



# Free Usable Web Content

PLEASE  
READ  
THIS  
FIRST

On these pages, you'll find a range of business tips. I'm providing these free — as a sample of our materials — for you to add (in part or in whole) to your website (or other publications) in any way you wish — including editing or re-writing

One polite request: when you do use this material, please provide a message indicating the source e.g. **provided courtesy of**



[www.thevenworks.com](http://www.thevenworks.com)

Thank you!

**Gordon Veniard**

GORDON VENIARD  
THE VENWORKS

© TheVenworks 2009  
All rights reserved

## Realising the most important communication skill...

For a clear communication to take place, you need to understand your audience, what you are trying to achieve - and how best to reach your desired result. It's a paradox that the most important communication skill of all is listening!

## Teach yourself to carefully listen to the content...

and to watch the body language which surrounds it. Check that the two messages are the same - if not, what the body is saying is likely to be the more accurate

## Listen to understand...

rather than simply to reply. If, whilst listening, in your mind you're forming a statement, then you're getting ready to reply. If you are forming questions, then you're trying to understand and then respond

## Two keys to effective objectives...

these are: Specific rather than vague - a clear indication of exactly what you want to achieve. Otherwise, it's a bit like playing a game of football without the goal posts. Attainable with a fair level of effort e.g. a novice climber shouldn't really set off to conquer Everest

## Avoid using your "private language"...

which every business or occupation has. It's called "jargon": a language of your own which outsiders won't understand. People sometimes feel silly in admitting this, so will simply keep quiet whilst pretending to know what you're talking about! If it must be used, offer an explanation in passing e.g. for important technical information

## Speak slightly more slowly at the start of any conversation...

As this allows your listener(s) to "tune in" to you and your subject. You can then build up more pace as you go. Once up-and-running, speaking very slightly faster than normal adds credibility

## Realise the value of pauses when you are speaking...

as these allow both you a chance to think what you'll say next; and gives your "audience" (whether a single colleague or a group in a meeting) a moment to prepare for your next point. Equally, you can add emphasis to a vital point by briefly pausing, then perhaps repeating it, to let it fully sink in



# Free Usable Web Content

## Realising the most important communication skill...

For a clear communication to take place, you need to understand your audience, what you are trying to achieve - and how best to reach your desired result. It's a paradox that the most important communication skill of all is listening!

## Consider whether you really need a team meeting...

is it the most effective method of reaching the necessary end result? Could a memo or sign on the notice board communicate any information - could a series of brief phone calls cover the other points? A meeting may be necessary - but it should always have to justify its existence!

## Don't hold meetings to avoid your responsibilities...

where, rather than take decisive action, some managers have been known to abdicate the responsibility to a "committee" - a.k.a. "the meeting" - to discuss and debate something which is obviously clear-cut

## Adopt the correct manner when leading a meeting...

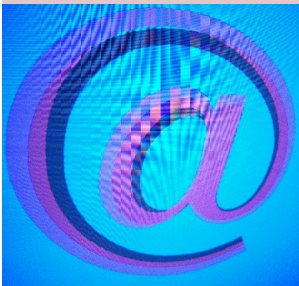
aim to be open, friendly, controlled, positive and flexible. Above all, you need to be constantly progressive - leading the meeting towards its goals - avoiding the side roads where the objective can be easily lost. Flexibility means a genuine, thoughtful regard for those contributions which don't exactly match your way of thinking. Otherwise, you'd be as well cancelling the event and simply issuing a memo stating what you have decided! Occasionally, you may even need to amend the objectives in the light of new information. If this happens frequently - you haven't prepared professionally!

## Don't try and achieve too much each day...

the key is to work as "smart" as possible rather than simply as "hard" as possible. Equally, develop regular habits - encourage others to do the same. For example, you can let your team members or colleagues know the best times for them to ask for your help with one of their tasks

## Don't always be an "expert" at work...

asking questions and listening to others avoids your making costly mistakes. Equally, people like to be listened to; to have their thoughts, ideas and opinions valued — even if you don't always do what they want you to!





## Free Usable Web Content



### Realising the most important communication skill...

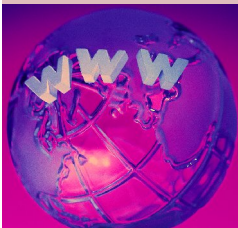
For a clear communication to take place, you need to understand your audience, what you are trying to achieve - and how best to reach your desired result. It's a paradox that the most important communication skill of all is listening!

### Stand up to greet people who interrupt you at work...

this means they sub-consciously feel less inclined to take up a lot of your time - and it's easier to walk them to the door! Standing up is also a useful techniques in dealing with telephone interruptions - it makes you sound and feel more business-like

### Lay out your work area space so that it doesn't welcome interruptions...

for example, having a desk facing, or beside, the office coffee machine or photocopier is probably not a great idea



### Don't anticipate or interpret what is being said...

the danger here is that you have either pre-conceived ideas of either what a person means; or what he or she is about to say next. Do clarify any points of which you are not sure. Be careful how you phrases such instances. Don't use expressions like "you claimed" "you seemed to suggest" which can indicate bias, disagreement or even a suggestion that the person isn't being truthful! It's much better to "blame" yourself: "just so that I'm sure I've got all the information, tell me..." or "to be certain I'm clear what needs to be done..."

## CONTACTING US

WEB: [www.thevenworks.com](http://www.thevenworks.com)  
EMAIL: [venworks@btopenworld.com](mailto:venworks@btopenworld.com)  
TEL: +44 (0)1665 714151  
MAIL: The Venworks  
18 William's Close  
Amble, Northumberland  
NE65 0GF United Kingdom

## MORE MATERIAL?

If you would like more material to ad to your website; or some specific content created just for you, please email us with your requirements

Thanks!