



ALUCA

Australian Life Underwriters
and Claims Association Inc

Poor Communication is Risky Business

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Everything we do is about communication

Communication is about the transfer and understanding of meaning.

For any communication to be successful, the meaning that you wanted to convey must be understood.



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Conditions and channels of poor communication

Gossip

Bureaucracy

Personal agendas

Narrow perspectives

Lack of communication skills

Misinterpretation

Fear

Organisational culture

Negativity

Personal barriers

Lack of emotional intelligence

Language

Education levels

Age

Poor leadership

Physical environment

Technology

Discrimination

Lack of trust

Lack of direction

Group think

Time pressures

Pecking order

Inability to confront issues

Lack of clarity

Wrong or insufficient information

Poor listening skills

Electronic communication



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The impact of poor communication to business

- Reduction in staff morale leading to staff disengagement
- Potential to lose good people
- Dissatisfied consumers of our services
- Loss of market share
- Overall risk to both efficiencies and effectiveness of business practices



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What is your bandwidth potential of communication
56k dialup or Broadband speed?

3D Conversations
Dedicated Deliberate Dialogue



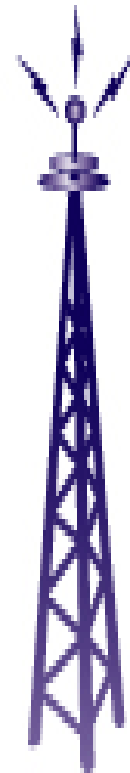
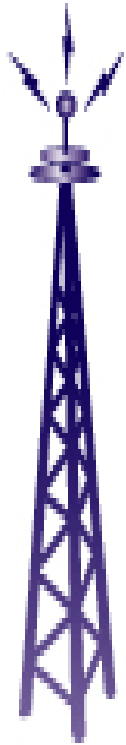
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Getting on the same frequency

Tuning into the same station

Being on their wavelength



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**FREQUENCY
OVERLOAD**

You are a radio transmission station
What station are you tuned to?
What is the number of your neighbors dial?



Aftermath or Afterglow

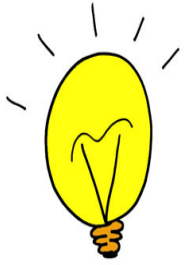
when I communicate?



That was
great



What a waste
of space



Pedestal

Aggressive

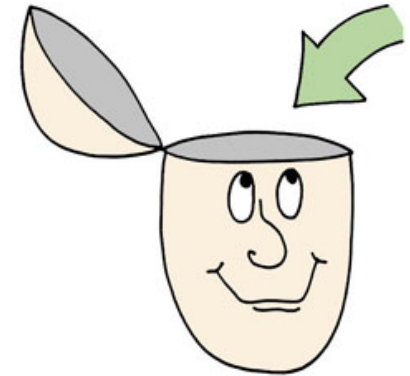
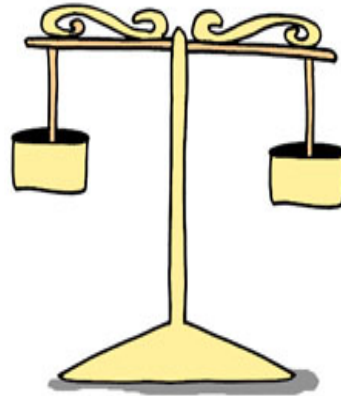
Superior



Win/Lose

Intimidator

Fair
Exchange
Zone



Passive

Pit



Inferior

Victim

Lose/Win

Benefits of great business communication

- Effective communications help individuals to understand and pursue organizational objectives.
- Organisational communications cover every management function.
- Organisational culture depends on communications.
- Communications improve both organizational and individual performance.



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Inspired Workforce Performers
specialists in design, development and delivery
of effective communication programs
to get your people tuned to a great frequency

"Organisations can and should be Inspirational places to work"

Thank you



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