

officevibe

# The 4 steps guide to powerful team communication



# Effective communication guide for managers

Effective communication happens when everyone involved in a conversation understands key messages and important items. This means that what you say is just as important as how you say it.

We broke this down into 4 steps to allow you to narrow down your thinking to achieve clear, concise and well thought out communication.

# Step 1: Communicate objectives

The first step in developing clear communication is understanding what exactly you're trying to say. We narrowed this down into the following steps:

- Understand the main goal of the conversation and what the risk factors of not communicating are.
- Come prepared with key elements of your main message to help structure your narrative.
- Know that effective communication during times of high change relies on your level of preparedness.

3/8

## Intentional communication:

Once you've developed the objective, you can start to build upon your objectives with these helpful tips:

### 1. Leave your audience feeling informed, engaged, inspired.

**Tip:** Be specific and concise about information that is important. Keep language accessible, polished and easy to understand.

### 2. Elicit a reaction to persuade, convince, or identify.

4/8 **Tip:** Use language that is affirmative and actionable.

**Instead of:** We think that a change might happen to our strategy.

**Use:** We are changing our strategy to better impact our clients when it comes to accessing our product.

### 3. Encourage participation to establish ambassadorship

**Tip:** Encourage questions by hosting a Q&A at the end of your presentation. Be open to learning about your team's point of view, express that all questions are welcome.

## Step 2: Establish your audience

- Identify exactly who needs to understand and be involved in the message that's being conveyed.
- How will your team react and what will change for them? Explain clearly if there are any new expectations and what those are.

### **Engage your team with helpful and inclusive**

**language:** Using language that inspires participation, prompts feedback, and encourages discovery, makes the process more collaborative.

5/8

**If your communication is verbal, include the following:**

- Tell us what you think
- Share information in this channel

TIP

**If your communication is digital/written, include prompts to helpful links by writing the following:**

- Discover details here
- Participate in this survey
- Sign up here

## Step 3: Concentrate on retention: what do you want your audience to remember?

Be sure to prioritize and establish high priority items (Consider the 5 w's + 1 h) to understand the subject matter and the context.

- Who does this concern, and who will ask questions?
- What are the principles and actionable milestones within your messaging?
- Where will this take place? If verbal, consider a face to face video conference. If digital, consider using tools like Slack or email.
- When will this take place? If it's possible for you to have face to face in-person conversations, consider your environment. The nature of your communication is important, ensure that wherever you are it's quiet, neutral and professional
- Why is this happening? What value will this add and how will this solve a problem?
- How does it work? What do we need to do?

6/8



### Amplify the 5W's+1 H with something tangible:

- Visual aids
- Infographics
- Links
- Tutorials

## Step 4: Bring your information to life with actionable points

- In a presentation, be sure content is diversified (one pager, infographic, video, etc) to keep the attention of your audience
- Prioritize existing communication channels (Slack, Teams, Confluence, etc)
- Establish a cadence of reminders and touchbases in order to keep your communication alive and track progress



### **Bonus communication best practices:**

It's all about timing. In order for important messages to be heard, avoid the following:

- Having important conversations or sharing important communication on Monday mornings or Friday afternoons
- During lunch breaks and outside of working hours
- During another important meeting or while other important information is being shared



**Great communication requires listening. Know exactly what your team needs from you, anytime, anywhere.**

Build trust, strengthen relationships and succeed as a team. Officevibe allows you to acknowledge feedback, making your employees feel seen & supported, anytime, anywhere.

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