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A Publication of the Detroit Regional Chamber OCTOBER 2007 \$4.00

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# Revitalize Your Business



**How can small business owners improve their communication skills?**

**By Paul Vitale, professional speaker and author, Vital Communications, Inc.**

The quality of the exchange of information between one individual to the next either sets the table for success or starts a descent toward failure. When a clear connection and authentic understanding to those around us occur, lines of communication open and misunderstandings are eliminated.

To effectively communicate, explain to people what you expect while being the first to listen for feedback that may signal the need for a strategy change. When things go wrong, take two things – charge and responsibility. When things go right, share two things – glory and praise.

**Make it a priority to value the meaning of accountability.**

People appreciate and respect consistency not only in verbal, but non-verbal communication as well. The foundation of a trustworthy message begins with the unwavering model you exemplify.

Finally, when conveying a message, always be aware of the fluctuations of sounds flowing from your voice and the energy and enthusiasm demonstrated through body language and eye contact. It is smart to consider this idea often – it's not always what you say, it's how you say it that just may make the difference between being listened to and being heard. The magnitude of your influence can sway people one way or the other. ■

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