

## Summary of Important Guidelines for Effective Management Communication

Think strategically—always.

Be aware of the power of context on communication.

Remember presentations are a performance—if need be, adopt a “persona” that is more enthusiastic, engaging, and lively than you really feel.

Make sure any document (or presentation, for that matter) has one and only one main idea. Make sure everything you include supports and furthers that idea.

Always be ready to answer the question, “How do you know that?”

Remember your job as a writer or speaker is to make it easy for your readers/listeners to understand you. If readers/listeners don’t understand what you’ve written or said, 99 out of 100 times, it’s your fault, not theirs.