

6 Steps and Barriers when Communicating with Executives

contributed by George Sioutzos

Please view: Effective communication with Executives video by George Sioutzos

6 Steps to Better Communications



- 1. Know Your Audience:** What are the special characteristics of your audience?
- 2. Understand the Aim of Communication:** Are you clear on what you expect as a result of the communication?
- 3. Select the Type of Communication:** What type of communication does your audience prefer?
- 4. Select the Channel for the Communication:** Have you considered the preferences of your audience and the aim of the communication?
- 5. Communicate:** Are you engaged with your audience?
- 6. Receive Feedback:** Are you receptive to feedback?



6 Obstacles to Effective Communication

- 1. Unclear About the Aim of the Communication:** What is the aim of the communication?
- 2. Message Quality is Lacking:** Do you have standards for your writing?
- 3. Ignoring Different Perceptions:** Did you take into account the characteristics of your audience?
- 4. Misaligning Type and Channel:** Have you chosen the best type and channel for your communications?
- 5. Not Choosing the Best Time and Place:** Have you chosen the best time and place for what you want to communicate and achieve?
- 6. Not Recognizing Bias and Sensitivity:** Has a misunderstanding occurred because of the way the message was worded or conveyed?