



President's message

There has been a lot going on in our corporate sector over the past few weeks to attract our attention. By now most, if not all, of our members must be aware that Banks Holdings Ltd is a takeover target being fought over by Ambev and Ansa McCal. They must also be aware of Liberty Global's,

intended acquisition of Cable and Wireless.

Since I work for one of the companies and our former president, Sophia Cambridge, works for another, I won't be discussing matters any further. What I will say – and I think I can speak on behalf of Sophia – is that when events like this happen it's very hard in today's instantly connected world to keep control of the messaging.

When social media starts to run with the story, they are quite happy to go with only part of it. Not everyone will wait to hear the whole story before reaching conclusions. Opinions polarise and speculation becomes fact.

This is why it is so important for companies to prepare for this type of eventuality; to put

in place the mechanisms, processes and people that will come into play immediately. Coming up with a communication plan after the news has broken is like closing the proverbial stable door after the horse has bolted.

Something else that more companies need to do is recognise corporate communication/PR as an ongoing function and not just a crisis-based, help-us-put-out-the-fire exercise. It's hard for fires to start when you keep the ground "wet"; when you keep stakeholders in the know with transparent and candid information.

Marilyn Sealy

*President, IABC Barbados
Director of Communications,
Flow Barbados.*

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IABC BARBADOS GOALS

- To create meaningful opportunities for networking while bringing an end to the isolation in which professionals currently work;
- To create genuine opportunities for professional development;
- To create a local community of professionals whose members are committed to a single code of ethics;
- To create a platform in which business communicators speak with a single united, credible voice; and
- To demonstrate to business leaders how public relations and corporate communications, practiced professionally, can enhance all those desirables such as corporate reputation, stakeholder trust, productivity and profits.

IABC Gold Quill Awards are here!

If you've been online recently you would have noticed a call for entries for the IABC Gold Quill Awards.

Just imagine what winning a Gold Quill Award could do for your career! Even the process of entering has many significant benefits.

- Gain international peer recognition for excellence.
- Profile industry innovation and best practice.
- Open up speaking and publishing opportunities.
- Raise the bar. Take your work to the next level. Set your sights on something higher.
- Build your personal reputation as a thought leader.
- Enhance the reputation of your team both internally and externally in terms of employer brand.
- Build a business case to fund a key initiative.
- Inspire your team. Bring them together to produce show-stopping work. Share the glory when it's complete.



- Challenge yourself to new heights of innovation, creativity and strategic thinking.
- Build a portfolio of work that opens doors to job opportunities, new clients, and a stronger résumé.

Entries are open now. The early bird deadline of November 18 has passed, but entries can be made up until January 2016. Find out all you need to know on the Gold Quill Awards website, <http://gq.iabc.com>.

Make the most of what's on offer

Are you making the most of the resources that IABC has to offer? The spectrum of professional development knowledge and information the association provides to its members is second to none, but it's up to us to access it.

To begin with, the IABC website is an invaluable source of information, including articles and publications,

on best practice and every aspect of communication imaginable. If you aren't exploring it, you are missing out on a veritable feast.

Then there are the publications such as Communication World, which arrives at our desks every month, and the CW Observer, which is a weekly supplement. Both are chock full of articles, insights and advice from

some of the top communicators in the world.

It doesn't get much better. (By the way, if you haven't already done so, check out the October issue of Communication World – there is an excellent article by Lucy Sanderson-Gammon titled Internal Communication is everyone's job.)

You can also use these articles and insights to your benefit by sharing them with clients and people at work.

Is your boss a bit skeptical about an initiative you recommend? Bring him/her around by drip-feeding material that supports it. The same applies to a client who questions the value of your advice. This is third-party endorsement, and it also puts you in the company of internationally recognised communicators.



Meet our members



Erica Lazare

Communications Officer
Barbados Revenue Authority

Erica began her professional journey as a journalist at the Barbados Advocate in 2009 where she honed her writing and verbal skills. Having traversed Barbados in that capacity, she was afforded the opportunity to develop relationships with persons from all walks of life.

Following that fulfilling experience, she went onto work briefly in the

Marketing and Communications Department at the National Cultural Foundation in early 2014 where she assisted in the communication aspects of the Crop Over festival, before moving to her current position at the Barbados Revenue Authority.

Working as Communications Officer, Erica is responsible for internal and external communications of this newly formed entity.

She holds a B.A. in Marketing Management from the University College Birmingham, an M.A. in Mass Communications from the University of Leicester and a certificate in Event Planning from the University of the West Indies Open Campus.



