

Inspire COACHING



Effective Communication - Less is More

A few years ago, in a leadership development seminar I hosted for my team about effective and efficient communication, I showed the hilarious movie clip from Saving Sarah Marshall about “doing too much, do less”. At first, a few confused looks, then a bunch of laughs...only to be followed by a great discussion on streamlining communication to achieve “less as more”.

<https://www.youtube.com/watch?v=PKlpCPS-oZc>

I got reflecting on that seminar as clear, concise communication is quickly becoming a top theme among focus areas of my clients. We’ve all received those email response novels with the caption being tl:dr (too long, didn’t read). Wait, what?? Why should an email response need that warning!?!?

Less is more in communicating as a leader, since simplicity and clarity typically lead to better outcomes:

1. **Focus:** When leaders communicate concisely, they direct attention to critical points. Employees can absorb and act on essential information without getting lost in unnecessary details. Clear messages leave little room for misinterpretation, ensuring colleagues comprehend our ideas.
2. **Trust:** Leaders who avoid wordiness appear confident, professional, and credible (even demonstrates enhanced technical expertise). Employees trust straightforward communication, fostering a positive work environment.
3. **Alignment:** Simple messages prevent misinterpretation. When everyone understands the same concise vision and objectives, alignment occurs, driving collective effort toward common goals.
4. **Efficiency:** Clear, succinct messages save time. In fast-paced work environments, avoiding unnecessary fluff ensures that everyone understands the message quickly, reducing delays and improving productivity.

As a leader, your words carry weight both in written or verbal format. Choose words wisely, and let clarity be your guide.

Be Inspired. Be Inspiring.
Stacie



“YOU ARE DOING TOO MUCH, DO LESS”.
-SAVING SARAH MARSHALL

Client Story

VP Operations, Sustainable Energy Firm

My client wanted to enhance both her written and verbal communication skills. She once admitted to me that it took her hours to formulate a written response to an email, which ended up being many paragraphs long. After the email was sent, she spent another big chunk of time anxious about it being too much or too little by way of response and information.

First off, self awareness and assessment of the situation was key to moving forward. My client called herself out on her communication patterns and realized that her long winded messages often buried the main points. This led to dwindling self confidence and added to self doubt about her messages being understood and actionable. Especially when response time to her email response was slow.

Her goal became to practice concise communication that conveyed essential information without overwhelming her colleagues or herself. She started practicing the three Cs of communication:

- **Clarity** - She learned to distill messages to their core. She limited tangents and unnecessary facts, details, or emotions.
- **Conciseness** - She practiced trimming sentences, removing filler words, and focused on key takeaways.
- **Consistency** - While up front her new communication habits took a little longer to put into practice, over time, she was able to apply these new tools consistently across all her communication channels with ease.

In her past, she spent a lot of unnecessary time post-communication with self doubt, “coulda-shoulda-woulda”, and worrying about how her communications landed. Now, her time and energy is better served in preparing her messages for the various audiences/levels and ensuring there is alignment to expectations and/or team objectives.

Her team has noticed the change. Meetings became more efficient and colleagues have appreciated succinct emails with key messages and expectations.