

COMMON COMMUNICATION PRINCIPLES

Self-assessment

Rank the eight principles from easiest (1) to most difficult (8).

Communication principles	Easiest (1) to most difficult (8)
<p>Communicate as required by your job: You communicate as much and as often <i>as your job requires</i>, not influenced by any desire to be liked, fear of embarrassment, personal agendas, etc.</p>	
<p>Have a genuine desire to understand: You put yourself <i>in the other person's</i> position—you are empathetic and try to see things from the other person's perspective.</p>	
<p>Adapt to the style of the receiver: When communicating with others, you think about how <i>their</i> style differs from yours and try to adapt to that.</p>	
<p>Speak up: You communicate your views and opinions when the situation calls for it.</p>	
<p>Be clear and direct: You make your communication as simple and straightforward as possible, minimizing the chance of misunderstandings.</p>	
<p>Be brief: You communicate your message without too much detail or other less important information that risks diluting your main message. You keep it intentionally concise.</p>	
<p>State your main point at the start: You communicate the message of primary interest to the receiver at the beginning, then elaborate on the details and background after that.</p>	
<p>Make it positive: You communicate in a positive and appreciative manner. You sound as positive as you can, even if the main issue is, by nature, negative.</p>	

REFLECTION

How can you best make use of those principles that are easiest for you?

What can you do to improve on those principles you find difficult?