


THE 5 HABITS OF EFFECTIVE COMMUNICATORS


Communication is the foundation of how information is shared and how we interact with each other. It can be the difference between an idea succeeding or failing, regardless of its strength or the effort behind it. This is why we are sharing 5 crucial habits that can make all the difference in communicating.



1. They lead with the point:

Not the context, not the caveats, not the backstory. The point comes first, always.

Example: When opening a meeting, don't begin with three slides of data before arriving at the conclusion. Start the presentation with the recommendation, followed by the 'why' (i.e. the data). This highlights the main point from the beginning with the subsequent information providing support.



2. They calibrate to the audience:

The same idea can be framed from several perspectives depending on the audience. A proposal to an executive will land differently than with a frontline manager (and should).

Example: If presenting a new work-flow system to a CFO, the emphasis would likely be cost reduction and risk mitigation. A presentation of the same system to the team that will use it daily, however, would focus on ease of use and eliminating frustrations. Same truth—the benefits of a new work-flow system—yet different entry points.



3. They are comfortable with discomfort:

Effective communicators don't rush to fill silences or over-soften hard messages. They get out in front of an issue instead of hiding behind extra verbiage.


Example: If a project has gone over budget, instead of opening with 'So, we've had some unexpected challenges with resource allocation on,' say 'We're over budget. Here's how it happened, and here's what we're doing about it.' While the first buries the lede in language designed to soften the blow, the other respects the audience enough to be clear up front and move on to how it will be addressed.



4. They prepare for resistance:

They anticipate the objections and address them directly. Pushback is not seen as failure—it's seen as an opportunity to improve.

Example: Before pitching a budget increase to a skeptical executive team, ask the hardest question first, i.e.: 'I know the first thing you're thinking is whether we can get the same result for less. Here's why the answer is no and what it costs us if we try.' Naming the objection disarms it.



5. They know when to stop talking:

The compulsion to keep explaining often signals a lack of confidence in the explanation. Brevity, used well, is a form of conviction.

Example: After making a clear recommendation in a board meeting, close with 'I'm confident this is the right direction, and I'm happy to take questions' and then sit down. Don't keep adding justifications into the silence, as this would only signal doubt where none exists.



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