



# Contents

About This Course	xi
How to Take This Course	xiii
Pre-test	xv

## 1. Communication: The Key to a Manager's Success 1

Learning Objectives
Overview
What is "Communication"?
Why Managers Communicate
Why People Fail to Communicate Clearly
Lack of Time and Planning
Competing Messages
Differences in Knowledge, Perspectives, Needs, Expectations, Priorities, Status, Culture, and Gender
Assumptions
Fears
How Well Do You Communicate?
What it Takes to Communicate Clearly
Know and Respect Your Audience
Know Why You are Communicating
Know What You Want to Say
Pay Attention
Keep an Open Mind
Be Specific
Take Enough Time
Recap
Review Questions