

Clearly Communicate Your Objectives to Engage Staff

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As business leaders, many of us think that if we say something once or subtly; our team will pick up our message and work toward our goal. However, Paul wrote, “Again, if the trumpet does not sound a clear call, who will get ready for battle?” (1 Corinthians 14:8, NIV)

We need to sound a consistent and clear call of what must be done by whom and by when. Unfortunately, a few words will never suffice. Just like the trumpet sounded a clear alarm in the days of Paul, we must sound a clear call to action.

I was having a serious conversation with a senior manager who simply wasn't getting the job done, and I was on the verge of letting them go. During my fourth conversation, which was extremely direct, “Tim” said: *I think you said this several times before, but this is the first time I really heard what you said.* While everything wasn't smooth after that chat, Tim made significant strides in accomplishing key objectives.

When we have a staff person who falls short, I've learned to review my communication with the person and determine if I gave clear and concise instructions about what needed to be done. Sometimes I realized that I was not as clear as I needed to be. Then, I altered my communication so that I could be very candid and direct about what needed to change and by when. This communication was not always successful, but many people were able to hear and act on the instructions and continue to be an asset to the business.

In Ancient Israel the trumpet sound was reserved for special events. In your business, reserve your most direct and clear communication for key initiatives and directions.