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APMP
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Communicating With Others

Communication

- **Communicating with others is an essential competence for Bid and Proposal Managers and all proposal team members.**



Communication

- Understanding how to communicate with others and in different circumstances is a skill that can be developed.



Principles of Communication

- Understand the principles of communication:
 - Principle of Clarity
 - Principle of Attention
 - Principle of Feedback
 - Principle of Informality
 - Principle of Consistency
 - Principle of Timeliness
 - Principle of Adequacy



Components of Communication

- David Berlo's model of communication has four components: source, message, channel, and receiver



Source

- All communications have a source. A source may be an individual, group, or company.



Message

- The source must encode the message (i.e., the content). In this case, the content includes everything that is communicated, both intentionally and unintentionally



Channel

- In the modern world, hearing and seeing can be translated into channels that include presentations, emails, video conferencing, newsletters, and podcasts.



Receiver

- The receiver is the person, group, or company that is the intended recipient of the message.



Communication as a Leadership Tool

- Leadership theory revolves around the relationship between the leader and those who follow. Leadership goals are:
 - Provide focus and promote commitment to objectives
 - Inspire team members to successfully achieve their objectives

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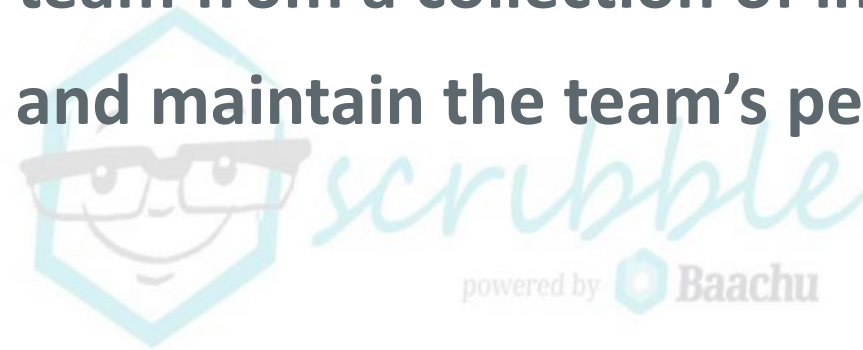
Delegation and Accountability

- Delegation is primarily a means of distributing work around the various proposal contributors, but it's also a means of motivating teams and individuals to realize their full potential.



Encourage Teamwork

- Teamwork is how a group of people come together to collaborate and cooperate in achieving common objectives. The goals of teamwork are to:
 - Create a team from a collection of individuals
 - Develop and maintain the team's performance



Conflict Management

- The goals of conflict management are to:
 - Utilize the positive aspects of conflict
 - Resolve organizational and interpersonal conflict
 - Minimize the impact of conflict on objectives



In a nutshell

Communication is the means by which information is exchanged and a common understanding is achieved. It is an essential skill for Bid and Proposal Managers.

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Understand the principles and components of communication to effectively develop your communication skills.

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Use communication as a leadership tool to encourage team work, delegate tasks and also remain accountable for the work.

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Learn to properly anticipate and manage conflict within an organization. It is a necessary skill for leadership.





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