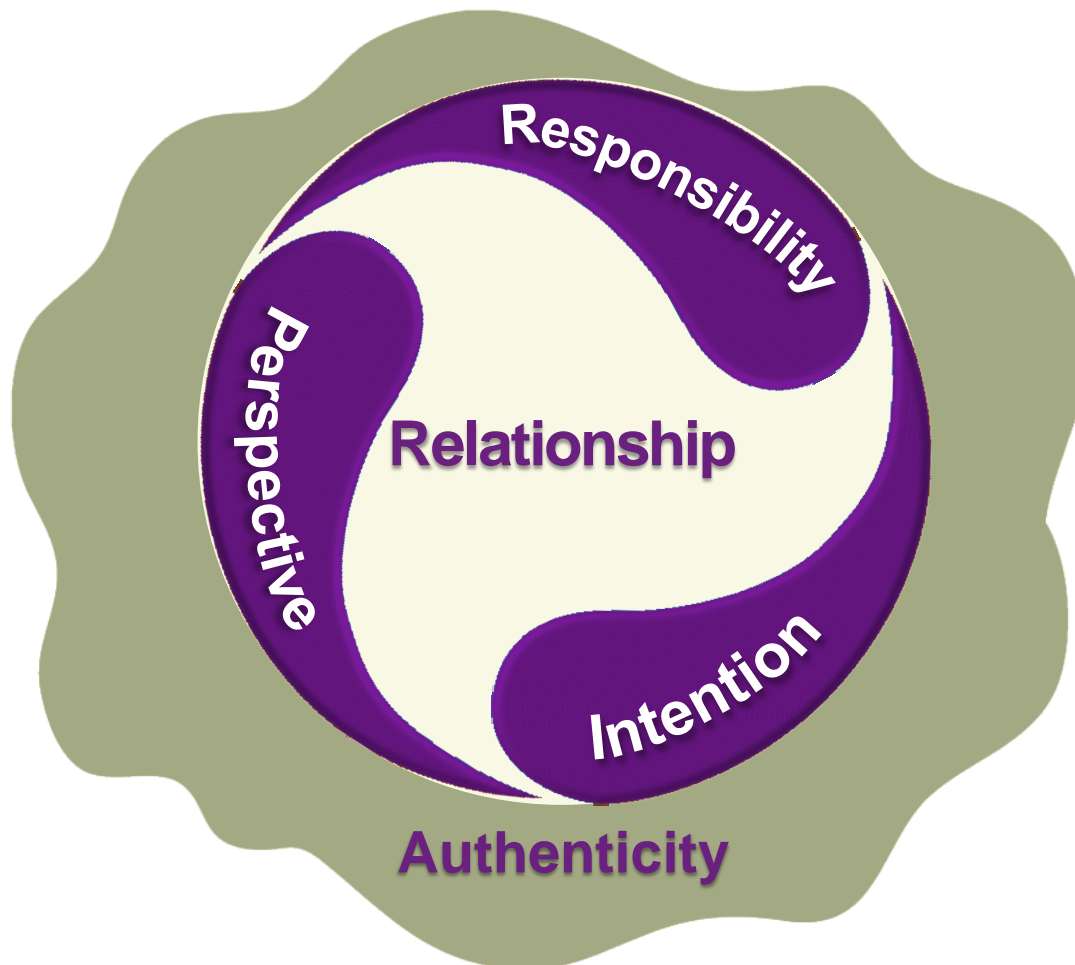


Effective communication requires your attention



At the heart of effective communication lies the *relationship* that exists or is being built between individuals. With this as the focus, each individual must:

- take *responsibility* for their communication;
- be aware of and open to the *perspective* of the person with whom they are communicating, as well as be aware of and share their own perspective; and
- set explicit *intentions* for their communication – to clearly know what they wish to get out of the communication and the results they desire.

All of this takes place in an arena of *authenticity* to build trust and credibility, and to further strengthen the relationship.