

## **Why is communication so important?**

- Good communication enables effective decision making to take place with the right people, so that you can move forward.
- Knowledge can be captured and shared and not lost because someone thinks they have already told someone....
- Those exceptional ideas can be turned into something fruitful.
- Solutions can be found and consensus are more likely to be reached when the lines of communication are clear and with the right people.
- Clear and precise communication saves time. If you get it right the first time you won't have to waste time repeating your message or having unnecessary meetings.
- Ensuring your communication is clear helps to improve your own focus so that you know exactly what you mean and what you want to do.
- Staff feel motivated and included when they are given opportunities to communicate and contribute in the right way.
- When you know how the processes of good communication should work in the first place, you are more able to remedy it when it goes wrong and know who is accountable for the chain of communication.
- Well structured meetings or workshops that focus on bringing different teams or departments together and fostering good communication can provide a good basis for organisational understanding and development.