

The What and Why of Communication

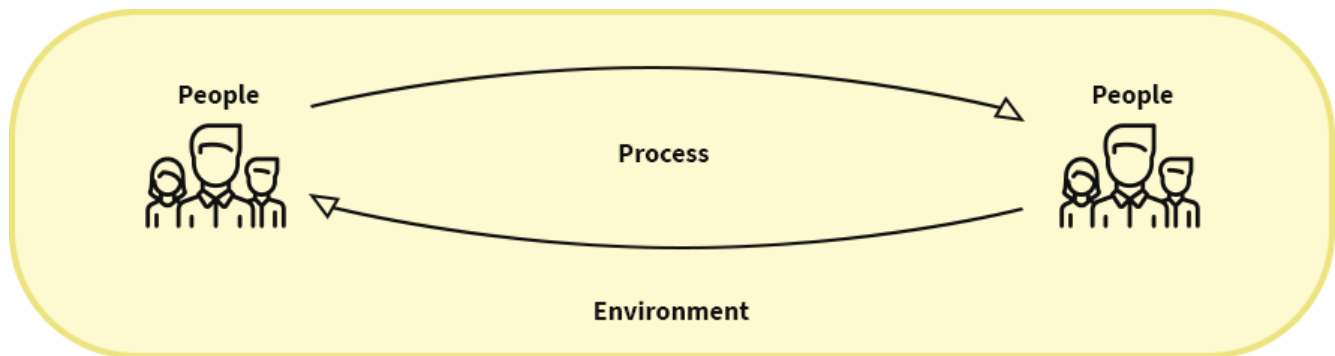
Communication Model

From the moment we are born, we find ways to communicate with others. We tend to start by screaming and waving our arms around. Over time, with learning and practice, we develop our communication skills to include a wide variety of language and gestures.

The purpose of communication is to convey meaning. The meaning being conveyed could be information or an emotion, and is frequently both. Conveying meaning is how we interact with others and express our understanding of the world.

Whether it be verbal or non-verbal, communication is the process of transferring a message from one person to another. While the process itself is quite simple, the skills to do it effectively are many and complex.

One complication to the process comes from people. Everyone comes from their own unique perspective and therefore receives and interprets messages based on that perspective. Since the receiver's perspective might be quite different from the sender's perspective, the meaning of the message may be misunderstood.



Another key complication comes in the form of the environment. This includes both the setting where the people are at and specific way the message is being transferred. The environment is filled with distractions and glitches. This all influences the ability of the message to be conveyed clearly.

Communications frequently ranks as one of the most important skills for leaders and managers.

In order for us to conduct the transfer of messages and have the meaning of those messages as we intend, it takes ongoing skill development. Communication is not something you learn once and you're done. It is a set of skills that require continual development and practice.