

Leadership Tip: Communication is Key

Now more than ever, it is essential to have good communication skills. Not only are we interacting with our friends, family, and club members in person and on the phone, but we are also utilizing email, text, and even video chat. Add in the number of social media options to connect and share information and we’re getting into double digits. The number of avenues available to communicate seems to have grown exponentially in recent years. Therefore, it is important that we effectively communicate.

Everyone can benefit by honing their communication skills. Take time to improve your own by checking out the following tips. By putting them into practice, you may find yourself being a more effective, inspirational, and motivational leader.

Listen

Take time to listen to each other. Remember that hearing and listening are different. Fight the urge to interrupt people and let them speak their opinions and thoughts. Be present in conversations, remove outside distractions, and ask questions. Great club leaders talk with their members, not at them.

Pay attention to body language

Sometimes, actions speak louder than words. If you cross your arms or have a scowl on your face, you could be sending the wrong message. Being in an international organization, we must be aware and sensitive to other cultures and customs.

Since we live in a hybrid environment, utilize video calls and take advantage of that body language as your message might be easier to understand than an email may convey.

Get to the point

Your audience will be most appreciative if you keep your message brief and simple. One study shows the attention span of humans is just eight seconds – shorter than that of a goldfish! Keep your messages specific and provide just the right amount of information.

Take notes

In today’s hectic world, it can be helpful to simply put pen to paper. Taking notes can help you organize your thoughts and make certain you hit upon the high level points you want to make sure you get across. Additionally, you may want to jot down comments or questions from members so you can ensure you respond appropriately.

Choose your method

We can communicate in a variety of ways such as calling, texting, emailing, and face-to-face. Decide the best mode of communication depending on what you are delivering. Use your best judgment depending on the situation. If you need to give an in-depth message, using email or a video call would be most beneficial. If you are looking to give a short message, utilize one-on-one messaging like text or chat.

Have a good attitude

Simply smiling and being positive goes a long way. Your behavior acts like a mirror and those in your presence will reflect that back to you. By having a positive attitude, people will want to be in your company and will pay more attention when you speak.

Practice empathy

Turn the tables and try to understand the point of view of others. Think about what you are saying from your audience’s perspective. Dale Carnegie, the author of *How to Win Friends and Influence People* said, “The only way on earth to influence other people is to talk about what *they* want and show them how to get it.”



By having strong communications, your message will be clear and misunderstandings will be greatly minimized. As an added bonus, you will be viewed with respect and seen as a more successful leader. Try out the above tips to have better conversations and get your ideas across within your club. You’ll find the relationship with members are enhanced and accomplishing our mission will be that much easier.

*Sources:*

10 Ways to Improve Your Communication Skills: <https://www.right.com/wps/wcm/connect/right-us-en/home/thoughtwire/categories/career-work/10-Ways-to-Improve-Your-Communication-Skills>

Improving Communication: Developing Effective Communication Skills: <https://www.skillsyouneed.com/ips/improving-communication.html>