

### Communication Skills

This skill area recognises the need for councillors need to demonstrate excellent communication skills across many different settings, including the ability to listen sensitively and use appropriate language with different groups. Councillors must also communicate regularly and effectively with all parts of their community using different forms of media.

<b>I will ...</b>	<b>I won't ...</b>
<ul style="list-style-type: none"><li>✓ Give people regular feedback, keep them informed and manage their expectations</li><li>✓ Communicate regularly with the community using a variety of available methods, media and technology</li><li>✓ Listen to others, check understanding and adapt communication style as required</li><li>✓ Actively communicate with different sectors, including vulnerable and hard to reach groups</li><li>✓ Communicate with confidence in council meetings, community settings and to the media</li><li>✓ Use plain-language in speech and written material and avoid using inappropriate terms and jargon</li></ul>	<ul style="list-style-type: none"><li>✗ Be slow to respond to others or communicate only when necessary</li><li>✗ Fail to listen when people are speaking and use inappropriate or insensitive language</li><li>✗ Communicate in a dogmatic and inflexible way</li><li>✗ Avoid delivering unpopular messages, use information dishonestly to discredit others</li><li>✗ Avoid participating in meetings and lack confidence when speaking in public</li><li>✗ Present confused arguments using poor language and style</li></ul>