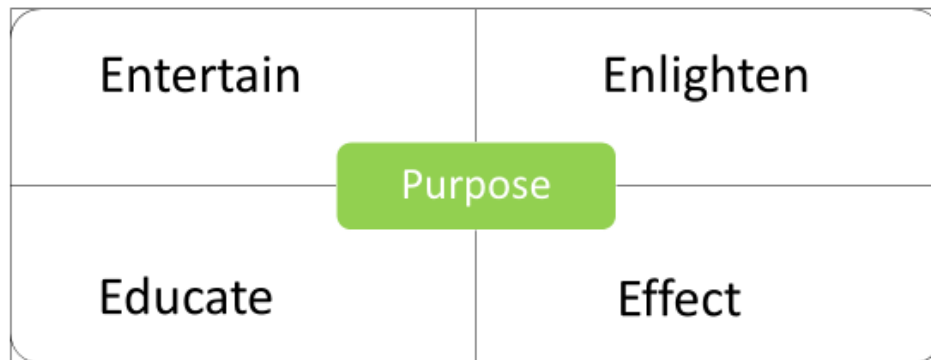


Collins's Communication Matrix



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Collins's Communication Matrix suggests that the purpose of any given communication can be classified into one of four categories:

- **Entertain** – to amuse
- **Enlighten** – to inform
- **Educate** – to teach
- **Effect** – to impact upon

To maximise the impact of your communications in the workplace, it is necessary to be clear on its purpose. The higher the level of importance of the communication the more effort you need to input.

Consider the following scenarios:

- You need to give a speech at a social event to mark the retirement of a long standing colleague. The purpose of this communication would be to entertain the audience and share stories concerning your colleague and their work at your organisation.
- You need to communicate to your team changes that will be implemented over the next 24 months impacting upon work practices. The purpose of this communication would be to enlighten the team so they are informed of upcoming changes affecting them.
- You need to communicate to your direct report duties you are delegating. The purpose of this communication is to educate your direct report so they know how to execute the tasks you are delegating.
- You need to deliver a formal presentation to an important client of your firm to secure a valuable contract. The purpose of this communication is to have an effect on the client, i.e. convince them that they should engage your firm's services.

If you can apply all four purposes of a communication, during a single communication, you can maximise your impact –example below:

- **Entertain** - During a training session you are delivering to your team you could start off by sharing an amusing story relevant to the topic to get their attention.
- **Enlighten** - You could then make your team members aware of the importance of the topic under discussion by informing them of its context so they understand its relevance to their work.
- **Educate** - You could then teach them specific techniques of how to apply skills to achieve an outcome.
- **Effect** - Finally, you could encourage them to use the skills post training by seeking their commitment to do so and selling them the benefits of the skills you have shared with them.

If you would like more information concerning management, leadership and communication skills please see www.michaellukecollins.com