

10 top tips to improve your communication right now



Whether you're a political party or an organisation #relationships matter and as we run down to polling day I have been really struck by communication from all the parties so here are my lessons learnt from the election campaign.

1. TELL THE TRUTH

This is the foundation of leadership. Even if the truth is ugly it's about 'seeing the world as it really is, not as you wish it to be'

2. DON'T BLAG

If you don't know the answer say so – you really are not expected to know everything and there is nothing worse than pretending you know – people can see through it from a mile away

3. UNDER PROMISE, OVER DELIVER

Even if we'd like to move heaven and earth we can't – everything needs to be prioritised. Be clear about your priorities and help others become clear about them too

4. IT'S NOT JUST WHAT YOU SAY

It's not enough just to tell the facts. You have to tell them with conviction and passion. You need to share the vision, bring it to life with stories and make it relatable.

5. SHARE HOPE NOT FEAR

People are moved to act in the extremes. Fear drives short term action, but hope can move mountains over time.

6. HAVE FUN WITH IT

We are deluged with information every minute of every day so use humour to cut through the noise. This simple video went viral because it was done with humour and was based on a scene from a well-loved film
<https://twitter.com/DrRosena/status/1197884965444366337?s=20>

7. LISTEN MORE

We are often in such a rush to tell others how we see the world we fail to listen to understand. Until you do this you cannot possibly understand what makes people tick and tap into their uncovered potential

8. WALK IN THEIR SHOES

Don't take decisions without first finding out the impact of those decisions on the people who have to action them and your customers

9. ONE PERSON AT A TIME

Because we are busy organisations often communicate to the many all at once. Speed is essential. But each manager needs to translate this to something meaningful for each person in their team so the right actions can be taken.

10. KNOW YOUR CUSTOMER

You cannot please everyone all the time. The clearer you are about who your customers really are the more powerfully you will communicate with them directly.