COMMUNICATIONS CUES AND CLUES
GETTING YOUR IDEAS ACROSS EFFECTIVELY

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I know you think you understand what I said. But I don’t think you understand that what I said is not what I meant.

Ask Yourself:
• Am I getting the desired results?
• Do I usually get additional questions later?
• How often do I have to repeat my points in an e-mail or hold still another meeting?

Effective Business Communications Uses Clear, Concise Wording That:
• Informs
• Persuades
• Motivates Your Audience
• And Builds Long-lasting, Beneficial Relationships.

TO BE EFFECTIVE
All Messages Must Be:
• Organized
• Concise
• Respectful
• Packaged Correctly

Organized Messages Must Have:
1. Attention Getter
2. Body
3. Summary
4. Call To Action
ORGANIZING TO INFORM

1- Situation (Attention Getter & Goal)
2- Description (Body)
3- Expected Results (Summary)
4- For More Information (Call To Action)

ORGANIZING TO RESOLVE

1- Problem Identification (Attention Getter & Goal)
2- Cause/ Background (Body)
3- Proposed Solution (Summary)
4- Next Steps (Call To Action)

ORGANIZING TO REQUEST

1- Why? (Attention Getter & Goal)
2- Information Needed (Body)
3- Level Of Urgency (Summary)
4- Next Steps (Call To Action)

Differences When Speaking . . .

- Get interest
- Keep interest
- Get feedback
  - Visually
  - Verbally
  - Assess
  - Reposition as needed

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CONTROL ANXIETY
FIND THE CONVERSATIONAL YOU
SPECIFIC TO ALL SPEAKERS
• Avoid “Speaker-Less” PowerPoints.
• Make It Fresh.
• Interact.
• Put Everyone at Ease – Including You.

When Speaking
• Intro
  o Headline statement
  o Statement of intent
• Body
  o Key words/phrases
  o Relevant points for time allotted
• Conclusion
  o Brief summary of most important points
  o Next steps

In Meetings
• Assign and announce time for each agenda item
• Make sure everyone speaks
• Discourage disparaging remarks or gestures
• Take notes
• Summarize agreements, disagreements, to be continued
• Describe next steps
• Get feedback

During Introductions
• Introduce yourself
• Invite a response
• Ask a question to show you are listening
• Create a segue from his info to yours
• Limit your info to your elevator speech
• Ask how you can help the other person

Bottom Line
Stop giving all kinds of presentations no one wants to hear
Have conversations rather than speeches
Find the best you and bring to table
Speak in appropriate language for audience—no jargon, language everyone understands

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Differences When Writing . . .

Create involvement from the:
- Subject line
- Opening line
- Be concise
- End with call to action

Know Your Goal And Your Audience.
Organize Your Thoughts & Information.
K.I.S.S.
Include An Introduction And Body.
End With A Call to Action/Good Will/Recommendation.
Rewrite.
Let It Get Cold.
Edit.
Send.

BUSINESS LETTERS
- Keep In Mind What Your Reader Doesn’t Know.
- Use Short Paragraphs, Short Sentences And Short Words.
- Come To The Point.
- Be Specific.
- Understate Rather Than Overstate.
- Strike Out Words You Don’t Need.
- Choose The Right Word. (Its vs. It’s; Affect vs. Effect; Compliment vs. Complement)
- Punctuate Carefully.
- Make It Perfect (No Typos, Misspellings, Etc.).

BUSINESS E-MAIL
- Make The Subject Heading Clear – And Compelling.
- List Only The Person Responsible For The Action In The To: Field.
- Use The Right Tone For Your Reader.
- State The Most Important Points First.
- Reread It Slowly.
- Cut Out The Fluff.
- Double Check Grammar And Spelling.
- Now Send.
Way to Go?
Appropriate vs. Inappropriate

- Verbal
  - Confidential
  - Critical
  - Difficult situations
- Written
  - Directions
  - Confirmations

Effective Communications

- Done well
  - Represent yourself effectively
  - Lead/influence others
  - Better bottom line

- Done poorly
  - Pain
  - Conflict
  - Loss of relationships, productivity and profit

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