

# Ten things to consider for more effective communication



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# What are you assuming?

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What facts or salient points are you overlooking communicating because they seem obvious to you?



# What is your end goal?

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When you have communicated effectively, what is your end goal and what do you want people to do?



# How do you want people to feel?

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Communication is about emotions, not yours, but theirs. In the end, how do you want people to feel once they understand you?



# Is what you are saying realistic in their minds?

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We can ask people to do or think whatever we want, but if people have other priorities, agendas, or needs, what you say may not be listened to, understood or valued.



# Are you listening to understand?

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As Stephen Covey so eloquently said, “Seek first to understand, then to be understood.”

If we do not understand, we cannot communicate.



# Are you creating opportunities for understanding?

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Are you giving people time and space to internalize what you are saying, and do they feel empowered to ask questions if they do not understand?



# Can they recall and retell what you have to say?

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Most of us learn more effectively when we are involved and can recommunicate information to others.

Are you giving them a story to retell?





# Are you using relevant analogies?

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Analogies are important. They create memory hooks and enable us to equate something new to something we already understand.



# Are you painting a picture in their minds?

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We have all heard that a picture is worth a thousand words. How are you using your words to allow people to draw a picture in their minds that makes sense to them?



# Do they understand what failure means?

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It is important to help people aspire to greatness and see their goals, but we also need to enable people to understand what happens when success does not occur.





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**LET'S TALK!**

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