Welcome back Marcelle

Founder & CEO
Friendly Society Communications

Marcelle Greenidge has recently rejoined IABC and we would like to take this opportunity to welcome her back. She is highly regarded as a communications professional, and has worked in marketing,

public relations, and corporate communications in manufacturing and financial services.

Among Marcelle's career highlights was her pivotal role in building a tripartite not-for-profit/private/ public sector team over five years. Together, the team mobilised public HIV/AIDS testing on an unprecedented scale locally in 2006 and in Caribbean communities since 2008, backing global Millennium Development Goals to curb the spread of HIV/AIDS. She founded her company Friendly Society Communications this year and we are happy to see she is doing so well.

Thanks for rejoining Marcelle and we look forward to seeing you in the upcoming year.

If your membership has recently lapsed, this is the perfect time to renew. We don't want to lose you! Join or renew at www.iabc.com/join/

Need to use social media in a brand crisis?

Here are 7 tips we recently spotted in a PR News article by Richard Brownell

1. Know where your community is on social. You can more effectively communicate with your audience if you know where they are getting their information.
2. Tailor your message to the social network's audience. Different networks have different parameters for communications. Each platform also has its favored demographics, whether that is age, gender or corporate sector.
3. Be informative, not defensive. Taking a defensive tone indicates that you have something to hide. Share the facts as you know them and leave it at that.
4. Be clear, concise and accurate. This is the mantra of any good communicator.
5. Everything you publish on social is considered on the record. Approach all your social media communications as if everyone will read what you write.
6. Have a backup plan. A crisis can unfold in a number of unpredictable ways. Give thought to alternative ways of handling the situation.
7. Don't rely solely on social media. Don't forget that some people are never on social media, and only use their mobile devices to make phone calls.

[You can read the full article online here ▶](#)

Richard Brownell is Group Content Manager at PR News. He has several years' experience in developing and producing online events. Richard is a published author with several titles for young audiences to his credit. He has also written political commentary for several popular websites and his stage plays have been produced in New York and other major cities.



Be clear, concise and accurate. This is the mantra of any good communicator.

Stay cool in the face of criticism



Communications professionals are generally creative types, and when they come together to create something there is seldom any shortage of opinion. And when opinions clash or compete, criticism often results.

No one enjoys being criticised. But if you are the leader, and you are on the receiving end, sometimes you have to accept it gracefully, if only to set the right example for your employees.

According to a recent article in Ragan’s HR Communication,

there are three basic steps you can take to handle the situation.

Acknowledge. Resist the urge to attack the other person, blame someone else or ignore the criticism entirely. Instead, take a breath, acknowledge the problem and express your willingness to discuss it further. Respect that it takes courage for your employee to approach you in this way.

Inquire. Ask for more information to show you are taking the criticism seriously and to ensure you fully understand the other person’s concerns. Listen with an open mind, and be ready to learn from whatever mistakes you may have made.

Respond. Give the other person a fair hearing before responding to the criticism. First, thank the person for coming to you. Then take the approach you feel is justified. You may want to

investigate further, offer an apology and promise to make changes, or – if you feel the criticism is unjustified – offer your perspective respectfully and calmly.

It may not be easy, especially when you are fuming internally and have some blistering remarks on the tip of your tongue. But you will gain respect and a reputation for being fair. Those are things you can build on.



How to Be a Better Communicator in the Workplace

Successfully interacting with others is a key to your professional success.

By Hannah Morgan

Whether you are an aspiring leader or in a support role, developing your communication skills can impact your success. First, let's take a look at the complexities of communication. It's more than the words you use. It's how and when you choose to share information. It's your body language and the tone and quality of your voice.

These are things you should consider as you strive to improve your interactions with others:

Know the outcome.

Before you begin planning what you will say in an upcoming meeting, consider what you want the outcome of your communication to be. What actions do you want others to take? How will you move people? That's the term used in Daniel Pink's "To Sell Is Human: The Surprising Truth About Moving Others." Pink contends that we are all in sales today. "Whether we're

employees pitching colleagues on a new idea, entrepreneurs enticing funders to invest or parents and teachers cajoling children to study, we spend our days trying to move others."

Build a reputation.

In the workplace, other people's perceptions of you don't form based on a single encounter. But never forget how valuable a good first impression is! In order to gain respect and be seen as a trusted authority, eager team member or dedicated employee, you will need to build your reputation over time. Every interaction – from how you greet your co-workers in the morning to how you summarize a status update in an email – contributes to how people view you.

