

THE MANAGER'S TOOLBOX

Tip of the Week for McDonald's Managers

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Week 1

The Power of Simple Communication

High-paid business consultants have a simple rule: "Keep it simple." Explaining things in a straightforward and easy-to-understand way is a key to everyone's success. Complex and fancy words might sound impressive, but they often lead to confusion and put unnecessary distance between managers and their teams. As a manager, your primary job is to help your team perform at their best. Simple, clear, respectful, and direct communication is the way to succeed.

For example, rather than say "You better clean the grill area," which is neither nice nor specific, try this "We need to clean the grill area by 3:30 p.m. John, please clean the floors: Maria, please take care of the work areas next to the grill; and Marco, please clean the grill top and the exhaust fans. Any questions? Thank you." This makes your message crystal clear, reducing the risk of misunderstandings and poor results.

As a manager, your success is tied to your team understanding their jobs and great performance. Using simple communication is one of the most effective tools you have. Good luck and ask if you need help.

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