

LEADING IN PERSON

6 REASONS TO COMMUNICATE FACE-TO-FACE

We all know how technology enables communication via email, voicemail, text message and more. Too often they add up to message overload. When something is important, nothing compares with face-to-face communication to inspire people and move them to action.

Below are 6 good reasons for leaders to make the time to communicate face-to-face:

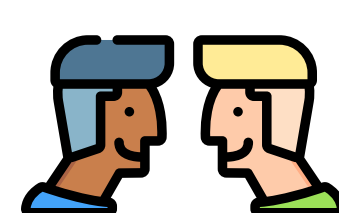


DEMONSTRATE IMPORTANCE

1

Be there in person to deliver your message as it shows the audience they are important to you and it will increase the potential for your message to be heard.

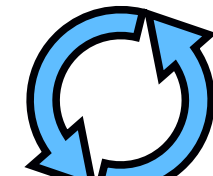
Face-to-face communication is one of the most used and effective channels to make sure important information gets through to employees.¹



2

INTERPRET THOUGHTS AND FEELINGS

Face-to-face interaction allows you to see how people react to the message (think body language and facial reactions). It also give leaders the opportunity to show they care by asking probing questions and actively listening to understand the audience's perspective.



Research shows a significant increase in the neural synchronization between the brains of two people during face-to-face, but not during other types of communication.²

ENHANCE CREDIBILITY AND TRUST

3



Leaders can build employee trust and credibility during face to face interactions by sharing strategies clearly, answering questions honestly and showing them how their actions align with their words.

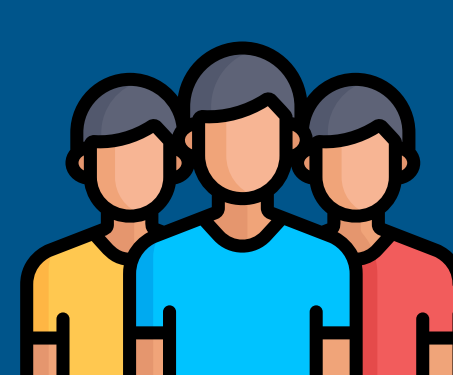
People who trust each other work better together, and face-to-face interaction facilitates that.³



4

BUILD RELATIONSHIPS

Interact directly with other leaders, managers and employees to build camaraderie, expand your network and establish shared experiences to further enhance communications and cooperation across the organization.



35%

of the variation in a team's performance can be accounted for simply by the number of face-to-face exchanges among team members.⁴



GATHER FEEDBACK

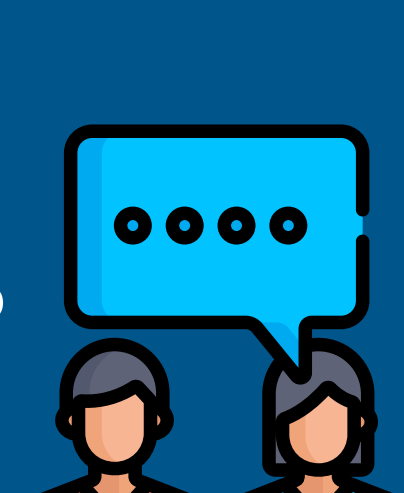
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Meeting face to face helps employees feel valued by giving them a chance to provide input on organizational strategies and communication. It also allows the leader to confirm understanding of the issues and encourages ongoing feedback and engagement

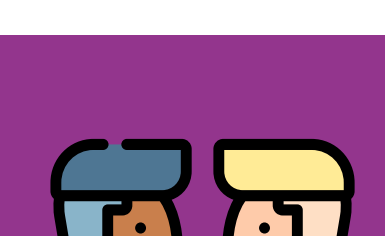
6

ADDRESS SENSITIVE ISSUES

The biggest benefit of face-to-face communications is to show respect for employees, especially when delivering tough or sensitive messages. Focus on your desired outcome and prepare by understanding the employee's mindset and possible reactions.



Face-to-face meetings give you the opportunity to put your point across with compassion, while being sensitive to the other person's verbal and nonverbal reactions.⁵



FOR MORE ON FACE-TO-FACE COMMUNICATION, [CLICK HERE.](#)

TO LEARN MORE OR ABOUT HOW WE CAN HELP YOU, CONTACT US TODAY

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SOURCES:
1. Newsweaver (now Poppulo), "Delivering Effective Internal Communications," 2014
2. Journal of Neuroscience, "Neural Synchronization during Face-to-Face Communication," November 2012
3. Fast Company, "The Science Of When You Need In-Person Communication" based on an experiment by University of Chicago and Harvard researchers, 2015
4. MIT's Human Dynamics Laboratory, study of communication patterns in teams across multiple industries, April 2012
5. IABC, "What's So Great About Face-to-Face?" Carol Kinsey Goman, Ph.D., June 2011