



Good Management Communication Techniques

Communication includes the process of transferring information between individuals/organizations. It can be as elaborate as a hidden message inside a television commercial between a business and a customer, or as basic as a smoke signal rising into the sky between two tribes of primitive people.

The nature of the communication can be:

- Informational
- Directives
- Opinions
- Protocols
- Emotional
- Promotional
- Personal
- Professional
- Other

Effective communication is the key to all business success, for if we cannot communicate, we will fail as surely as the workers who labored on the Tower of Babel. Verbal communication is important, but it is only one facet of the many communication methods available today. Communication options for business leaders are not static; rather, they are changing rapidly. Only several years ago, we did not have Twitter, Facebook, LinkedIn, and even 15 years ago, cell phones were rare or nonexistent in most businesses. Yes, our communication options are rapidly evolving and if we fail to embrace them and perfect our skills with them, we do risk failure in business.

Here are some various forms of communication:

- Face to face speaking between two individuals
- Face to face speaking between one individual and many
- Electronic mail between two individuals
- Electronic mail between one individual and many
- Telephone conversations
- Text messages

- An advertising piece with text and graphics
- A television commercial
- A road sign
- Body language
- Facial expressions
- Other

Communicating the mission and or vision is critical. The most important things to communicate to employees are the mission statement, vision, and other key company documents. Many companies create these key documents when the business is started and then these documents play a less important role (or no role at all) in the ongoing operations of the company.

These documents should be managed as “live documents,” meaning they are constantly updated and aligned with the changing roles of the organization. In the same fashion, these documents can be used to align the activities of the employees with the mission and vision of the company. Many business leaders fail to take advantage of these tools and they do not effectively communicate these important principles to the organization.

Management can schedule periodic meetings to communicate the components of key company documents with workers.

Business Plan Communication

- Executive Summary
- Mission Statement
- Vision
- Services and Products
- Company Description
- Marketing Plan
- Business Operations
- Financials

Depending on the group, related components can be communicated in the forum. For example, at a company-wide gathering, the mission statement, vision, and overall direction and business philosophy might be likely topics. If the meeting members are from the marketing departments, then the marketing plan would be the topic.

The idea is to reinforce the topics and align the culture with the overall direction and mission of the organization as outlined in these key documents.

Tools to reinforce and communicate key topics:

- Employee questionnaire - This document can be passed out after the meeting, filled out by employees, and returned to management.
- Executive summary from the business plan - The executive summary can be excerpted and distributed to employees at higher-level meetings.
- Marketing plan - It is common for the marketing plan to be designed as a standalone document so that it can be excerpted.
- Entire business plan - The plan can be distributed prior to a senior management departmental meeting and feedback solicited.