

# Washington smart CEO

Required Reading for Growing Companies

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## lost in translation

Are your employees speaking the same language?

If you've ever faced a room full of blank stares, maybe this has happened to you: despite your best efforts to communicate and your employees' eagerness to please, you might as well have spoken Swahili for all they understood. Don't let your company's quality slip because of poor internal communication. Take these CEOs' advice on communication strategy and their roles in the process.

### technical difficulties

Sylvia Henderson, CEO of Springboard Training and author of *Txtversations*, knows all too well that well-intentioned electronic communication can easily go astray. Henderson told SmartCEO the most common reasons the meaning gets lost in a message.



**IMMEDIACY:** Because we can communicate on the spur of the moment, the additional thought that should occur before we hit "send" doesn't always happen.

**LACK OF NUANCE:** Without voice inflection or body language, poor wording can cause the receiver to misinterpret the sender's intent.

**LAZINESS:** Electronic communication can be used as a way to avoid confrontation, or sometimes it's just easier for the sender. But a lazy sender will often misaddress a message, misspell words or leave out important information, such as an attachment.