

# 15 DOs AND DON'Ts OF EFFECTIVE TWO-WAY COMMUNICATION

Want to fast-track your communication effectiveness?



**Communicate with the audience in mind**

Communicate from your perspective

**Listen**

Do all the talking

**Plan your communication**

Wing it

**Repeat your message**

Communicate once and think you're done

**Ask open-ended questions**

Ask yes or no questions

**Ask for input**

Forgo others' perspectives and be out of touch

**Share what you know, when you know it**

Withhold information or wait to communicate

**Know yourself**

Be a "stranger" to yourself

**Tell the truth**

"Spin it"

**Create dialogue**

Talk "at" people

**Seek out information when you don't know it**

Make up communication

**Check for understanding**

Assume you've been understood

**Add context and make communication relevant**

Simply pass information along

**Purposefully seek out diverse opinions**

Listen just to those opinions you agree with

**Listen for what's not said**

Listen for what you want to hear

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