross waste of your time. Imagine what your team members are saying about your methods of communication...

It is doubtful that every communiqué you convey will find a place in infamy, but it would be gratifying to know that when you communicate you are sending a clear and accurate message. Following a few simple steps will assist you in creating a message that will communicate and ensure results. Before you begin to communicate your message, you must know what result you are expecting. You must know what you are trying to accomplish before you begin to communicate – objectives must be clear or your team members will never know if the objectives have been met.

Your message must also have specific content. In reference to communication in an organization, people must be given information in order to complete the requested task. Don’t clutter your memos or meetings with superfluous information, focus on what must be known to achieve the objectives. You should also take every opportunity to integrate your memos and communiqués into the grandiose framework of the organization. People are more apt to focus on achieving a goal when they understand the impact it will have on the entire organization.

In a world of emails, photocopies, and jotted notes, it is imperative that your communications be prioritized. Focus on what you have to say and say it. Don’t ramble or use the opportunity to convey other, non-essential, information. As with any piece of communication, you need to know your audience. Some people prefer email while others pale at the thought of touching a computer. These things must be considered if you want your message to be

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read and understood. While you can't please all of the people all of the time, you can vary your methods to address the needs of everyone in your organization.

Above all, consider the content of your message. Is what you are wanting to express of enough importance to warrant a memo or can it be communicated in a different form? There will be some instances in which you will have to convey unpleasant information. Don't beat around the bush – be clear and direct for this is not a time for sugarcoating. This is not to say that your messages should be blunt and without thought, but you should be aware of the tone of your message.

Communication is an art and it should be carefully considered for there is nothing more indelible than the spoken word.

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