

Subject Relevance

Communication is like oil. Communication allows a business engine to function. And when communication is highly effective a business flows and performs well.

For a start-up to succeed, it is essential that business owners understand effective communications and then are able to apply sound practices in both external and internal environments. Putting customers first and listening to feedback is an external starting point. Collated information must be forged into marketing and promotional messages that resonate with people. Likewise, listening first to colleagues, suppliers & partners is more likely to build trust – compared to barking orders. Effective communication in business is an art and learning never stops.

In this Episode...

- Understanding effective communication
- Top tips for effective Social Media
- How a crisis affects Communication
- How to generate memorable messages



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Podcast – Content & Learning Outcomes

By listening to this podcast people learn about the importance of two-way communication and that successful ventures value, seek and use feedback to inform decisions.

Special guest, Cilla Richards shares top tips on how best to use social media to help build a business. Amongst other things, in her interview she highlights the work of Jonah Berger and references his ground-breaking text 'Contagious'.

Internal Communications

Shauna McVeigh is an entrepreneur and Occupational Psychologist providing advice and support to other professionals. During the interview, Shauna reveals how people behave, particularly when under stress, and how anxiety impacts communication. She also highlights the importance and value of understanding our own behaviour before seeking to decode issues we may be having with others. Throughout, Shauna provides theory-backed recommendations for action – all of which will help any startup who is finding any working relationship a challenge.

episode turns to effective external communications.

Seven top tips are shared to help listeners understand how to construct messages and handle meetings so they have greatest chance of developing a business relationship. All tips are based on decades of experience and knowing what works and what doesn't.

Book References

This episode also references texts including: 'Find your Why', 'Thanks for the Feedback', 'The Trusted Advisor', 'Clear is Kind', 'How Fearless Organisations Succeed' and 'Psychological Safety'. Finally, 'Made to Stick' by Chip and Dan Heath is the book recommendation for this episode. This excellent book is a clear, credible and concise guide for startups seeking to connect meaningfully with other people.

If you have any other queries, get in touch. Meantime, go well. Peter.

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In the final part of the podcast, the

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