

# Zoaring's guidelines | Effective communication

Effective communication, both internal and external, is an integral part of any successful organisation. Only communication without barriers is effective. It's important to remember that communication is a two-way street and is considered to be successful if the message sent by the sender is perceived by the recipient as intended. There are some key guidelines to follow to achieve effective communication:

**Clear purpose:** The sender must have a clear understanding of the message, its purpose and intent. How can the audience interpret the message correctly, if the sender does not fully comprehend its intent?

**The whole package:** It is important that the message is complete and supported by evidence, facts and observations. It should be well-structured and logical. You should omit any assumptions and guesses.

**Compact:** Avoid any unnecessary details and examples that might confuse the audience instead of making things clearer.

**Feedback:** Feedback is the key indicator of whether the audience has understood your message. The more specific the feedback, the better. General feedback carries little value.

**Show empathy:** In verbal communication, it is crucial to show empathy. Put yourself in the shoes of your audience, try to understand their needs and emotions.

**Adjust your message to your audience:** Every audience is different. Even if you present the same topic, remember that your audience is not the same. Middle-level management perceives things differently than top level management. Make sure to use examples, analogies, metaphors and symbolism that would be understood by the audience.

*Zoaring*

We're experts in explaining

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