

Effective communication occurs when the message we intend to send is the one understood by the receiver.

- 1 Sender:** Decides what to share and sets expectations
 - Answer the who, what, where, and when information
 - Provide clear and actionable steps in every communication
- 2 Encodes:** Translate thoughts into a form that can be transmitted
 - Create a clear message so there are no misunderstandings
- 3 Receiver:** Consider how they may interpret the message
 - Focus on their knowledge, receptivity, and relationship to the Sender
- 4 Decodes:** Successful communication is when the Receiver accurately interprets the message
 - Consider the context, the Sender's intentions, and use your senses when decoding a message
- 5 Message:** Can be conveyed through words, non-verbal cues, and vocal cues
 - Ensure your message will avoid misinterpretation and is tailored to your audience (Receiver)
- 6 Channel:** Helps information flow efficiently and effectively to ensure easy decoding of the message
 - Determine the suitable method for sharing information (e.g., email, text, call, video chat, etc.)
- 7 Context:** Understanding context helps to reduce the likelihood of misunderstandings
 - Pay attention to the environment, time of day, emotions, history, and social norms
- 8 Noise:** Can make it harder for the Receiver to decode the message
 - Exercise patience, don't judge, and be fully present if possible
- 9 Feedback:** Crucial component of the communication process
 - Be open to feedback ("yes, and...") to build trust and provide opportunities for improvement