

COMMUNICATING EFFECTIVELY

Tips to be audience focussed

Good communication is practical, authentic, purposeful, relevant, & clear

EMPATHY

Communicate in a way that others can understand by knowing or anticipating the audience's perspective (barriers, current knowledge, sentiment, etc). This can help avoid misunderstandings.



AUTHENTICITY TO BUILD TRUST



Use active listening to gain insight into the audience. Listen with an open mind and stay curious by asking questions when others hold a different view, to avoid jumping to judgement. Communication that reflects understanding of the audience helps to build trust.

PRACTICAL AND PURPOSEFUL

Be clear on the reason for communicating and the outcome you want to achieve. Have a call to action (without one you are not being transparent in your expectations).



CLEAR & RELEVANT

Get to the point. Specific, simple writing with clear and precise ideas and messages. Prepare ideas, structure, messaging and call to action prior to communicating. Keep it locked on why you are communicating.

COMMUNICATION CAN HAPPEN WITHOUT ENGAGEMENT. ENGAGEMENT CANNOT HAPPEN WITHOUT COMMUNICATION

Communication & engagement checklist

Know your audience

- I know what the audience already knows, their current perspectives, barriers and any misconceptions on the topic.
 - I've asked questions to clarify points of view and to take on board other's perspectives.
 - I've checked my interpretation by repeating back and summarising to show my understanding.
-

Know why you are communicating

- My purpose for communicating is clear
 - It is clear to the audience what they need to do with the information
-

The communication product

- The language is simple, clear and to the point and will keep the audience engaged
 - Written material is presented in a simple layout with space to break up density, so it is easier for the reader.
 - Multiple modes and channels are used to reach more of the audience and to cater to different communication preferences.
-

Reviewing and reflecting

- The communication is crafted with the audience in mind, it taps into the audiences' perspective and is designed to achieve the outcome you need
- For leadership and internal, the communication creates context or connection with staff's work

ENGAGEMENT SHINES IN YOUR COMMUNICATIONS
