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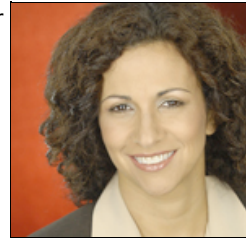


TOP TIPS: Nine communication essentials

If you want to make sure your messages are getting through, don't be afraid to repeat yourself. Read on for eight other tried-and-tested communication tips.

by [Liz Bywater](#), founder and president of [Bywater Consulting Group](#)

Truly effective communicators know that to do their job well, they must be able to influence others, inspire action, foster commitment and create profound and enduring change.



How is this accomplished? It all starts with superb communication. Whether you're a corporate executive, a team leader, or an internal communications specialist, you can get superior results by effectively honing your communication skills.

The following guidelines will help you get your message across clearly and convincingly.

- 1. Command the language.** Be articulate, even eloquent, in all written and spoken communication. If your language skills aren't top-notch, improve them! Read for business and pleasure, learn a new word each day, perhaps even join [Toastmasters International](#). These simple and enjoyable activities will do wonders for your written and verbal communication skills.
- 2. Be yourself.** Authenticity is a vital element of credibility. If you try to sound like someone else, your message will be diluted or lost entirely. Want to be sure you're conveying your message in an authentic and convincing manner? Run it by a trusted peer, friend, or family member before presenting it to your intended audience. Get their feedback and make whatever adjustments are necessary.
- 3. Invite dialogue.** Don't talk at people; speak with them. Let them respond, question and push back. They must know that they're valued participants in the conversation.
- 4. Speak with confidence.** Make sure you believe in what you're saying and let it come through. Your honest display of conviction, passion and authority will foster trust, inspiration and action.
- 5. "Walk your talk".** Don't just say it. Do it. Live it. People readily spot hypocrisy and will discredit your words (and you) if they don't correspond with your actions.
- 6. Say it again.** And again. Don't be afraid of overdoing it. Even the most powerful and important message must be repeated to get into the hearts and minds of your listeners.

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NEWS

Richard Graham leaves the DFES

Whitehall department's head of communications leaves to join social-change communication consultancy.

Katy McCarthy moves to interim role at Ernst & Young

Internal communicator leaves Bank of Ireland to take on short-term contract positions.

Helen Love leaves Microsoft

Internal communicator branches out into consultancy work.

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7. **Take a stand.** Inconsistent or insipid communication will be quickly discounted. Better to take an extreme or unpopular stance than to waver from one position to the next. (Think of the negative attention given to politicians who are seen as non-committal or quick to switch their stance.)
8. **Say it in different ways.**
Formally and informally. To individuals, teams and divisions. Through powerful memos, crystal clear e-mails, speeches and media interviews. There are countless venues for delivering your message. Make certain to use them.
9. **Listen to others.** Ask provocative questions. Learn what's on the minds of your audience. Some of the most powerful communication occurs when we stop speaking and listen to what others have to say.

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Other recommendations:

[How Mencap simplifies managers' communication](#)