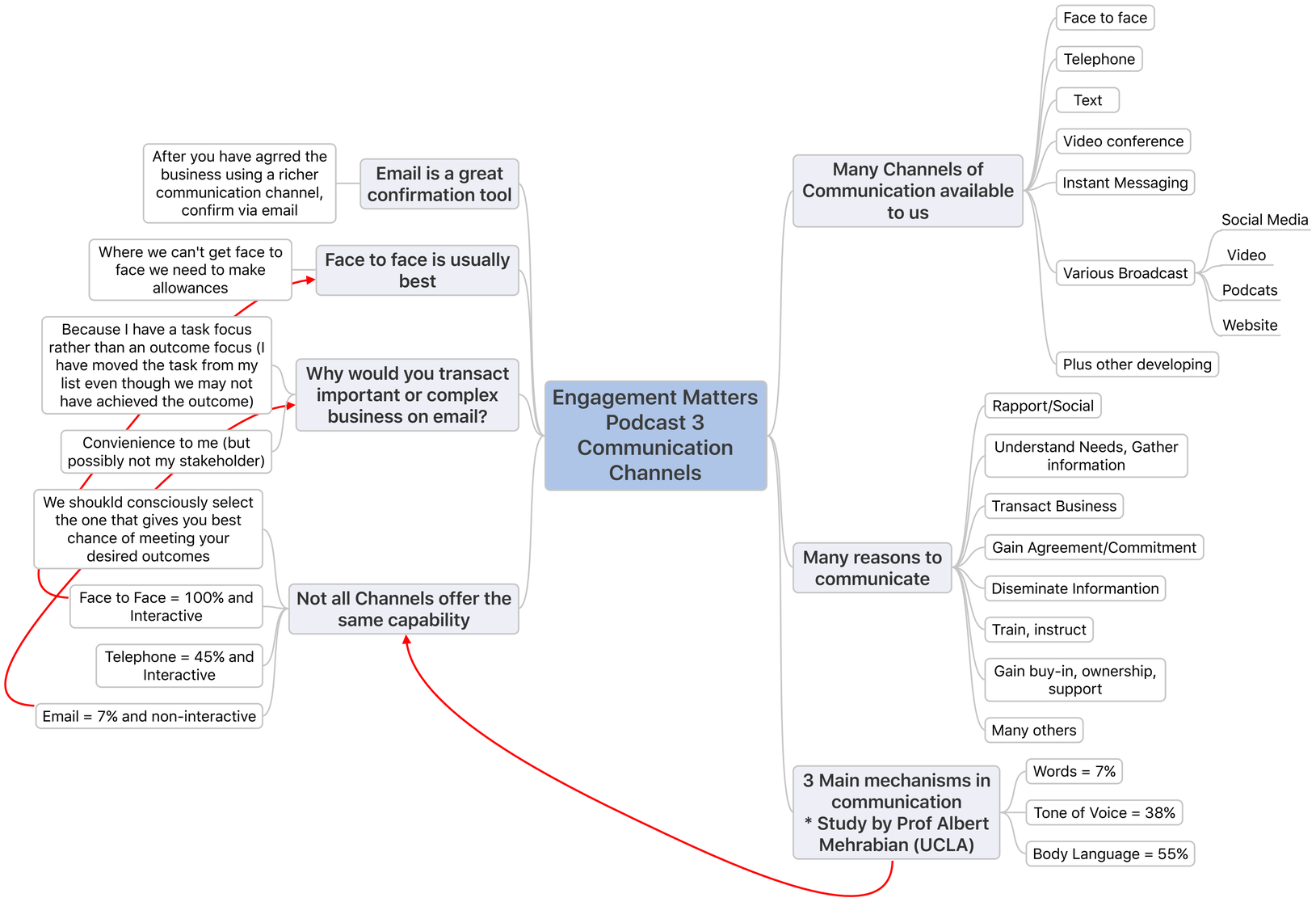
Engagement Matters Podcast 3 Communication Channels
Many Channels of Communication available to us
Face to face
Telephone
Text
Video conference
Instant Messaging
Various Broadcast
Social Media
Video
Podcats
Website
Plus other developing
Many reasons to communicate
Rapport/Social
Understand Needs, Gather information
Transact Business
Gain Agreement/Commitment
Diseminate Informantion
Train, instruct
Gain buy-in, ownership, support
Many others
3 Main mechanisms in communication
* Study by Prof Albert Mehrabian (UCLA)
Words = 7%
Tone of Voice = 38%
Body Language = 55%
Not all Channels offer the same capability
Face to Face = 100% and Interactive
Telephone = 45% and Interactive
Email = 7% and non-interactive
We shoukld consciously select the one that gives you best chance of meeting your desired outcomes
Why would you transact important or complex business on email?
Convienience to me (but possibly not my stakeholder)
Because I have a task focus rather than an outcome focus (I have moved the task from my list even though we may not have achieved the outcome)
Face to face is usually best
Where we can't get face to face we need to make allowances
Email is a great confirmation tool
After you have agrred the business using a richer communication channel, confirm via email