



## WHAT WE HAVE IS A FAILURE TO COMMUNICATE

Don't underestimate how much this movie line applies to life

“What we have here is a failure to communicate”. Many of us will remember that statement as one of the most famous lines from the movie, Cool Hand Luke. But it applies to so much more in life, family, workplace, or just about anywhere that people have conversations. Communication is the key component to success, whether it's in personal relationships, customer service, sales, or management.

Think about it. How many times have we made a comment to someone that was taken out of context and ended up with a totally different meaning than what was intended? It happens, often because we are careless in how we say things, and often because we are just as careless in how we hear things.

If you're a business owner, you may have the best plan in the world.

ARPI provides business and community coaching throughout the United States. If you have a business question for Jack, email him at [jack.newcomb@totalcsi.com](mailto:jack.newcomb@totalcsi.com). You can also visit the ARPI website, [www.advancingruralprosperity.com](http://www.advancingruralprosperity.com).

Maybe you've spent weeks in the creation of just the right strategy to market your product. Perhaps you have developed very specific goals to be attained, with timetables and projections that your employees are being asked to implement. If you don't clearly communicate the plan, and clearly communicate to each employee their role, and most importantly, what each person is accountable for, then, you are apt to be sorely disappointed in the results.

When you are having those conversations, especially with employees, be sure to point out “what needs to be done”, “why it needs to be done”, “when it needs to be done”, and “your expectation of the employees' role in the process”. It sounds simple. It is not. Give it the attention it deserves.



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