

# BUSINESS KNOWLEDGE INC.

## COMMUNICATIONS

### “Convey the right message”



Better Knowledge, Better Business, Better Future  
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# COMMUNICATIONS

## General context of communications

- People interact through communication
- Individuals communicate for a purpose, and managers use communication as a tool for leading organizations.
- Good communication requires following several basic principles that are applicable independent of the means used for communication, oral, visual or written



# COMMUNICATIONS

## Communications model

- Includes three elements: the sender, the message and the receiver
- The sender should craft the message carefully, choose the appropriate method of communication and confirm that the message is understood
- The receiver should ensure that he understands the message correctly and confirm that with the sender



# COMMUNICATIONS

## Principles of Good Communications

- Know your audience, purpose and topic
- Anticipate objections and be prepared
- Present a complete picture
- Achieve credibility with your audience
- Follow through on what you say
- Communicate a little at a time
- Present information in several ways
- Get feedback
- Use multiple communication techniques



# COMMUNICATIONS

## Principles of Good Communications

- Know your audience, purpose and topic
  - Gather information on your audience familiarity with the topic, level of interest and willingness to interact
  - Have a clear purpose of your communication and tailor it to your audience
  - Be comfortable with the topic and act as a subject expert matter





# COMMUNICATIONS

## Principles of Good Communications

- Anticipate objections and be prepared
- Know what is at the hart of the problem
- Put yourself in the audience spot and see with their eyes the issue
- Gather facts, and refer to them while providing answers to raised objections



# COMMUNICATIONS

## Principles of Good Communications

- Present a complete picture
  - Ensure that the level of provided detail supports the understanding of the topic
  - If there is a change message, make it implicit such that the audience does not feel forced into a conclusion
  - Be balanced in your presentation



# COMMUNICATIONS

## Principles of Good Communications

- **Achieve credibility with your audience**
  - **Connect with the audience by identifying commonalities (hobbies, latest events in the media, facts that impact the organization and you resonate with)**
  - **If you are there to solve a problem then identify the problem, offer solutions and help with the decision making process and support solution implementation**





# COMMUNICATIONS

## Principles of Good Communications

- **Follow through on what you say**
  - If asked for alternatives and solutions, re-visit the topic in a short term period to check on implementation and offer to help
  - Credibility is hard to earn, and very easy to loose
  - Avoid being false as it never lasts long



# COMMUNICATIONS

## Principles of Good Communications

- Communicate a little at a time
  - Divide the message in amounts that will make it easy to understand
  - Ensure that the message is not lost through too much segregation of the information
  - Ask often questions to ensure that you are understood



# COMMUNICATIONS

## Principles of Good Communications

- Present information in several ways
  - People have preferred ways to acquire information, according with their personalities
  - Use aids that will support visual, audio and kinetic ways of perception of reality
  - Package the message with the appropriate amount of detail according with audience preferences



# COMMUNICATIONS

## Principles of Good Communications

- Get feedback
  - Create objective means of getting feed-back: surveys, questionnaires
  - Identify clearly the topics that require audience inputs and provide a framework to be followed
  - React positively to feed-back and take the emotion out of the context



# COMMUNICATIONS

## Principles of Good Communications

- Use multiple communication techniques
  - Tailor the message to the audience, subject and envisioned outcome of communication
  - The message should be interesting, bring the audience to the next level of understanding and achieve the purpose of communication





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## References

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- Michael Sider, *Communication Course*, London, Ontario, Canada, Richard Ivey School of Business, 2010.



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## Q&A



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