

## Chris's Corner: Communications today

It's amazing that most of us have so many means of communications; literally, at our finger tips in this day and age.

But I don't think it is one size fits all and you have to adapt your style and your preference to your audience.

If you have a smart phone, chances are you have access to voice calls, texts, SMS texts, email and even messaging via one social media platform or another.

I personally prefer face to face communication or the old fashioned phone calls if you're discussing something in depth or something delicate, like a negotiation. Facial expressions, voice inflections and posture often convey a lot of information, over and above the dialogue spoken and heard between two individuals or especially a group of people.

The point here is not to have leverage through superior interpretation of non-verbal communication but rather to pay attention to whether your message is being understood or well received. If you're getting feedback that one or the other is not occurring, it gives you the chance to stop and get feedback and get the conversation or discussion back on track. My goal in all communications is to convey or exchange information and achieve mutual understanding, not necessarily agreement. However, reaching agreement is much easier and more quickly attained, if possible, through face to face or phone conversations.

I find texting to be very expedient in confirming information or answering non-complex questions.

What time is the meeting? The meeting is tomorrow at noon.

Where are you? I am in the produce cooler.

I am sure we've all had the experience where, what started out as a simple exchange of texts, turned into a full blown conversation and out of fatigue or frustration you've simply just called the person to expedite the situation.

I am sure we have all misinterpreted texts or where confused as to the meaning of a text. They're very dry and often times unintentionally vague.

These illustrations, to me, show the limitations of texting.

SMS texting, where you can send a photo or video, suffer from some of the constraints of texting but if used properly it is a real communication enhancer. If you're trying to explain how to do something, where something goes or can't describe exactly something you need. Take a picture and send it off, follow up with a phone call and, boom, problem solved. We use this all the time in the service business.

I am a big fan of emails where you need to share complex information, ideas or date and the recipient or recipients and get read and digest at their own pace. They are great for sending multiple copies of the same information to numerous people and aren't as confusing or annoying as group texts.

Plus you can save and archive emails, looking back at the information or searching for the information as needed. I never delete an email. I look at years old emails all the time and it saves me time by not having to reinvent the wheel.

I myself, for business purposes, don't like using social media messages. I am not on social media for business and I don't like mixing personal life with business. Plus I don't have notifications on for social media. If you message me about something for business, I won't see it until I am on that social media platform. Therefore I don't find it a good means of communications in my world.

My whole point here is that there is a tool for every job. Pick the right communications medium for what you're trying to accomplish.

Even this blog is just another form of communications.

It's an amazing time!