
Unit 401: Effective communication in business

Handout 6: Evaluate effectiveness of different communication types within business

Communication can be considered effective when it **produces the desired result or intention of the originator**.

For this to happen the communication should be:

Complete	It should convey all the required facts or information required by the audience.
Concise	It should not use more resources than necessary. Lengthy waffle cannot be considered effective communication.
Considerate	It should take the audience members into consideration, appreciating their mood, mind-set and emotions.
Specific (concrete)	It should not be vague or too general, and any additional information should directly support the message.
Clear (providing clarity)	It should deal with one factor at a time, not muddling different aspects of the message.
Respectful (courteous)	It should not patronise (look down on) the audience.
Correct	There should be no mistakes – either factually or grammatically.
Are you listening?	Communication is not 'one-way traffic' – the sender or originator must also be actively listening to the recipient. Failing to listen actively to the recipient almost always renders the communication incomplete, so it cannot be effective.

Examples of typical factors which render communication ineffective from the outset include:

- incorrect timing
- unrealistic objectives
- incorrect audience
- unclear message
- incorrect medium.

Effective communication in business

In order to evaluate effective communication from a business perspective, ask these questions:

- Is the communication relevant to the originator and recipient?
- Is this communication part of an overall business strategy?
- How coherent is this communication within the overall strategy?
- For a complete picture, should we be measuring the effectiveness of this communication or the effectiveness of the overall strategy?