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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.



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





PUT YOURSELF IN YOUR AUDIENCE'S SHOES

Putting yourself in the shoes of your audience really does allow for impactful, respectful and intentional



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!

CONSIDER NONVERBAL COMMUNICATION SIGNALS



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.

DON'T LET IMAGES GET LOST IN TRANSLATION

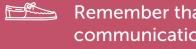


KEEP THINGS SIMPLE AND ACCESSIBLE

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

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

HANNAH'S TOP TIPS



Notice nonverbal communication



Adjust your own hand gestures, conversation and build rapport



Adjust your device's camera to ensure hand gestures can be seen in a clear but controlled way

OLLIE'S TOP TIPS



Consider how the visuals you use may impact your messaage



Give words and images equal focus



Research common cultural gestures and symbols ahead of time

KELLY'S TOP TIPS



Use clear and straightforward language



Avoid jargon and corporate-speak



Use similes and metaphors to communicate complex ideas

HIGH-PERFORMING



GENERALLY ACCEPTED THAT AT LEAST 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

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: