Taking a situational approach to communication

We live in an age of “information overload”. As a result, the communicator’s task is more challenging than ever. It’s not enough to simply push information out at people; to communicate, we have to find ways to cut through the sea of information and make our messages relevant to our readers and listeners.

Management guru Peter Drucker's words are worth our serious consideration: "As soon as you move one step up from the bottom, your effectiveness depends on your ability to reach others through the spoken and written word". In the contemporary workplace most of what we do is achieved through communicating. But that doesn’t make it easy.

One of the challenges of effective communication is that a “one-size-fit’s-all” approach has a very limited range of effectiveness. Although some people pride themselves on forcing people to adapt to their preferred style, manner (or inadequacies and faults!), it’s a strategy that neither produces the best results nor works beyond the immediate timezone. Strong communicators acknowledge both the task and relationship aspects of communicating — maybe they’ve taken a moment to reflect on their own expectations of others’ communication efforts and what encourages them to heed others’ messages.

The Centre for Leadership Studies has developed a new professional development program designed to provide a practical, insightful communication model based on the proven Situational Leadership® model. It’s called Situational Communication® and, as the name suggests, it provides strategies and tools for “cutting through” in the range of communication situations we face daily.

The one-day Situational Communication® program covers:

* Understanding what happens in communication exchanges
* Listening and speaking skills
* Persuasive strategies
* Communication styles — positive and negative applications
* Identifying listeners’ needs in communication
* Applying Situational Communication® strategies

For more information about Situational Leadership® and Situational Communication®, visit www.sitlead.com.au. To register for upcoming seminars or to arrange delivery for your team, call 07 5553 6060 or e-mail info@pacific.qld.edu.au

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