

BLUEPRINT TO EFFECTIVE COMMUNICATION

Communication isn't just about talking—it's about clarity, intention, and making sure the message is received the way it was meant to be.

1 The Foundation of Intentional Communication

Most communication fails because people assume instead of clarify. To communicate effectively, always ask:

- WHO am I speaking to? (Audience).
- WHAT is the key point? (Message).
- WHERE should this conversation happen? (Setting).
- WHEN is the right time? (Timing).
- WHY does this message matter? (Purpose).

If you don't define these upfront, your message will be unclear or ignored.

2 Breaking Down Communication in Contracting

COMMUNICATING WITH EMPLOYEES:

- **WHO:** Crew members, foreman, or office staff.
- **WHAT:** Daily tasks, expectations, deadlines.
- **WHERE:** On-site, in meetings, or via text/email.
- **WHEN:** Before shifts, during job progress, or at project completion.
- **WHY:** Clear communication reduces mistakes, saves time, and improves efficiency.

Poor Example: Make sure this gets done today.
Better Example: I need you to complete the drywall in unit 3 by 4 PM today. Call me if you run into any delays.

COMMUNICATING WITH CUSTOMERS:

- **WHO:** Homeowners, project managers, business owners.
- **WHAT:** Scope of work, pricing, timelines, updates.
- **WHERE:** In-person, email, phone, contract documents.
- **WHEN:** Before work starts, during progress updates, after completion.
- **WHY:** Prevents misunderstandings, disputes, and project delays.

Poor Example: We should be done in a few weeks.
Better Example: The project will take 3 weeks, weather permitting. I'll update you every Friday on progress.

COMMUNICATING ABOUT MONEY (INVOICES, PAYMENTS, CHANGE ORDERS)

- **WHO:** Clients, subcontractors, vendors.
- **WHAT:** Payment terms, due dates, cost changes.
- **WHERE:** Contracts, email, invoices, follow-up calls.
- **WHEN:** Before work begins, at milestones, before deadlines.
- **WHY:** Ensures faster payments, fewer disputes, and a healthy cash flow.

Poor Example: I'll send you an invoice soon.
Better Example: Your invoice for \$5,000 is due Friday. You'll receive an email today with payment instructions.

3 The Mindset Shift: Communicate with Purpose

- Stop assuming people understand—repeat key points.
- Be direct, but professional—vague language leads to confusion.
- Always confirm: Do you have any questions? or Can you repeat that back?
- Follow up—spoken words fade, written words stay.

If you want fewer mistakes, miscommunications, and conflicts, improve how you communicate!