

ANTHONY BUILDING BLOCKS



COMMUNICATION

“The single biggest problem in communication is the illusion that it has taken place.”
– George Bernard Shaw

The ability to communicate in a business is vital for long-term success. It is also vital for improving skills such as: Time Management – Accountability – Efficiency

The biggest hurdle to overcome in communication is the assurance that the person or group receiving the information retains it and takes action on it. In general, most people take the word *communication* for granted. This is because they don't truly understand how complex a word it is.

To understand how information builds success, we need to become familiar with the path communication takes. If we know the pathway of sharing and receiving information, we can immediately impact the success of our daily tasks.

Every transfer of information, in its most basic form, will contain the following areas. These areas build what is called a communication pyramid:

Communication – The foundation or starting point for the information being shared.

Responsibility – The person or group receiving must decide if they are willing to assume the responsibility of the information they have been given.

Accountability – The person or group must decide if they are willing to be accountable by taking action on the information have received.

Behaviors – This is the fork in the road. The person or group must select the path that will control their behaviors to: 1) engage the communication to drive the results to ensure success, or 2) disengage from the information and repeat previous behaviors that have ultimately failed or lacked the desired results.

Outcome – This is the end result; defined by whether the communication was engaged or disengaged.

“When the trust account is high, communication is easy, instant, and effective.”
– Stephen R. Covey

Trust is an integral part of communication in the workplace. It is also essential when trying to create success, improve processes, and manage people. If employees don't have a level of trust with the person delivering the information, it drastically reduces the chances for a successful outcome. This is why it is crucial for all employees, both management and non-management, to communicate successfully with each other as individuals and as a group.

Let's dig a little deeper. To communicate successfully and obtain the outcome you desire, you have to understand your audience. This helps refine your message to make it more attractive to an individual or broader group of people. Your ultimate goal is to have your audience receive it and produce a positive outcome.

Being able to identify how your target audience will receive your information is a process. It would be wise to partner with experienced leaders or peers in this area if you are at the early stages of developing these skills. Becoming an active participant in communicating information will help refine your skills.

Most employees will decide to engage in the process based on how the information is presented. That makes understanding your audience crucial for the communication pyramid to be successful.



Take a moment to review the communication pyramid. Can you see how a breakdown in one area can cause a complete communication breakdown? Do you feel you can begin using it on a daily basis to improve your communication outcomes?

We live in a world of Technology. Technology is constantly advancing the way we communicate with each other. With each new advancement comes more hurdles we will face to ensure our current communication flow works. Never forget, whether it is electronic, written, or verbal communication, understanding the path of communication leads to the success you are seeking.

“Although we live in an information technology age, we often find ourselves in failure to communicate situations.”

– Johnny Tan