SIMPLIFICATION IN BUSINESS COMMUNICATION

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Communication is one of the most important assets of building and maintaining a productive workplace.

Over the past few years, businesses have relied on a mix of emails, documents, chats, word of mouth, and in-person meetings to get their messages across. Unfortunately, by having such a vast amount of methods to communicate, important messages can easily get lost in the noise.

But just how overwhelming is daily communication at the human level? In a word: **VERY!**

A study by the University of Missouri states, *"People spend about **70 to 80** percent of our waking hours in some form of communication."*
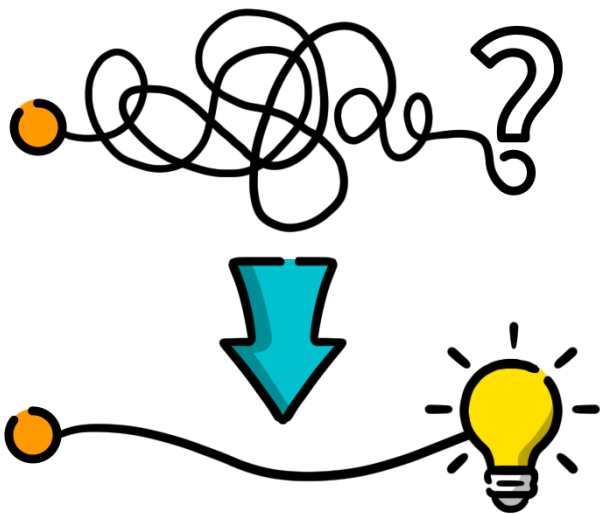
These communications become hard to decipher, needing endless back and forths to clarify and understand a message. Other than using these known practices of communication, there are simpler ways to get messages across that will save your business's time and create an effective workplace environment.

Here, we've made a simple process that you can use to help your message stand out as important and clear.

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Be Politely Concise

This means getting to the point as directly (and respectfully) as possible. Making your message clear requires using as little words as possible to keep it simple. Rambling makes your recipient lose interest.

3 things to consider when composing a message:

1. Keep things Short
Eliminating filler words and other extra copy will keep your message on track and to the point.

2. Eliminate the Use of Jargon
Acronyms can sometimes leave message recipients feeling confused, and worse, too embarrassed to ask for clarification. This can make your message carry a negative experience!

3. Make Sure it's Easy to Read
You can test this by reading it out loud. If you trip up on your own message, the recipient will certainly be lost!

Simple communications lead to quicker decisions and action.

"Many companies have found that simplifying processes through large-scale enterprise systems—without addressing organizational structure, product offerings, and work behaviors—often leads to diminished rather than enhanced productivity."

- Harvard Business Review

The effect of these cutting downs creates a proactive workplace environment, clear of the expectations, and execution of what employees should be aiming for in their day-to-day operations. This allows employees to communicate productively and solve problems rather than seek out further clarification.

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Use the Right Medium at the Right Time

There are many mediums to convey messages including emails, phone calls, in-person meetings to name a few. With the advancement of technology in the workplace, many have adapted digital communication like instant messaging and explainer videos to communicate their ideas in an effective and fun way. To communicate effectively does not have to be a long-winded process with documents and endless PowerPoints. In fact, it can be fun, easy, and only take your audience five minutes to understand your important concepts. This leads to a positive communication experience that leaves both sides feeling intelligent and informed. To achieve this, you must prepare to not only use the medium to teach your idea but make sure information is retained and applicable.

1. ## Urgent messages
   Instant Messages, Phone Calls, and Text Messages

2. ## Project status and planning
   E-mail and Shared Documents

3. ## Brainstorming and review procedures
   Meetings, Shared Documents, and Collaborative Tools

THE SIMPLICITY PRINCIPLE

The Simplicity Principle hinges on putting human-focused psychology and cognitive limits at the center of enterprise operations. This means that we have to realize that although machines may be limitless in their capabilities, humans are not. For effective information sharing, **simplicity is key!**

When it comes to simplicity in business, the ultimate goal is to improve well-being and enable better strategic thinking. That comes with a thoughtful communication process of how and where to engage with colleagues. Also, embrace the idea of cognitive limits:

If you give people too much to do in too complex of a way, they tune out.

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Considering Simplicity as a Consumer

Simplicity is not only effective internally but also externally through consumer behaviors. According to the 2018–2019 report by Siegal + Gale,

> "**55%** of consumers would pay more for a brand that offers a simple experience, and **64%** would recommend a brand with simplicity in its brand experience and communication."

In fact, simplicity is so powerful, consumers prioritize it over the product itself.

So why is that? Simplicity focuses on the user experience, making sure needs are met while also ensuring quality. As the market continues to evolve, customers are aiming towards products, services, and experiences that are simple, easy, and fast. Beyond that, simplicity provides a transparent buying process that also gains consumer loyalty.

According to the Simplicity Index, the top 3 simple brands of the world are

Recognize anyone? Consumers agree, it pays to be simple!

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How simpleshow can help!

Now that you have your guiding principles in place, it's time to visualize it!

Why? Because giving people visual structures and boundaries is essential to making simplified business communication an action. If you are considering an effective communication strategy for internal and external purposes, you'd be wise to keep it simple.

But why should you take our word for it?

Because we are simplification experts!

We've been helping leading brands around the world take complex material and deliver simple, unique, and effective digital learning solutions.

Complexity is easy - it's out in the open, everywhere.

Simplicity is hidden within the complex, and we are experts at extracting it.

We look forward to helping you simplify your complex information!

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