Effective communication guide for managers
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Effective communication happens when everyone involved in a conversation understands key messages and important items. This means that what you say is just as important as how you say it.

We broke this down into 4 steps to allow you to narrow down your thinking to achieve clear, concise and well thought out communication.
Step 1: Communicate objectives

The first step in developing clear communication is understanding what exactly you’re trying to say. We narrowed this down into the following steps:

• Understand the main goal of the conversation and what the risk factors of not communicating are.
• Come prepared with key elements of your main message to help structure your narrative.
• Know that effective communication during times of high change relies on your level of preparedness.
**Intentional communication:**

Once you’ve developed the objective, you can start to build upon your objectives with these helpful tips:

1. Leave your audience feeling informed, engaged, inspired

   **Tip:** Be specific and concise about information that is important. Keep language accessible, polished and easy to understand.

2. Elicit a reaction to persuade, convince, or identify.

   **Tip:** Use language that is affirmative and actionable.

   **Instead of:** We think that a change might happen to our strategy.

   **Use:** We are changing our strategy to better impact our clients when it comes to accessing our product.

3. Encourage participation to establish ambassadorship

   **Tip:** Encourage questions by hosting a Q&A at the end of your presentation. Be open to learning about your team’s point of view, express that all questions are welcome.
Step 2: Establish your audience

- Identify exactly who needs to understand and be involved in the message that's being conveyed.
- How will your team react and what will change for them? Explain clearly if there are any new expectations and what those are.

Engage your team with helpful and inclusive language:
Using language that inspires participation, prompts feedback, and encourages discovery, makes the process more collaborative.

If your communication is verbal, include the following:
- Tell us what you think
- Share information in this channel

If your communication is digital/written, include prompts to helpful links by writing the following:
- Discover details here
- Participate in this survey
- Sign up here
Step 3: Concentrate on retention: what do you want your audience to remember?

Be sure to prioritize and establish high priority items (Consider the 5 w's + 1 h) to understand the subject matter and the context.

- Who does this concern, and who will ask questions?
- What are the principles and actionable milestones within your messaging?
- Where will this take place? If verbal, consider a face to face video conference. If digital, consider using tools like Slack or email.
- When will this take place? If it’s possible for you to have face to face in-person conversations, consider your environment. The nature of your communication is important, ensure that wherever you are it’s quiet, neutral and professional
- Why is this happening? What value will this add and how will this solve a problem?
- How does it work? What do we need to do?

Amplify the 5W’s+1 H with something tangible:

- Visual aids
- Links
- Infographics
- Tutorials
Step 4: Bring your information to life with actionable points

- In a presentation, be sure content is diversified (one pager, infographic, video, etc) to keep the attention of your audience
- Prioritize existing communication channels (Slack, Teams, Confluence, etc)
- Establish a cadence of reminders and touch-bases in order to keep your communication alive and track progress

BONUS communication best practices:

It’s all about timing: In order for important messages to be heard, avoid the following:

- Having important conversations or sharing important communication on Monday mornings or Friday afternoons
- During lunch breaks and outside of working hours
- During another important meeting or while other important information is being shared
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