

## TIPS FOR EFFECTIVE COMMUNICATION:

- ✓ **Be Clear About The Purpose Of The Communication**

What is it that you would like to achieve?

What is your message?

- ✓ **Be Aware Of Your Audience**

Who will you be speaking to?

Will your tone, words change because you have a different audience?

- ✓ **Be Flexible**

Have an outcome in mind but don't be so rigid that there is no movement to change from this. Build flexibility into the outcome.

- ✓ **Build Rapport And Respect With Your Audience**

Treat the audience as knowledgeable not stupid. Find something out about them and use it to build rapport with them.

- ✓ **Listen**

There is no worse feeling than leaving a conversation knowing that you have not been heard. Give your full attention to the talker; maintain eye contact, acknowledge them with simple phrases such as "yes", "I see", "I understand".

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**LIFE** *f* **FULFILLMENT COACHING**  
*...bringing together 'where you are now' to 'where you most want to be'*