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Better Business Communication Day: 5 Ways to Improve Your Communication

Durham, NC January 26, 2015 is Better Business Communication Day. It was created to help businesses focus for at least one day on simple ways they could improve communication, according to Katie Schwartz, CCC-SLP, president of the Corporate Speech Pathology Network (Corspan).

Here are five ways business leaders and employees can improve communication.

Answer the telephone consistently with a cheerful sounding voice and excellent diction. A prospective customer or investor could be calling.

Many people are nervous about giving a presentation. When practicing, visualize the information in your presentation going directly in the brains of the audience. The information, not the speaker, is what is important.

If you speak for a living, as a teacher, presenter or call center employee, stay well-hydrated by drinking water, not caffeinated beverages. The water will help your vocal cords.

Speak slower if your listeners do not understand you. If that does not help, rephrase the message.

If you have a strong foreign or regional accent, and others often do not understand you, write down the words that are hardest for you to pronounce. Use an online dictionary that pronounces the words to help you say them more clearly, using standard American English.

Poor communication can frustrate employees and customers as well, costing turnover and lost business. Use Better Business Communication Day to rate your own company's or personal communication skills.

The Corporate Speech Pathology Network is an association of independent highly educated corporate speech consultants, and currently has members in four countries. Members provide coaching in many communication skills.