

YOU AND I

h&h

+44 (0)1482 222 230
talktous@handhcomms.co.uk
www.handhcomms.co.uk



TIPS AND TRICKS FOR COMMUNICATING INCLUSIVELY FROM H&H

Whether you're talking to colleagues via video conferencing, cascading messages to multinational employees or simply greeting people from different cultures – the way you communicate can have a big impact on the impressions you make and the relationships you build.



TAKE A LOOK AT THE FOLLOWING TIPS AND TRICKS FROM SOME OF THE H&H TEAM TO ENSURE YOUR COMMUNICATION STAYS INCLUSIVE ON ALL LEVELS.

PUT YOURSELF IN YOUR AUDIENCE'S SHOES



“Putting yourself in the shoes of your audience really does allow for impactful, respectful and intentional communication to occur - on all levels.”

KIRSTY'S TOP TIPS

- Take into account their background, culture, and native language
- Remember that the same communication can have multiple meanings
- Avoid idioms and clichés where possible

CONSIDER NONVERBAL COMMUNICATION SIGNALS



“Until lockdown, I never realised how much I rely on nonverbal signals like hand gestures, leg movements and breathing to gauge people's emotional responses to communication. It makes it much harder to be inclusive of individual preferences!”

HANNAH'S TOP TIPS

- Notice nonverbal communication
- Adjust your own hand gestures, movements and posture to match the flow of the conversation and build rapport
- Adjust your device's camera to ensure hand gestures can be seen in a clear but controlled way

DON'T LET IMAGES GET LOST IN TRANSLATION



“Whilst text might be the first thing that comes to mind when translating content for different languages and cultures, it's important to consider the potential meanings of visuals and iconography too.”

OLLIE'S TOP TIPS

- Consider how the visuals you use may impact your message
- Give words and images equal focus
- Research common cultural gestures and symbols ahead of time

KEEP THINGS SIMPLE AND ACCESSIBLE



“Great communication isn't about flexing your inner Shakespeare – it's about creating understanding and leaving people with a certain feeling.”

KELLY'S TOP TIPS

- Use clear and straightforward language
- Avoid jargon and corporate-speak
- Use similes and metaphors to communicate complex ideas

HIGH-PERFORMING ORGANISATIONS ARE

60%

MORE LIKELY TO CONSIDER THEIR COMMUNICATION FROM THE AUDIENCE'S PERSPECTIVE*



IT'S GENERALLY ACCEPTED THAT AT LEAST

70%

OF COMMUNICATION IS NONVERBAL**



WIDELY REGARDED AS A POSITIVE SYMBOL OF AGREEMENT,

A THUMBS UP

IS SEEN AS DEEPLY OFFENSIVE IN BANGLADESH AND PARTS OF THE MIDDLE EAST!



HIGH-PERFORMING ORGANISATIONS ARE

2X

AS LIKELY TO KEEP THEIR COMMUNICATIONS SIMPLE AND JARGON FREE***



THE KEY THING TO REMEMBER WITH COMMUNICATION IS THAT IT'S NOT ABOUT YOU. WHEN YOU FOCUS RESOLUTELY ON YOUR AUDIENCE, YOU WILL CREATE STRONGER CONNECTIONS THAT GET YOUR MESSAGES ACROSS IN AN ENGAGING - AND INCLUSIVE - WAY FOR ALL.

FOR MORE USEFUL RESOURCES, VISIT HANDHCOMMS.CO.UK

REFERENCES:

- * Welch, S. (2015). *Does your work add value?*. London: IABC UK & I
- ** Various studies; see Youth Time Magazine (2017). *To Talk Or Not To Talk That Is The Question!*. Prague, Youth Time Magazine
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