



AMERICAN
ACCENT MANAGEMENT

FIVE STRATEGIES TO ENSURE EFFECTIVE COMMUNICATION

1. SLOW DOWN

We often speak too quickly. By living in a fast-paced world, everyone is in a hurry. We have a point, plan, strategy and are in a hurry to get it out and move on. When we speak quickly we often lose our listeners; they check out. By slowing down just a little, we can engage our listeners.

2. ASK QUESTIONS

Ask questions. Engage your listeners. When a topic of conversation involves active thinking on their part, communication is more effective. Points are better retained. Novel thoughts are created and our communication is enhanced.

3. LISTEN

Listen to your audience. Don't merely hear what they say, listen and respond. Listen to their body language such as eyes and posture to gauge their interest. When you are able to read, listen and respond to your audience, you may notice you need to switch up your strategies and communicate with clarity.

4. SIMPLIFY

Simple. Simple. Simple. We love to overcomplicate everything. Take your communication back to the basics. Simplify first to capture your listeners or audience, and then expand. Build the foundation of comprehension and engagement, and then extrapolate.

5. REPEAT

How often do you hear something and immediately forget it. Your mind was elsewhere. You didn't process it. It was a little quiet or quick to hear well. This happens to all of us daily. As a communicator, it is your responsibility to ensure you are heard and understood. So, repeat yourself. It helps with retention, emphasis and ultimately to communicate with clarity.

