



# Chapter 8 Professional Communication

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This cast gives basic guidance on professional communication.

Learning to sound like a professional is as important as actually learning to be a professional. Whilst we wish it were not true, image matters. Your image is made up of the clothes you wear, the work you do, the reports you write and the way you communicate and so on. Executives will judge you on the words you use, how you string them together and the way you pronounce them. 'Wazzup' is never going to be professional.

So what are the golden rules of communicating professionally?

## Outline

1. **Don't Treat Everyone Like You Do Your Friends**
2. **Answer The Phone With Your Name**
3. **Use The Right Words**

## Shownotes

### 1. Don't Treat Everyone Like You Do Your Friends

You already know that you communicate to different groups of people differently. You don't speak to your parents the way you speak to your friends. You speak to your minister differently than you speak to your college project group. You treat professors differently to the people you play basketball or football with. There's nothing disingenuous about this. It's not about 'not being yourself'. It's not 'inauthentic'. It's about treating people with the respect that they have earned. It's about meeting them where they are, not expecting them to come to you.