

Strategic Priority (6) – Communication

Aim:

- Examine and evaluate the effectiveness of the organisation's key messages to all its stakeholders.

Objectives:

- Explore the evolving nature of creative storytelling.
- Harness the power of data, analytics, and appropriate research in message creation.
- Lead in the field of communication in the BUC using the most appropriate media for our stakeholders.



Effective communication

by Pastor Eglan Brooks,

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'You silence the roaring waves and the noisy shouts of the nations.'
(Psalm 65:7, CEV)

What is noise?

In communication theory, noise is classed as an influence, influences or barriers that hinder the *effective* transmitting and receiving of messages. Some theorists cite that there are at least four different sources of communication noise: semantic, physical, physiological, and psychological. Other theorists believe that there is cultural, technical and organisational noise which often hinders effective communication.

Communication

Communication is all about messages. The British Union Conference as a church, charity and corporation must lead in communication effectiveness. Our strategic priority with communication is to explore the way in which our key messages are given to all our stakeholders. For

this to occur, we need to be clear about the messages that we are transmitting as well as our response to the messages that we receive.

Here are some of the questions that we might need to address:

- What are our key messages?
- When should we send these key messages?
- Have we ensured that these messages are transmitted to our stakeholders in the most appropriate way?
- Are we mindful of the semantic noise that can affect our messages?
- Are we sensitive to the cultural noise that can distort our messages?
- Are we using current technologies to send our messages, and are we agile enough as a corporation in our understanding of new and emerging technologies and how they can benefit or hinder the sending and receiving of messages?
- Have we considered that our own organisational noise can drown out our key messages?
- Is our messaging appropriate for our audiences and stakeholders?
- How often do we evaluate our key messages?
- Are our communication channels open to the receiving of messages?

Jesus

Jesus was the Master Communicator. His key messages were transmitted with clarity and precision. He received messages from His followers and responded to them. The feeding of the five thousand in Matthew 14:13-21 is a great example of the receiving of a message of hunger and providing food. In the same passage, we read that Jesus was 'moved with compassion' and healed many sick people (verse 14, NKJV).

He cut out the noise by being consistent in the delivery of messages, and sometimes His most powerful communication vehicle was silence, as in the story of the woman caught in adultery in John 8:1-11.

Conclusion

While the BUC is examining and evaluating the way in which it communicates, I would encourage each of you reading this article to consider your own delivery of messages. Are you effectively communicating the love of God to others in your lives? What message does your local congregation transmit to its community?

'In the last analysis, *what we are* communicates far more eloquently than anything we say or do.' (Stephen Covey)