

The Three S's of Communication

Effective communication is an important part of our everyday lives in business, relationships with family and friends, and in most of our daily encounters. Although the speed of communication has increased dramatically in the last few years with the proliferation of cellular phones, e-mail and the Internet, the fundamentals remain the same and possibly become even more important. The three most important words in communication all start with the letter "S": **Simplicity, Sincerity and Silence.**

Simplicity and brevity and go hand in hand and are almost synonyms. Whoever said, "*Keep it simple!*" didn't need to say more. Complexity and intricacy seem to arouse anxiety and shut down communication. Speech teachers tell us that making more than three major points is useless. Audiences can retain from one to three points, but their minds will start to shut down when you exceed this. The same is true with the one-on-one communication. Simplicity is an important prerequisite to focus and undivided purpose. Complexity leads to confusion and scattered purpose. When you observe world-class athletes or performers of any kind, you'll notice that they break down something that appears complex into simple, repeatable techniques. If you reduce every problem and every communication challenge to its simplest terms, you will succeed.

Sincerity is most important because it creates confidence. Without confidence, there can be no communication because there will be no meeting of the minds. Lincoln said: "*If you would win a man to your cause, first convince him that you are his sincere friend.*" We've all heard: "*Give honest, sincere appreciation*" or "*Be sincerely interested in the other person*" and "*Be sincere!*". In our global, service-oriented economy, sincerity is more important than ever. Money is deferred service, and

no real service takes place without sincerity.

Silence! : There is an art in silence, and there is eloquence in it, too. Silence gives the other person an opportunity to ask questions. Without questions, you'll never discover the "key" issue. Silence also allows the other person to think without interruption.

Listening is one way of showing others that you're sincerely interested in them and what they have to say. Listening also simplifies conversations, presentations and conferences.

Being a good listener is one of the important qualities of a good communicator.

Remember to use the three "S" of communication – SIMPLICITY, SINCERITY and SILENCE – for more effective results. They apply to the most casual, extemporaneous communication as well as to the most important group presentation and to everything in between.

Keep in mind the old axiom: "*The biggest miscommunication is to assume communication has taken place.*" Use the three "S" to avoid miscommunication in every area of your life.

The fact of « Communicating » doesn't mean only to transmit. It also means (from "communicare"): to put in common, to exchange, to share, to consult, to confer, to participate to... indeed, the word communication appears valorizing more that the one of information. Actually, information regains the transmission process between an emitter and a receptor (it doesn't prejudge in anything a return in exchange). But the communication feeds itself of an information exchange between interlocutors (each simultaneously being the issuing and receiving end).