

September 9, 2020

We have received some feedback on our letters and a common theme has been questioning on effective business communication. In this era of working from home; the social and very real distance between what are typically close-knit work groups and constant social issues to address it is no wonder why business leaders are overwhelmed second guessing their business communications.

The following are KalNes easy to follow Ten elements of strong communication. A brief refresher now could make all the difference in relieving stress you or your audience may be feeling:

1. **Be with purpose and on plan** - your business has a plan and a strategy. What is the matter being discussed? The purpose of the communication should be to this the matter to the plan and strategy. For example, if it is about reopening activities, you could tie the communication to the organization's goals to serve customers.
2. **Timely** - the letter should be clear about, why are we are sending it now as opposed to earlier or later or not at all? Is it due to the changing needs of clients or the workforce, or to reinforce expectations or the organizations values? For example, communications on a firms existing values could have been reinforced with a message in recent social issues.
3. **Offer help or counsel** - the point of the message is to help, to aid your team or stakeholders in equipping themselves to further the organization. Positioning communications from this perspective ensures your audience is not only aligned by allied with the fore mentioned purpose.
4. **Reassure your audience of your sincerity and authenticity** - many words ring hollow. Link actions taken since the last communication on the matter to the communication.
5. **Watch the language** - A CEO and important Business Leader will always communicate concern for the present while projecting Confidence in the Future. Your language should be active in nature and not deviate from the need for the words to project both concern and Confidence.
6. **Clarity** - language ought to be clear, direct and broadly understood. Avoid use of too many adjectives, pronouns, jargon, acronyms and vocabulary that is too Shakespearean
7. **Concise** - less is more. Compact your message in as few words as possible.
8. **Consistency** - in order to maintain credibility and to continue to genre attention from your audience, remain consistent in the underlying values espoused in your message and repeat the message over time. When changing your mind, be clear as to why and what information made it so.
9. **Intend a desired outcome or call to action** - you state your purpose earlier, what is it that you want your audience to do
10. **Reinforce** - After the message is delivered, ensure your responsiveness as opportunities reinforce the message above (and generate more opportunity to demonstrate consistency)

On close examination you will find this very brief note follows these ten tips. We hope you find them of assistance in the coming days ahead. Please feel free to reach out if you are seeking any help in your business in the coming months

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