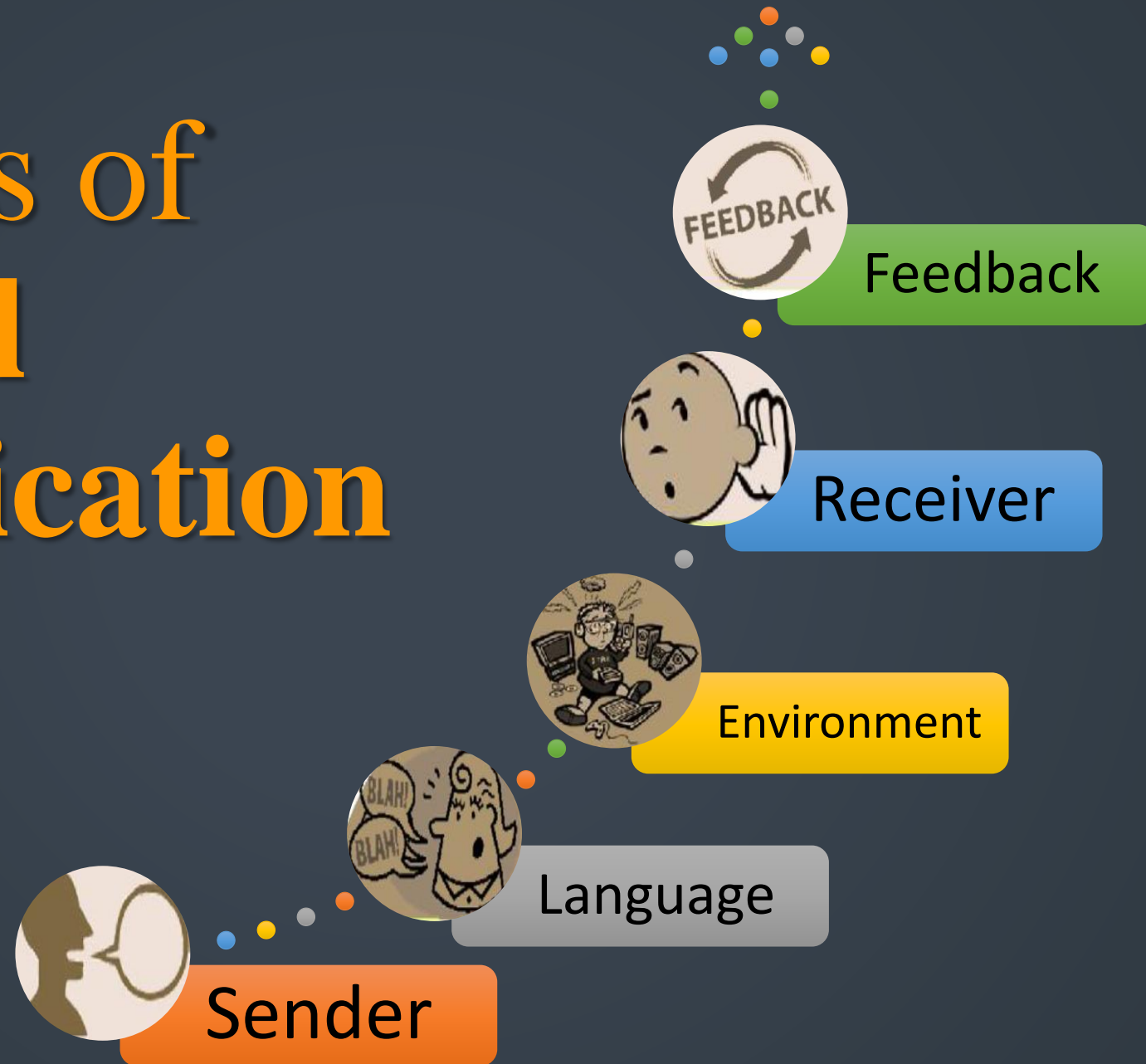


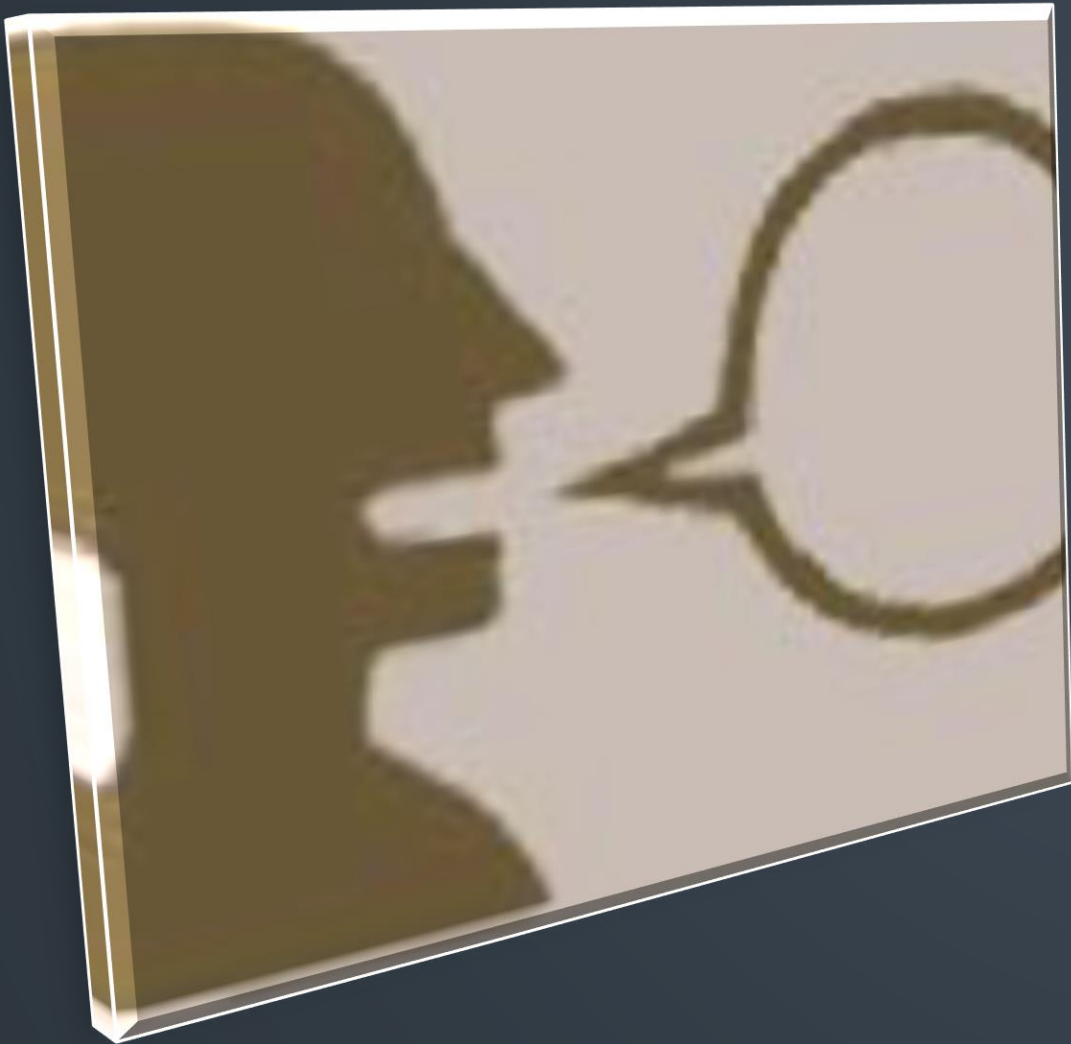
COMMUNICATION FOR SUCCESS



5 Elements of Successful Communication



Sender



The **SENDER** launches a thought into the world.

It is the responsibility of the Sender to launch an idea in an open, honest and clear manner, so that it doesn't have to be “decoded” by the **Receiver.**

Words must be clear and specific.

For successful communication, we need to choose words that are precise and appropriate; remembering that some words are perceived differently by different people.

Language



The **ENVIRONMENT** needs to be as organized and as free of distractions as possible.

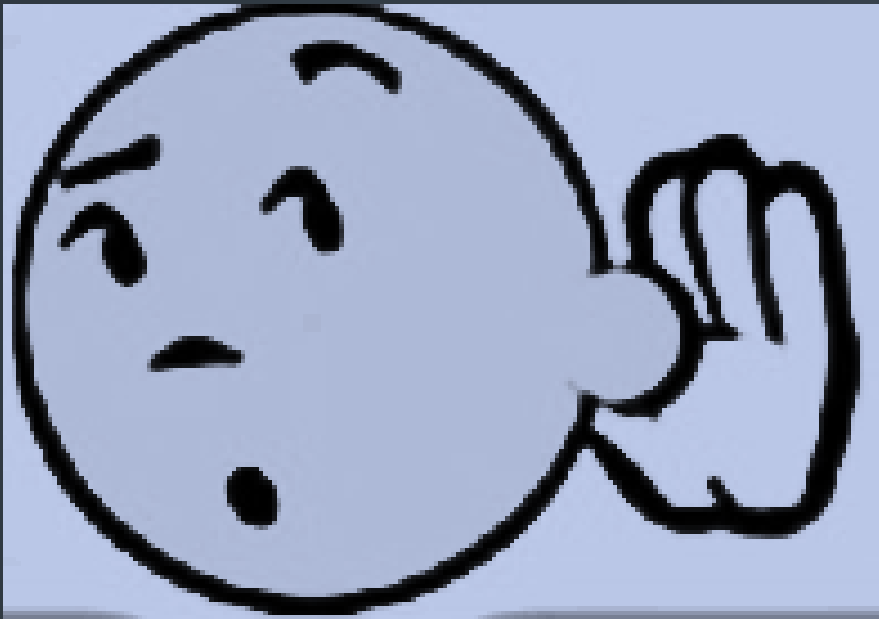


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Ideally, communication should be launched in an organized environment, free from distractions.

While this isn't always easy, we all have the ability to create a distraction-free psychological environment by directing our focus completely on our communication.

Receiver



*The **RECEIVER** is responsible for interpreting the message.*

In order to thoroughly understand the sender's message, the Receiver must maintain complete concentration—whether listening or reading.



FEEDBACK guarantees the **Sender** and **Receiver** understand each other completely.

Feedback is the best way to ensure that the **Sender** and **Receiver** are on the same page.

The **Receiver** can either repeat what the **Sender** said (rephrasing the thought in his or her own words) or, request clarification on what has been said.