



# Small Business Communication Checklist

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If you're a small business owner, poor communication can be a drain on your employees and your company.

Luckily, if you're looking to improve communication in your small business, we've got you covered.

Since June is Effective Communications Month, we put together this ***Small Business Communication Checklist***. You can use it to improve your relationships, get more done, and make more money!

*the Neat Team*

- Observe The Five C's of Effective Communications** -- Make sure when you address your employees and customers you're being clear, concise, complete, correct, and courteous.
  
- Use the appropriate channel** -- You want to choose the best communication channel for the situation to avoid miscommunication. For example, private information should be delivered 1:1, preferably face-to-face.
  
- Respond in a timely manner** -- Slow responses cause missed deadlines and project failures. When others are waiting on you, get them the information they need as fast as you can.
  
- Remove barriers to collaboration** -- Data shows that 61% of employees have difficulty establishing collaboration sessions with colleagues and spend an average of 3.3 hours per week dealing with related issues. Getting rid of the barriers will save time and increase productivity.
  
- Talk less, listen more** -- When you take time to listen to your employees and customers and incorporate their feedback into your business decisions, you'll have more engaged employees and happier customers.
  
- Always set an agenda for meetings** -- Meetings can take time away from revenue-generating activities so make sure you keep your company meetings on schedule by using an agenda.
  
- Eliminate jargon** -- Use plain language when communicating verbally, in writing, or otherwise. Even when you're talking with others within the company who "get it", you're taking the chance of getting used to using jargon that customers won't understand.

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