Avoid flaunting power and intellect.

Compelling communicators don't strong-arm people into paying



attention or dazzle listeners by showing off how much they know. Leave your ego at the door when speaking to people. Establish an even playing field, and place yourself at the same level with your listeners. Avoid a condescending tone of voice and terminology your audience will not immediately understand. While you may be the

smartest, most knowledgeable person on a particular topic, wait for the invitation to share your expertise.

Be confident.

A wimpy response isn't going to gain the recognition or support you desire. Confidence is queen when it comes to effective

Communicating in the workplace

(continued)

communication. Use strong action verbs, avoid filler words, such as "um" or "ah," look people in the eye and sit or stand up straight when called on to speak.

Show awareness of others.

Shoving your great ideas or accomplishments down throats of listeners isn't going to work. Building relationships is part of the communication process and is key

to your success in conveying your message. When you deeply understand how your audience thinks and feels and what is important to them, you can use that information to craft a message that will resonate with your listeners. Your message should imply concern for others. As the saying goes, "walk a mile in their shoes" to understand what's important to the people you are communicating with.

Consider timing.

There is a time and a place for everything. When you are aware of the events or emotional state of

those you are communicating with, you can improve the timing of your message. Appropriate timing means you have taken the person and occasion into consideration and know when to share your message.

Master the art of listening.

The most adept communicators are experts at listening and reading between the lines. Mastering the art of listening isn't easy. You will most likely feel tempted to share your own insights, opinions or assumptions while listening to someone. Avoid commentary or interjecting. Instead, ask open ended follow-up questions. This provides evidence that you are hearing and listening to the person. It shows your respect for the person speaking and for the information they are sharing. Practicing good listening skills will help you gain the respect of those you encounter.

Earn respect and trust.

Earning respect and trust from your colleagues, managers and customers doesn't happen automatically. Your title and role don't give you any special

privileges. If you work hard to exceed expectations and deliver with integrity, you are on your way to establishing the right to be trusted. Consistently repeat these steps to earn the right to be heard.

Learn from mentors.

Enlist help from managers or leaders you respect. These mentors can provide constructive feedback and real-time coaching.

All these things probably sound familiar. You've read them before. What you really want is concrete help in improving your communication. There are thousands of books on the topic of communication. These self-help books can arm you with more insight and tools to improve your understanding of the intricacies of communication, but there is nothing as powerful as practicing what you learn.

Hannah Morgan is an author providing no-nonsense career guidance; keep up with her blog *Career Sherpa* on Twitter @careersherpa and Google+.



Communication of the best kind

By Richard Thomas

To be recognized and appreciated is a human need same as air and water. Even the most confident and self-assured among us like to have a compliment, or some kind of acknowledgment, thrown our way from time to time.

Sometimes it can be a small need: recognition for a new dress, a different hairstyle or a snappy tie. Other times it can be a lot bigger: for example, when it has to do with our profession – our work – and the effort we put into it.

Since we spend the better part of our lives on the job, and since what we do as professionals hugely affects how we measure our worth, recognition and appreciation for what we do ranks much higher than for what we are wearing.



When we have done our work well, earned our pay and gone beyond the call of duty, it's nice to be told "Well done." Or "Thanks, we couldn't have done this without your help." Or "You made a real difference to this project." And it's even nicer to be told in

front of others. There is no need to gush or go over the top: just be sincere. We are at work, not in primary school, and we know it.

The great thing about honest recognition is that it doesn't

have to cost the earth. It is not a large and expensive gesture; simply one of the many decencies of which we are all capable.

This is communication of the best kind.

Richard Thomas

is the Principal of Clarity Communication, a corporate communication practice. He is also a founding member of IABC Barbados.



"Sorry—I'm used to meeting on Skype."

You're invited...

Join us for our

Holiday Mix 'n Mingle

Thursday December 17th, 2015, 5:30 P.M.

Christie Conference Room

at

The Barbados Light & Power Company Ltd., The Garrison.

R.S.V.P. and to register online @ www.iabcbarbados.com

Non Members: \$30.00

Delicious holiday refreshments will be served,
and we'll have something special waiting for you.

We look forward to seeing you there!



*"I want to open up better lines of communication
with my employees. Plant these listening devices
in all the washrooms."*

CONTACT US:

Learn more about the Barbados IABC ▶

Read more from IABC's global thought-leaders in
the November Issue of **CW Magazine Online** ▶

Want to submit a piece to IABC Barbados Buzz? ▶

