

## SUCCESS STRATEGY 6:

### BE AN EFFECTIVE COMMUNICATOR.

You can have the greatest ideas in the world, but they are of no good to your Company, or your career, if you can't express them clearly and persuasively. Today Barack Obama became the 44<sup>th</sup> President of United States of America on the power of his communication. We communicate on the basis of our values, beliefs, thoughts and knowledge on the subject. As a leader you need to communicate your ideas to delegate the task to be carried out by your subordinates. **It's not what you communicate but how you communicate** plays the major role in every relationship.

**Though the fault is in every one of us, but no one likes to be blamed and commanded by others. If you can communicate without blaming others, you can achieve better results in both personal life and professional life.**

**One of the main reasons why a manager gets stressed** if the job delegated to the subordinate is not completed in time and the productivity is not up to the expectation. In most cases manager blames the subordinates. One of the main reasons for not getting the desired result is the lack of effective communication skills. As mentioned above **it's not what you communicate but how** you communicate plays the major role in every relationship. If a manager communicates in a commanding manner, he may get the job done but the employees will not perform whole-heartedly and the quality of the outcome may suffer.

I am not here to teach English grammar. There may be some grammatical mistakes in my writing also. Here I am going to discuss some negative impacting statements we use in our day to day life unconsciously. Unconsciously we communicate in a blaming manner. If we can take a conscious effort to modify those statements, we will be better communicators. For example instead of telling, 'you will have to work till 9pm' to 'will you work or can you work till 9 pm today' and 'You should have come in time' to 'will you come in time or can you come in time.' Most of the commonly used negative statements are discussed in this chapter in the later pages.

We are into business. What does that mean? We are busy; we want to get more jobs done in less time. But sometimes, the way we communicate, we dig our own grave by prolonging the communication with negative output. Grammatically you may be perfect, but that does not mean anything to us unless you are getting the desired result.

Another interesting behaviour pattern I have noticed in this information age, most of us

always ready to disagree and argue. Most individual thinks he/she knows better than the other person and unconsciously develops false ego; as a result he is always ready to defend his arguments. The golden words are: **“It is easy to disagree but very difficult to agree.”** The more you can agree the better you can get along.

I will narrate one of the incidents from my professional life. I was working as a Restaurant Manager in a private chain hotel. The last table in the restaurant was not aligned with rest in the line. Once Chairman of our hotel came to my restaurant and asked me if I can align the last table with the rest of the tables. He was not aware of the operational difficulties, he was going with the look of the restaurant. There was service door next to last table, to avoid accidents the last table was moved in though it was disturbing the alignment. I agreed with his suggestion and I said, “Yes sir, I will align that table with rest and it will give uniform look; but there is service door. If restaurant’s guest gets up while waiter is bringing food from the kitchen, it might fall on the guest.” He suggested for another change, to shift a sofa for better view of a portrait. Once I agreed, “Yes Sir, I will shift and it will give a better view of the beautiful portrait; but the guest who will sit there will have difficulty to come out in between the meal if required.”

After listening to me he patted me and said, “Let it be as it is, thank you Dipankar for telling me about operational difficulties. If I ask GM to do anything, he will break and remake again. He wastes my money and time, but you are the only person who informed me why I shouldn’t change.” Only agreeing is not going to give you the solution. You can take the initiative to educate your boss; he may not be aware of functional difficulties. If still chairman would have insisted in the change, I would have done that; because it’s his property. But if he interferes with operation and does not respect operation manager’s opinions, he will lose them.

Everyone is right according to his perception. Even a mad person in the street is right according to his perception; otherwise he will not act in that way. If we disagree then the ego barrier of the other person comes up and disrupts the communication process.

Therefore the first step to open the gate of our communication is to agree with the other person and then put forward your views, opinions and objectives of the communication. If you respect the other person’s opinion, he will also respect your opinion to listen and channel of communication will open. To agree we must listen first. But very few people are willing to listen.

To be a better communicator, we have to be a better listener. Listening skills is one of the very difficult skills though it seems to be simple. Most of the time we are not listening but

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hearing and there is a compulsive thinking going inside our mind, like playing our own tape recorder. Most of the time we are preparing to reply or answer with little listening and understanding the other person's ideas and perspectives. We have created such a strong wall of our views, opinions and perceptions that we are always preparing to defend our views and opinions to be best.

If I listen, then only I can understand the other person's view. We must remember '**listening builds trust**'. We will discuss some more of the common situations we face in our life in professional and personal life where we communicate in a blaming or commanding manner through role plays.

### **Role Play**

#### **Interpersonal Relationship Building exercise in between friends**

##### **Let's start with some difficult situations in our personal life:**

In the workshop I ask two volunteers to come up, let's assume their names are John and Roy. John and Roy are two very close friends. Roy is always there to support his friend John. If John needs ten thousand at 11 pm because his mother met with an accident, he will get the money from his ATM or any other source. But Roy has got a bad habit. He will go out to pub in the weekend along with John and consume alcohol beyond his tolerance limit. He will get drunk, intoxicated and create nuisance scenes like banging the table, falling on the ground. John does not like it, he gets embarrassed and uncomfortable in those situations.