

Effective Communication with Executives – Do's and Don'ts

contributed by George Sioutzos

Do's

- ✓ Know the communications preferences of your audience
- ✓ Consider the learning style of your audience
- ✓ Take into account cultural differences
- ✓ Take into account the nature of the executive's workday
- ✓ Respect their time
- ✓ Define the level of knowledge they have
- ✓ Be clear about the aim of the communication
- ✓ Keep it short and clear
- ✓ Be open to feedback
- ✓ Provide solutions and alternatives
- ✓ Transmit a concise and complete message
- ✓ Ask confirming questions to ensure the message is transmitted properly
- ✓ Be confident and enthusiastic
- ✓ Smile
- ✓ Manage emotions



Don'ts

- ✗ Assume they're actively listening
- ✗ Assume that the executive has plenty of time
- ✗ Assume that complaining will solve the problem
- ✗ Assume the executive is familiar with all the terms and specific details
- ✗ Use generic words like "I hope" or "as soon as possible"
- ✗ Make quick judgments
- ✗ Assume the body language is not an important aspect of the communication
- ✗ Underestimate the time and the place of the communication
- ✗ Forget to follow-up

