COMMON COMMUNICATION PRINCIPLES

Rate how easy or difficult you find the below principles.

Rate how easy or difficult you find the below communication principles.	Very Easy	Quite Easy	Neither nor	A Bit Difficult	Very Difficult
Communicate as required by your job: You communicate as much and as often *as your job requires* and not be influenced by any desire to be liked, fear of embarrassment, personal agendas, etc.	☐	☐	☐	☐	☐
Have a genuine desire to understand: You put yourself *in the other person's position*—you are empathetic and try to see things from the other person's perspective.	☐	☐	☐	☐	☐
Adapt to the style of the receiver: When you're communicating with others, you think about how *their* styles differ from yours and try to adapt to that.	☐	☐	☐	☐	☐
Speak up: You communicate your views and opinions when the situation calls for it.	☐	☐	☐	☐	☐
Be clear and direct: You make your communication as simple and clear as possible, minimizing the chance of misunderstandings.	☐	☐	☐	☐	☐
Be brief: You communicate your message without too much detail or other less important information that risks diluting your main message. You keep it intentionally concise.	☐	☐	☐	☐	☐
State your main point at the start: You communicate the message of primary interest to the receiver at the beginning, then elaborate on the details and background *after* that.	☐	☐	☐	☐	☐
Make it positive: You communicate in a positive and appreciative manner. You sound as positive as you can, even if the main issue is, by nature, negative.	☐	☐	☐	☐	☐

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What can you do to improve your use of those principles that are the most difficult to you?

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