

Clarity is one of the keys to company success.

Conveying the correct message is crucial in the business world. When communicating with clients, a flawed message can mean a lost sale or a lost business relationship. When communicating internally, an improper message can lead to angry or confused employees, strained relationships, or a misalignment of goals.

Communication clarity means that the message you sent has been heard or read and interpreted *in the way you intended it to be*.

Many problems in business stem from a lack of clarity. Poor communication can cause missed deadlines, misguided actions, or misinterpreted intentions. Something as simple as having a fellow employee proofread an important email can eliminate a costly mistake. Eliminating vague words such as “soon,” “a lot,” and “many” can help strengthen the message and make the message clearer.

How to communicate with clarity

In order to communicate with clarity, it is important that you be clear about what you want to say. This means thinking about what you want to communicate *before* you say it. Here are some tips to help you communicate with clarity:

- 1. Know your audience:** Before you start communicating, it's important to think about who your audience is and what they need to know. What level of detail do they need? What background information do they need in order to understand your message? Answering these questions will help you to tailor your message so that it is clear and concise.
- 2. Keep it simple:** When you are communicating, try to use language that is simple and easy to understand. Avoid using jargon or technical terms unless you are sure that your audience will understand them. The goal is to make your message as clear as possible so that it can be easily understood.
- 3. Be clear and concise:** It is important to be clear about what you want to say and to say it in a way that is concise and to the point. Stick to the main points that you want to make, and be clear about what you want your audience to take away from your communication.
- 4. Use examples:** if you can, use examples to illustrate your point. This will make your message more concrete and easier to understand.
- 5. Ask questions:** if you are unsure about something, ask a question. This will help to ensure clarity.
- 6. Practice:** the more you practice communicating, the better you will become at it. So try to find opportunities to practice, whether it is with friends, family, or in a class or work setting.