



Colour Coded for Success | Key to Business Writing Series

CHANGE IS COMING: HOW THIS COLUMN GOT ITS NAME AND WHY IT'S CHANGING SOON

By Helena Kaufman, The Afro News Vancouver

YOU'VE CHANGED THE CLOCKS. You've entered a new season. You continue to explore good communication, but perhaps it's time to refresh this column's name.

Recent email queries from readers who tuned into the column after its start 18 months ago, have wondered about the origins of its name. The article that sparked the start of this column and my affiliation with The Afro News was a freelance piece on the *Structogram™ Training System*.

Its unique approach to both self understanding and then better communication with others in both our private and working lives is rooted in an understanding of a universal brain. *Structogram™* system represents the brain in the colours red, blue and green and charts it and its attributes and qualities.

Applying the system helps you 'get your message across' as per its tagline. It moves all of us beyond the limitations of culture, language or even intelligence levels in understanding ourselves and then communicating well with others in any situation, anywhere in the world, for any reason.

Colour Coded for Success was a natural headline – don't you think?

While the column started with a monthly colour theme, it was soon evident that the colours covered the triune brain but not the communication message our readers were asking me to cover.

The more things change....

What remains constant despite any change is that humans need to and like to communicate. In fact you can't NOT communicate. The other truth is that even with the ability to impress millions on the web or thousands in a brochure, all communication takes place one reader, one listener at a time.

Your communication challenge is not losing yourself in the surf of the web or the flow of ink. Your communication skills come into play first in how you present yourself, to get attention, and to differentiate yourself.

Your next step is to make yourself memorable. This is a skill with advantages in both business communication and in personal success in the community, family or interpersonal individual relationships.

Simple is not necessarily easy

Sound complex? Yes and no.

Keeping it simple is always best. Your initial impressions and messages need to be 'packaged' as simply and clearly as possible. Just like packing for an overseas flight – less is more.

The metaphor is appropriate. Our world is very international, and while English speakers enjoy a certain advantage because our native or our 2nd or 3rd language is used world wide for commerce and travel, we need to address some important points in our communications:

- craft your messages with simplicity, brevity and clarity in mind
- introduce detail once an understanding is established

- lead into deep, multi layered, long lived or more complex relationships – later

The invitation to communicate is best presented as simple and clear. Once rapport is established rapport you can layer on more.

Signs and syllables of the times...

We live in very international communities and people in the marketplace are changing their professions, looking to start new businesses or careers. Many are adjusting to new economic realities or even entirely new regions of the world. They bring many skills and must present these in an understandable way. New workers, including recent graduates, may have little skill or experience. It may be that only some words on paper or with their presence will inspire confidence and trust in the potential of a person facing an opportunity.

We will explore the Power of Words in the next series of columns – and how to simplify and add some 'easy' to our communication.

VIP – simple to start, like any relationship, you can complicate it all – later.

Helena is a writer and communication trainer currently based in Vancouver. She draws her current and future wisdom from round the world. Register for 'Tipster' a FREE language usage tip sheet delivered 3x a month via email at: www.helenakaufman.com or www.theafronews.ca