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Boardrooms and beyond: Key strategies for clear messaging

By Teri Quimby, JD, LLM, NACD.DC

Imagine you are giving a talk, and the audience nods and smiles. It looks like they get it, right? The presentation is meticulously prepared to create an appearance of comprehension. But here's the thing: Just because you're sharing information doesn't mean real communication is happening.

You know what I mean. Have you ever been in a meeting or presentation where you are lost? You lean over to a colleague, still nodding and smiling, and whisper, "Do you get what they're saying?" I've been there, both asking and being asked. Often, we don't ask the speaker directly, maybe to be polite or because we are embarrassed. And sometimes, we just think we'll figure it out later—if it seems important enough.

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