



## The Essence of Communication

*Who says what to whom in what channel with what effect*

1. Never assume that anyone knows anything.
2. "There is no single thing more important in our efforts to achieve meaningful work and fulfilling relationships than to learn and practice the art of communication." – Max DuPree
3. Communication must be the passionate obsession of effective leadership.
4. Effective communication has more to do with listening than with talking. Nothing stops the process of an organization more quickly than leaders failing to listen.
5. Practice H.O.T. communication: Honest, Open & Transparent. People are looking for honesty, clarity and courage.
6. In a world where there is a battle for mindshare, those who have impact are the ones that communicate their message over and over again. Repetition, Repetition, Repetition. Too often, ministry leaders say something once or twice and assume it has been communicated to everyone. It is just not so. As with radio, people tune in at different times. By the time you have said something several times, some people are just hearing it for the first time. You have to repeat it incessantly if you want to make it stick.
7. Pass bad news up  pass good news down 
8. Use stories and word pictures whenever possible.
9. Determine if your communication is Why or How driven to give it focus & clarity
  - WHY (motivational)      an evangelistic presentation or a donor presentation.  
List "reasons" why we need Christ or should contribute.
  - HOW (instructional)      List "skills" which will enable us to be a better listener.
10. Think of three different methods to get your message out. In today's world, you have to over-communicate to communicate. If you are not sick and tired of saying it, it probably has not been said enough.