



Comprehensive Global Management Consulting Services

Commentaries and Insights from Allawos & Company

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“Are all services industries really in the communication business?”

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Whether you're an attorney, CPA or a banker you're really in the communication business. For that matter communication is the basis for all business and excelling to excellence. All too often professionals focus on the “deliverable” but fail to properly educate their clients.

Comprehensive communication also means to communicate to and with your clients when you don't have an answer but will find one. Communication is also performed in a verbal and non-verbal manner and if you don't pay attention to the clues, you will shut down the recipient of your message. Remember body language is just as important as verbally transmitting a thought or an idea.

Suggestions and tips for properly communicating:

- Know your audience
- Watch your body language (don't cross your arms as an example)
- Do not put your hands in your pockets
- Face the person(s) with whom you are speaking with
- Look the person(s) directly in the eyes
- Do your best not to animate with your hands
- Speak clearly
- Do not use “Um's & Ah's or like” while you are speaking
- Be concise in your words whether verbal or written
- When writing be sure not to be too fancy in your verbiage, your audience may be too polite to question you if they miss the meaning
- Follow-up your communication with the receiver making sure they understood the message that was sent
- Write full words and don't abbreviate
- Remember your main objective is to educate and inform the recipient
- In speaking to a group tell an appropriate story to get your point across (a hook)
- Be brief yet specific
- Show good manners when communicating with others and don't interrupt
- Be careful in using humour. Only a small percentage of people are good with the delivery
- Beware of other's emotions
- Learn to listen
- Maintain a positive attitude and stay above reproach

The above is just an abbreviated list of tips when communicating with and to others. Those who can master the art of communication can have the world at their feet. They may not agree with your words but will respect the delivery and hopefully the sincerity.

Most effective communication has a beginning, middle and an end or to be more detailed a hook, statement, proof and a positive end. The types of written or verbal communications are:

- Conveying good will and good news
- Demanding & Conciliatory letters
- Delivering bad news
- Memorandum
- Applying for a job
- Speeches
- Solving problems
- Finding facts
- A letter of persuasion
- Shape behaviour
- Report writing
- Presentations

When writing a communique or missive it's always important to have an editor or someone else review your work. All too often the words we use are not the words we intend to use. Sometime our brain gets ahead of our typing ability and our communication vehicle becomes garbled or even worse sends the wrong message. When in doubt communicate with others, seek out professionals who are skilled at result oriented communications such as Allawos & Company and its professionals to not only solve the issue but leave behind tools for success.

About Allawos & Company, LLC



Allawos & Company is a comprehensive global business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

Whether in corporate development, strategic planning, alliances, market development, diplomatic engagement or manufacturing optimization, our team is focused on client-specific value creation.

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