

BASIC COMMUNICATION MODEL

The basic function of good communication can be summarized in one formula:

$$\text{Intent} = \text{Impact}$$

Good basic communication includes many skills including; speaking clearly, using eye contact, using gestures (non-verbal cues), listening intently, and providing feedback.

Even with using all of these skills, the most excellent communicators still run into situations where their message (intent) is not understood (impact). That is because there are filters that interfere with the communication process. Filters can be environmental and/or cognitive. Some of the more common filters include; noise, distance, lack of inter-personal contact, illness, personal agendas, or distractions in the environment or in the mind.

The best way to be relatively certain that a message (intent) is being understood (impact) is to get feedback from the listener. By creating a feedback loop, the listener is in turn describing what they understand from the speaker. If the listener has misunderstood something, the speaker can then clarify the message using an additional feedback loop.

