

## ***Effective Communication***

Not all forms of communication are effective or efficient in all situations. Part of being an effective communicator is knowing what form of communication is most effective or efficient in a given situation. It is also important for a leader or manager to understand when communication is necessary and when it is not. Over-communicating can sometimes be as detrimental as under-communicating. Leaders need to choose their communication carefully and ensure that it is appropriate for the given situation. When a leader or manager communicates well, people tend to listen to and respect the leader for what he or she has to say. The effectiveness of the communication not only comes in the message but also in the medium. For example, if someone is getting promoted, it is better to tell the person face to face as opposed to via an email. When something affects a person's job, pay, benefits and so on, it is important to be personal with that communication whether it is a positive message or whether it is communicating bad news. Leaders should also always make sure that their communication is in a manner that enhances the mission, vision, values and objectives of the organization, whether the message is written or verbal. Whenever a message is to be conveyed inside the organization, it is important that the company and its reputation, goals and values are always kept in mind. If the message is not going to be consistent with the overall mission of the organization, it should be changed to coincide with the mission. Finally, all communication that comes from leaders must be ethical regardless of the message sent, its relative importance or whether it is relayed in a verbal or written form. If the message is not ethical, it should not be conveyed. If you are unsure of whether the message is ethical or not, you should always find someone you trust to read or listen to the message in order to ensure that what you are conveying is ethical.