



May 2009

Refreshing and innovative practical ideas direct from **Boreas Partnership (UK) Ltd** direct to your business every month..... helping you improve and grow your business!

“DO NOT FOLLOW WHERE THE PATH MAY LEAD. GO INSTEAD, WHERE THERE IS NO PATH AND LEAVE A TRAIL.”

Communication....

....is something we all take for granted. In many businesses, however, the lack of clear communication is a fundamental problem.

When communicating both internally and externally, the message needs to be understood by the recipient. The message can often be 'blurred' by the 'noise' surrounding it. So how can we avoid this communication breakdown?

Barriers to effective communication include:

- The ability of the sender to give a clear message that they themselves understand
- The content being riddled with jargon
- Information overload as too many messages are included
- The skills, attitude and emotions of the recipient
- The non-verbal and verbal message being mixed

To check that the recipient has understood the message being delivered, ask for feedback, simplify the language and use 'active listening' techniques when communicating face-to-face.

Improved Communication Mastered 

Managing your business communication:

Ever played the Chinese whispers game when you were younger? It's not the type of game you really want to play in your business, especially when the competition is hotting up.

The message from the top of the business needs to flow through the business. This means that it needs to be crystallised and presented to the team. This presentation may be formal or informal, in written or verbal; it depends on your business size, culture and geographical locations. Beware of ignoring the opportunity to regularly updating the team and your market, you don't know what they might be saying if you don't tell them.

As you consider your communication strategy call us on 0845 8384723 or email info@boreaspartnership.co.uk for our free fact sheet containing more details and helpful hints & tips.

We regularly review innovative products and services available from our chosen partners.

This month's recommendation is: [TPAD](#)

The new VOIP telephone package of hardware, line rental and call charges, dedicated to business users. Calls are routed over your broadband line resulting in a clearer line and cheaper calls. The hardware is available for purchase or rental to maximize your cash flow and tax benefits. Call us on 0845 8384723 or [email us for more details](#).

Boreas Partnership (UK) Ltd offer a range of programmes & workshops supporting the development of the practice in areas of efficiency, top line revenues & profits-per-partner. The Professionals' Development Academy is opening the doors at a venue near you from May 2009 to specifically support staff development.

[Click here for more details](#)

The hints & tips provided are also available to view on video on our website www.boreaspartnership.co.uk

Please follow the below links for further information:
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