

GETTING READY TO COMMUNICATE

Fore-thought for Strategies

Whether you're going to have a one-on-one meeting with boss, client, or staff member, give a presentation, or run a meeting, you obviously take the time to plan it.

For most of us, the planning usually starts with a case of nerves: What to say? How to begin? What's the best way to do this? This is usually followed by a series of notes scribbled, crumpled, and flung into the wastebasket or crossed out and rewritten. All the while we're hoping for an inspiration or the definitive word from above.

I propose a much more direct and organized route—a predictable series of steps to give you a solid base from which to plan any communications strategy. It's a systematic analysis using three basic questions that always need to be answered in order to set you on the right path for successful communication.

To demonstrate my system, let's start by looking at a typical business encounter. Let's look at how these usually go and what's basically wrong with the improvised, "seat-of-the-pants" method of communicating, the one most of us usually engage in.

DEVELOPING STRATEGIES

What Goes Wrong and Why

SCENE:

An executive's office. Staff member is being called on the carpet.