

## Effective Communications ... Main points from Session.

**Thank you all, for your contributions. This all came from those present.**

### General

- All Agreed as District Officers we have a responsibility to communicate effectively to both Club Rotarians and the Public.
- Our role is to Motivate, inform, enthuse and encourage.
- All rules can apply to written or speaking forms of communication .
- All apply to one to one, group or audience situations.
- Communication with others is an area we can always improve upon. **No one individual came up with all the points listed...**

**Characteristics of Effective Communication Agreed from all 3 sessions. In all situations...Golden Rules...**

### Are we all aware of all of these?

- Know your audience...use language they will understand.
- Display Confidence, Sincerity, Enthusiasm,Passion
- Be assertive but do not confuse with aggression/arrogance.
- Be Positive and avoid making assumptions.
- Be Knowledgeable and ensure you are well prepared.
- Be direct, open, friendly, approachable, this helps to exude warmth.
- Show empathy, understanding, respect, there is never any excuse to be rude.
- Actively Listen and show interest. Remember you have 2 ears and one mouth
- Be Perceptive
- Allow for spontaneity
- Be prepared to be adaptable you may have to change presentations.
- Include emotion ,helps to engage audience but keep it under control
- Be willing to accept criticism but try to stay calm and unflappable.
- Find your own Style..be natural.
- Be truthful, admit when you don't know something
- Use humour when appropriate and in your style. **Be aware of legal responsibilities.**
- Avoid jargon...acronyms.
- **Say what you mean and mean what you say.**
- **It's not what you say, but how you say it.** To disagree is fine but avoid making people defensive or getting their backs up.
- **Kiss..Keep it simple**, keep it straightforward ,keep it short. Work to time limits given.
- Structure will be important.

**"Listen/Read...Reflect...Respond..."**

**So no pressure on us!!! Aspects covered...**

**Body language...7 seconds to make an impression. 55% of impact in face to face communications determined by body language, 38% by tone of voice.**

- Be aware of facial expressions, gestures, space, eye contact, movement, appearance.
- **Be aware of cultural differences**

**Reports.** What is the purpose of the report?

- Be concise, be clear, be relevant.
- Presentation important. Fonts, size, setting out, use of bold for highlighting.
- **Always worth checking on completion. For punctuation,spelling and meaning.**

**Articles. News and Events/Press Please see attached information from Graham Walker.  
graham@walkeruk.demon.co.uk**

**Listening Skills. Can improve..Do we really listen or only hear what we want to hear?  
Doesn't always come naturally!**

- Focus on person,
- Avoid distractions,
- Ask questions especially open ended ones,
- Feedback information to ensure understanding.
- Be open minded.

**Taking Minutes /Notes**

- Listen carefully, do in a way you understand,
- Write up next day whilst fresh.
- Didn't have time to discuss taking notes.
- Mind maps can be used but didn't have time to explore. Looked complicated.

**E'mails...** Unfortunately did not have time to fully discuss, although did come up at various times.

- All agreed excellent form of Communication and essential today.
- Probably best for relaying information.
- Quick, fast but have to be aware **times when not suitable especially when dealing with sensitive Issues.**
- Also have to think about content, best to keep short, think of as a letter, and do we need to copy in everyone.
- **Golden Rule Read...Reflect...Respond. Make take an email, not in the way intended.**

**Issues which arose and those as District Officers we should be aware of ..**

- Survey...Difficult to say never or always.
- Professional Telephone Techniques... tend to be scripted. For us, have to sound friendly. Smile whilst on the phone.
- Tactics **...Naming and Shaming** ..majority felt does not work.
- Have to ensure Clubs understand we are there to support and help. Dispel us and them.
- In all Communications felt

**Positive Encouragement should be focused upon especially when dealing with Rotarians.**

- **Social Networking**, Facebook ,You Tube, Twitter, possibilities for Rotary. Have to be aware.  
**Please see attached short p/p presentation by Mark Greenhalgh  
itofficer@district1070.org**
- **Marketing.** Rotary the world's best kept secret! Image/public perception..how do we change this?
- **All agreed...We must never forget we are dealing with Volunteers...This will lead to Frustrations...We may have to ask,ask and ask again.However we as DO's may be expected to respond straightaway to any query!**
- **But it's a great Job whatever the role and gives us all a much wider picture of Rotary.**

Margaret Morley DGNE.