



The Power of Effective Communication

Being an effective communicator takes real skill. Such skills have to be developed, honed and added to on an ongoing basis for you to be comfortable and confident in your ability to get your message across.

A business cannot function properly in the absence of good communication. Any organisation needs ideas and opinions to travel internally and externally in order for that company, and the people within that company, to thrive and grow. This communication can be written or oral, and skills must be developed in both areas in order to succeed.

Do any of these scenarios trigger painful and frustrating memories?

- When did you last switch off in a presentation because the speaker was dull, meandering through uninspiring slides or simply waffled on too long? Was that speaker you?
- When did you last watch a company representative stutter, um and err through a media interview without clearly getting the corporate message across? Was that interviewee you?
- When did you last read an article or report that was poorly written, grammatically incorrect and littered with spelling mistakes? Was that author you?

With access to low-cost technology, high speed broadband and the explosion of social media, there has never been a better time to 'publish' what you have to say. The tools and techniques are relevant to all your audiences, be they: employees, peers, senior management or the Board; customers; the media; political groups; associations or special interest groups.

The question is - are you and/or your employees skilled in getting messages across clearly, concisely and in the most appropriate way?

In a recent survey of job applications on Monster, the internet site for job seekers, the single most repeated phrase in the qualification requirement section was 'candidates with good communication skills'. Across industry, this is a prerequisite for most jobs, whatever the level of seniority. A North Carolina state university sponsored study said: "communications skills were considered more important than either technical knowledge or computer skills".

By arming yourself with the skills you need to communicate clearly and effectively your confidence will grow and, in turn, your audiences will respond more favorably to what you are saying. The benefits of good communication skills are endless. You will improve and maintain good and healthy relationships with your many audiences, motivate those with what you are saying, ensure better understanding of your messages and inevitably improve business performance.

At Orchid Communications, we can help you:

- Improve business writing skills
- Master public speaking and presentations
- Build your personal brand
- Understand the power of social media
- Use video and other technology to help get your message across

At Orchid, we run tailored communications skills programmes and open communications skills courses for anyone who wants to improve the way they communicate. With a dedicated, state of the art training room and the latest equipment and technology, we deliver courses that are enjoyable, inspiring and effective. To find out more:

Visit our website www.orchid.je/training

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