COMMUNICATION:

Communication is usually described along a few major dimensions:

1. Content (what type of things are communicated)
2. Source (by whom)
3. Form (in which form)
4. Channel (through which medium)
5. Destination/Receiver (to whom)
6. Purpose/Pragmatic aspect (with what kind of results)

EFFECTIVE COMMUNICATION:

Between parties, communication includes acts that confer knowledge and experiences, gives advice and commands, and asks questions.

It brings people together to work toward common goals.

It builds trust and respect.

It gets things done and achieves results.

"Effective communication needs to be built around this simple foundation and realization: communication is a dialogue, not a monologue. In fact, communication is more concerned with a dual listening process."*

(*Dr. Heinz Goldmann, Chair, Heinz Goldmann International Foundation for Executive Communications, Geneva. Swiss Federal Ministry of the Interior.)

Empathy - the ability to “put oneself into another’s shoes”.

Understanding the implications of what you are saying for your Board colleagues.

Common denominator - there needs to be a bond of solidarity within your Board.

Create impact by projecting good, strong messages.
**SOME TIPS FOR BOARDS**

The Board Members must feel that they are a part of the organization’s mission.

They must have an effective Board President, who is also a good communicator.

Get and keep Board Members involved on committees.

Create a regular program of informing Board Members of what is going on with projects, as well as staff promotions and awards.

Create the opportunity for Board Members to meet more than once a year, and to get together in social situations.

**Additional Tips:**

New Board Member indoctrination.
New Board Member mentor.
Periodically review Board mission statement and project vision.
Create an atmosphere to facilitate a full discussion of the issues.
Communicate with Board Members between meetings.
Recognize ALL Board members.
Consider a Board retreat.

**WORKING WITH MANAGEMENT:**

Board and Management must have a good degree of Trust.

There must be open and frequent communication.

Have the Board meet often enough to get to know each other and the management staff, and consider Board Retreats.

Have both Board members and Management staff work together on joint committees, like long-range planning, board recruitment, financial, etc.

The Board must consider Management’s position and Management must take into consideration the Board’s point of view.

The Board and Management are on the same team, and Management should have an open-door policy with Board members.