

## ***Leadership Communication Methods***

Let's look at some leadership communication methods. The first is verbal communication. The primary benefit of face to face verbal communication is that you can rephrase and recode your message immediately in response to body language or spoken feedback from a listener. Person to person or face to face communication is the most effective method of communication. This method is most efficient when used to interact with more than one person, because speaking to only one person at a time is often time-consuming. Uses include seminars, presentations, meetings, training, telephone, conference calls and one-on-one discussions.

Next is written communication. The primary benefit of written communication is that writers have time to revise and edit what they want to convey. Written communication can be highly effective especially for communicating complicated and in-depth information, but it also has several drawbacks. For example, it maybe time consuming, it is not efficient if it takes an hour to write a letter for an audience of one. On the other hand, time invested in written messages maybe very worthwhile. It is highly efficient to spend an hour preparing a newsletter that will reach 2500 employees. Another drawback is that written communication is usually composed by the writer in isolation in an attempt to communicate to an audience that is not visible. As a result, visual feedback such as body language which plays an important role in face to face communication is not available. Uses include interoffice memos, formal business letters, emails, newsletters, performance appraisals, policy manuals, presentation handouts, reports, flyers and websites.

Another category is technology assisted communication. Technology assisted communication is effective and efficient, because it enables leaders to reach multiple audiences simultaneously and immediately. However, it does have some drawbacks. Feedback maybe limited by noise that exists in the communication channel such as an audience member, a leader needs to contact who spends time surfing the internet instead of responding to email messages. Fortunately, there are techniques leaders can use to enhance the effectiveness of technology assisted communication. When used appropriately, technology may actually increase the efficiency of communication more than other techniques. Technology maybe expensive to purchase, install and maintain if people who use it are trained appropriately. Technology can provide two important benefits – enhanced communication speeds and reduced personnel costs. Uses include email, audio-video, video conferencing, computer software and internet intranet.