

POSTIVE COMMUNICAITON



Positive Communication!

What is 'Positive Communication'? As an ITIL® trainer let me firstly refer to what is laid out in ITIL 4.

Positive communication reduces problems and stress, positive communication promotes trust, empathy and shared goals, positive communication recognises intellectual and emotional needs, positive communication establishes positive relationships. In fact, all communication forms opinions. So, remember these points when digesting what I highlight below.

Not in the ITIL textbook

I recall a situation some years' ago when I was travelling on a train, I noticed a poster on the carriage wall showing a picture of a young girl accompanied with a message, "my daddy is a conductor on this train so would you please respect him while he trying to do his work." I saw similar communication on a wall when once sat in a reception area of medical centre, highlighting the impact and inconvenience caused to staff when arriving late for appointments etc.,

in my opinion, these messages do not promote positive communication, nor do they promote service empathy, or recognise intellectual and emotional needs, these are one-directional messages, these are all about me, me, and me, and have a feel of command not influence.

Whilst I understand the spirit of these messages and fully support such communication, I could think of similar messages but from the customer's perspective, so communication is a two-way process.

In fact, I will go one step further, I have seen situations where the negative response of a customer has been fuelled and triggered by the manner and arrogance of the provider's approach, of course this works the other way too. We even see instances of people when wearing a provider's hat displaying zero positive communication but these very same people when wearing a customer's hat expect positive communication – double standards or what!

So, surely such messages should have a co-creative feel (e.g., bi-directional)? In other words, how we (the provider and consumer) can help each other to achieve something together and in turn create value. And, let us be clear, how we communicate can be a 'moment of truth' e.g., where opinions are formed.

May be that poster I highlighted earlier could have read something like, "my daddy is a conductor on this train to make sure you have a safe and enjoyable journey, so please help him to help you."

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