

January 2018

Preventing Miscommunication in Your Business

Communication can easily make or break an organization's effectiveness. Just think about the times when you or others misunderstood an oral or written communication. For a better idea of how miscommunication can affect your business, check out this video on “telephone charades” – an activity that even you can organize to test your employees’ nonverbal communication skills.

[Telephone Charades Video](#)

You can see how your message can get misconstrued when no verbal communication is allowed, but how can we still sometimes misinterpret messages when we use verbal communication? Dr. David G. Javitch aims to help us understand how messages can be misunderstood, and how we can communicate more effectively.

He says to decrease the possibility of miscommunication, follow these simple steps:

- Seriously consider to whom you need to send a message. Make sure that the key people who receive the written or oral message are included. One way to ensure you've involved the right people is to think about who should have a say in the message. Make your decisions accordingly.
- Think about how to send the message: verbal or written. Verbal messages can easily be misinterpreted, especially when there are noises or distractions in the immediate surroundings; if the sender or receiver is anxious, uncertain or fearful; or if the message is complicated, detailed, unclear and so on. Nonetheless, messages often do need to be verbal. As a leader, you must do what it takes to ensure the receiver correctly heard what you want them to hear.
- Follow up your verbal message with a written statement. In a meeting, if you make a planned statement that's important, distribute a copy of that message. If it was important but not planned or not written down, ask someone to repeat the statement. After a phone call, a brief encounter with someone or even at a scheduled meeting, follow up the statements with a written communication of understanding or confirmation.

To continue reading this article, please visit <https://www.entrepreneur.com/article/69612>

New Year, Same Promise!

For some people, the new year means a clean slate. It is an opportunity start fresh, refocus on your goals, or kick a bad habit.

Although we may have good intentions, the "New Year, New Me" mentality typically wears off sooner than later, and by the second week of February about 80% of resolutions fail. (according to [U.S. News](#))

In the new year, however, our business focus is staying ever consistent: we are committed to exceed your customer service expectations with a job done right, ready on time when you need it, with quality imprints at a competitive price, and communicate with you throughout the process. Maybe one resolution we are planning for the new year is that...

BIG



...we are thinking BIG for 2018! And we are excited to move forward and see what is in store for us in the new year. Thank you for being a part of our **best year ever** in 2017. We look forward to helping you in 2018!

Open House & Celebration



Mark your calendars!

Please join us at our shop, located at 3652 Silverside Road, on Tuesday, January 30th at 5 p.m. for our Open House and Celebration.

Help us celebrate our **best year ever**! Light refreshments will be provided as we show you around behind the scenes at Instant Imprints.

We will be supporting [Read Aloud Delaware](#), a nonprofit organization designed to set children on the road to literary success.

The **entry fee** for our event is **1** children's book which will be donated to Read Aloud Delaware.

Please RSVP to [THIS LINK](#) by Tuesday, January 23rd with the number of people who will be joining you.

See You Soon!