

# Benefits of Effective Communication

Without much warning and as an introduction to one of my training classes, I began by reading a short, super boring article and then I posed a question to the group. For \$1, who can tell me one of the three key points of the story I just shared? Only one person out of 35 was able to correctly articulate one point.

The group all heard the same story, yet only one could remember very much about it. Why? It could have been because of disinterest, no pre-defined objective, or no advance reward was communicated. Do you think that if I had told them initially that they could win some money, they would have listened better? Clearly, communication is important when you need to drive a change, implement a plan, reach your goals, etc. Additional benefits to effective communication include:

- Others know *what* you are doing and *why*
- People are more engaged
- Tasks are done faster, with less re-work
- Problems can be solved faster and more effectively
- People often know who to go to for what information

What then, are some of the costs of *poor* communication?

- Confusion – people don't know *why* they are doing something
- Wasted time & resources
- Strained relationships (*from misunderstandings*)
- Problems take longer to resolve
- Morale issues occur more often, with a greater potential for turnover
- Organization may become less responsive & flexible – may lead to a negative image & lost business