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## EFFECTIVE COMMUNICATION

How can we best get our message across?

### Hosted by:

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*Congregational Development Associate,  
CBOQ*

### Guests:

**George Mah**

*Lead Pastor, Scarborough Chinese Baptist Church*

**Fred Dyke**

*Pastor, Belfountain Village Church*

**Jacqueline Solomon**

*Communications Associate, CBOQ*

Communication, effective communication is important and takes practice. After a brief introduction of the panel, Cid Latty led through a series of questions to help participants understand the value and scope of communicating well.

### What is a definition of communication?

- It's either the biggest problem in any workplace or it's blamed as the biggest problem.
- It's important to distinguish between communication and effective communication.
- Definition: Sending a message and have it received and understood in the way it was intended while maintaining a relationship with the message recipient, if it needed to be sent in the first place.

### What is the most important thing to think about?

- Effective communication can only happen if you know your audience!
- Take the time to think through whom you're talking to, what's important to them, what are they worried about, what are they hoping for, what do they need to hear? Sometimes that might be different than what it is that we want to say.

### How can we navigate conflicts?

- Conflicts are bound to occur, due to things like distribution of finances, use of space, preferences and the list goes on.
- Address conflict in a timely manner.
- Actively listen before giving solutions.
- Let individuals and groups know that you are there for them, avoiding an "us versus them" mentality.
- We are all trying to live out the same vision. Like a GPS map, there are many routes to the same destination. Give people a little freedom.
- Collaborate and dream together.

### Is communication a problem today and why?

- The world is complex and there are many modes of communication
- Today, if we don't like the answer, we reject it.
- We all have different filters through which a message is received.

## What role does making an emotional connection play in evangelism?

- Take some time to build an audience profile so you can think through your communications from the other person's perspective.

## How do you ensure communication is done well?

- Create a central point where the message is first shared and hashed out before distributed to the broader community
- Make sure the message is consistent
- Pay attention to the language being used
- Repetition across multiple platforms
- Create channels for people to come together to ask questions, seek clarification and to provide feedback.

## How can effective communication be guaranteed?

- The more we give, the less they get.
- Get rid of the terrible "toos." Sometime we speak too much, too little, too slow, too fast, too loud, too soft.
- What is understood is more important than what is said.
- Keep it as simple and focused as possible.
- Think about the message you want people to take away.

## What are some social media tips?

- Discover what channels your audience is using
- 1.3 million new users joined social media every day in 2020
- Average 2.25 hours per day on social media
- 90.4% millennials, 77.5% Gen X and 48% of Baby Boomers are active on social media so there's a lot of opportunity to connect
- Diversify. Not everyone is going to be on any one platform.

## SIX Ps FOR COMMUNICATION

1. Positive
2. Polite
3. Professional
4. Prepared
5. Proactive
6. Personable

### UPCOMING SESSIONS

#### BOUNDARIES

April 8, 10:00 am

How can you help your community engage with your church and its message?

Stay tuned for more topics!

### JOIN THE CONVERSATION

## CONTACT

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