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By Martin Zwilling (Reporter)
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9 Practices Make You A More Effective Communicator

Sunday, February 28, 2016 6:33

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(Before It's News)

Every business professional and entrepreneur believes they are good communicators, but how do they know? It's really the perception of the recipients that counts, and poor communicators are almost always poor listeners, so they don't hear the shortcomings. Warren Buffet once told a class of business students that better communication could boost their value by fifty percent.



That's certainly worth going after, so

It is time for all to take a hard look in the mirror, recognize the need to improve, and make the commitment to change. But looking in the mirror doesn't help unless you know what to look for. I see real help a recent book, "What MORE Can I Say," by Dianna Booher, one of the most recognized business communication gurus, which clearly calls out the parameters of effective business communication.

In that context, she offers a nine-point checklist for success in the art of communication and persuasion that I believe every professional should use in their own self-evaluation. I'll paraphrase a few of her insights here to get you started:

Generate trust rather than distrust. Effective communication requires trust in you, your message and your delivery. We tend to trust people that we think are like us, or we have social proof that others trust, or we feel reciprocal trust from the sender. People who are optimistic, confident, and demonstrate competence generate trust. Are you one of these?

Be collaborative rather than present a monologue. Collaborating for influence has become a fundamental leadership skill. Be known for the questions you ask - not the answers you give. Statements imply that you intend to control the interaction, whereas questions imply that other input has value to arriving at a mutually beneficial decision.

Aim to simplify rather than inject complexity. Simplicity leads to focus, which produces clarity of purpose. People distrust what they don't understand, what they perceive as doublespeak, or things made unnecessarily complex. Influencing people to change their mind or actions requires building an

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