



# STRATEGIES FOR Success

## COMMUNICATING EFFECTIVELY WITH EMPLOYEES

*Sometimes efficient communication is not effective communication. Learn the differences so you can have both.*

If your company is not achieving the results you want, the source of the problem could be poor internal communication. Many problems in small businesses arise because owners aren't effective communicators. For example, employees who don't know the goals of the company will probably create and work toward their own goals. And these goals could be contrary to what you've established.

Most owners believe they can communicate effectively with their employees. But they often, however, mistake *effective* communications for *efficient* communications. Effective communications produces the results you want. Efficient communications is simply using efficient methods of communication to impart your information to another person.

Effective communications requires an investment of time and effort on your part and a face-to-face discussion with employees. This form of communication is important for five reasons:

1. It holds the attention of the employee.
2. You have the opportunity to clarify your message and receive feedback.
3. This method emphasizes the point of "What I have to say is important" to the employee. By investing your time to speak to someone, you provide

tangible proof that your message is important.

4. It places you in a position to direct an employee's action. The dialogue between employee and employer not only has removed any doubts about what has to be done, but since the employee was a participant in this discussion, they will be more motivated to take action.
5. Human beings are social creatures and they enjoy face-to-face interaction.

Other forms of communication, such as memos, voicemail, or email, are far more efficient. However, experience has taught many managers that efficient communications is not always effective.

Developing good communications skills takes time, but the payoffs can far exceed the effort. You'll need to polish those skills as your company grows, because your channels of communications will grow larger and deeper. Frequent communication is effective because eventually it will find its way into a person's long-term memory. If you want your message to stick, repetition is the key.

**To obtain more information on effective management communication, consult your Fiducial Business Services' representative for assistance.**

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