



INTRODUCTION

Most people would agree that their satisfaction at work is largely derived from the way they, their colleagues and their clients communicate. The fundamental building blocks of successful communication involve being able to deliver a message clearly and engagingly, and to understand and appreciate other people's messages. This in turn leads to increased productivity and a sense of professional well-being.

Human communication tends to be a complicated affair, however. It's layered with unclear expectations, undisclosed hopes, and unfortunate misunderstandings.

Many young people actually start their working lives not knowing how to communicate face to face with their colleagues, let alone with employers and clients. They are more comfortable sending text messages than they are speaking. Some people lack the confidence to speak up when communicating, while others are so overconfident that they don't know how to listen. Then they wonder why they aren't given more responsibilities and are overlooked for promotion.

Luckily, successful communication skills can be learned, and help is right here in your hands! *Communication: Your Key to Success* provides practical, effective tools to help you increase clarity and understanding, improve confidence, enhance teamwork, boost productivity, and create a happier, more supportive working environment.

Excellent communication skills are probably the most potent career and personal skills you can possess. They can spell the difference between success and failure in getting your job done, and in building successful relationships personally and professionally.

In the pages of this book, we give solid guidance on the many aspects of successful communication, including listening skills, assertiveness, positive thinking, and much more. We offer straightforward advice and helpful examples, and we've even included some stories from our own lives — experiences that have helped us learn more about the intricacies and challenges of communication. We hope you enjoy these and, as we have done, learn from them.

Communication is our lifeblood, and it's the lifeblood of any organisation. As with any other endeavour, the more you put into it, the more you'll get back. This book is your starting point. Our goal has been to provide you with a fresh look at how you can transform your communication skills, and reap the huge rewards these changes will bring.

We hope you find the tools and guidelines useful. We are convinced that when you start putting them into practice, they will propel you along the path to a brighter, more fulfilling future.

Enjoy the journey!

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