

Give Me An Example

While communication may be achieved faster and more conveniently than ever before; that is no guarantee that we can, automatically, communicate effectively. In many respects our true accomplishment is that we can spread confusion and frustration at unprecedented speed.

Key To Effective Communication

Regardless the various methods that are made available to us; one issue about communication remains the same; did the other party understand our message? The type of technology or medium we use for communication is a secondary concern. However, the opposite often occurs. When people make contact with others, understanding the message is taken for granted, even when the topic is complex. Fortunately, there is a technique that we can borrow from early mankind to aid our communication efforts... storytelling or examples.

Ironically, short stories or examples are often used in training, schools and textbooks, but are rarely used in important business discussions (including insurance). Any person who wants to better understand their policy needs, coverages and exclusions, should just ask for examples. Insurance policies are contracts and, like other legal documents, can be confusing. Often an illustration is more useful than a detailed discussion of policy language. Instead of trying to dissect how one policy part modifies or makes exception to another, ask the speaker if they can demonstrate their point.

A person who can create a good example is someone who has a thorough understanding of his subject and that understanding can be passed along to the listener. The listener often appreciates the work it takes to create examples and this can ease future communication. So take an active role whenever you communicate with an insurance professional and ask: Can you give me an example?

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