

## Exhibit 1.6, Recognizing Effective Communication

### Recognizing Effective Communication

You can have the greatest ideas in the world, but they're no good to your company or your career if you can't express them clearly and persuasively. To make your messages effective, make them practical, factual, concise, clear, and persuasive:<sup>11</sup>

- **Provide practical information.** Give recipients useful information, whether it's to help them perform a desired action or understand a new company policy.
- **Give facts rather than vague impressions.** Use concrete language, specific detail, and information that is clear, convincing, accurate, and ethical. Even when an opinion is called for, present compelling evidence to support your conclusion.
- **Present information in a concise, efficient manner.** Highlight the most important information, rather than dumping everything on the reader. Audiences respond better to messages that clarify and summarize effectively.
- **Clarify expectations and responsibilities.** Write messages to generate a specific response from a specific audience. Clearly state what you expect from audience members or what you can do for them.
- **Offer compelling, persuasive arguments and recommendations.** Show your readers precisely how they will benefit from responding to your message the way you want them to.

### What Employers Expect from You

- Organizing ideas and information logically and completely
- Expressing ideas and information coherently and persuasively
- Listening to others effectively
- Communicating effectively with people from diverse backgrounds and experiences
- Using communication technologies effectively and efficiently
- Following accepted standards of grammar, spelling, and other aspects of high-quality writing and speaking
- Communicating in a civilized manner that reflects contemporary expectations of business etiquette
- Communicating ethically, even when choices aren't crystal clear

