



The Keys to Communication

When we are speaking to an audience there are certain techniques which are helpful in making sure message is heard.

Communication, according to Webster, is the process of imparting information to another person or it is an exchange of information or news. Whether the communication is to a group of people or to one person the goals of the speaker must be the same. The speaker must **communicate with purpose**. This means before you open your mouth it is best to determine what you want to happen when you stop talking. For it is in knowing what is to be accomplished which allows us to guide what we say.

We must also understand **brevity is sacred**. If given a time limit, by all means stay within it. It is best to leave someone wishing they heard a bit more than to have lost interest because we did not know when to stop.

Create a fun or enjoyable atmosphere. Though the subject may be serious, it is worth considering the option of keeping the mood light. If the recipients are enjoying your company they are likely to be more receptive.

Be yourself. It is best to always communicate in a way you would in a conversation. Look people in the eye, speak in a conversational tone, and use the personality you have spent a lifetime developing.

Remember when we speak we are taking on a responsibility and leaders are those who understand this. Whether as a parent, grandparent, employee, owner, or in a social organization we have the opportunity to impact others with our words. The great people of your generation respect the power of the spoken language and use it wisely.