



## Strategies for adapting to a changing Business Environment



Change is always hard especially if it involves the way one earns. Adapting to the changing business environment can be quite challenging, therefore Below we share 4 steps for making this process a little easier.

### Study and research

Great way to keep on track is to study the changes happening in your business environment



When it comes to challenges in business, research is your best friend. Stay current on margins, industry trends, and costs.



### Ask around

Don't limit yourself to what you can read or learn online. Being informed means staying in touch with the business community by attending industry events and connecting with those in a similar position as you.

### Take things positively

Taking things slowly and positively is a great way to deal with change.

Change happens for a reason. It is important to approach change constructively and eventually think about how its benefits may last beyond your time and into future generations.



### Stay calm and focused



It is critical to stay calm in the face of adversity triggered by change.



Staying calm will ensure that you are looking at things logically and with a cool head, helping you stay focused on your long-term goals.

## COMMUNICATING WITH YOUR TEAM

*“The most important thing in communication is to hear what isn’t being said.” -- Peter Drucker.*

Projects can be complex, lengthy and often expensive endeavours. And to have success in a project, you have to have good communication. For this month’s InfoPays, we put together a list of tips on how to communicate effectively within a project environment.

### 1. Take personal responsibility for the results by maintaining effective communication.

If it is the goal of managers to complete the project in the most efficient way, they must take personal responsibility by making communication their priority.

### 2. Understand your audience.

People process information in different ways, and you always need to maintain an understanding of where your audience fits. Most people fall into one of these categories:

**The Why People:** This group of communicators wants to first know the reasons and a chance to reason through them by placing them in their frame of reference before undertaking a given task.

**The What People:** This group is concerned with details and wants to have all the facts about the project before starting work.

**The How People:** These people want only the information they need in order to get on with the task at hand.

**The What If People:** This group of communicators is primarily interested in the consequences of doing something.

Given this classification, every communication device used has a much better chance of being heard and absorbed

by all members in the team if it contains all the elements above.

### 3. Find the most appropriate means of communication.

There are three basic ways to communicate a message: verbally, non-verbally and in writing. Time-sensitive, critical information requires verbal delivery. Non-verbal communication is based on communicating via visual cues, and written communication is required for more formal messages. Make sure you know the advantages and disadvantages of each form of communication and use the appropriate one for each situation.

### 4. Choose the correct channel for message delivery.


The style and content of the message is just as important as the channel used to deliver it. The effectiveness of the message depends on proper delivery, so pick the most appropriate channel according to the goal that you are after.

### 5. Understand the difference between active and passive communication.

Active communication requires an immediate response from one or more people. Passive communication is there in case it is needed. Using the right type of communication at the right time will keep your team up to date, preventing information overload.

### 6. Manage your meetings effectively.

Meetings can be quite useful in providing updates and getting multiple parties on the same page. But that is only if they are managed properly otherwise meetings can quickly become a waste of time and resources. Before calling a meeting, always make sure that formally meeting face to face is the best way to communicate the message at hand.

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