Welcome to the Profit University Audio Series. I’m Bill Kinnard along with our company’s founder – Tom Grandy. This month’s program is entitled ***How to Create Crystal Clear Communication in Your Small Business.***

Everyone listening to this presentation knows how to talk. Talking, however, is very different than communicating. The key to running an efficient and profitable organization lies in communications. This presentation provides some key insights into proper communication while discussing communication skills that will take any organization to the next level.

Communication really is key, Bill. Tom Borg provides some really simple and straight forward suggestions on how to better communicate. One word he suggests we never use is the word “but”. The best definition I have heard of the word “but” is…the underlying truth is! Next time you find yourself using the word “but” try substituting the words “the underlying truth is.” and see if it changes the meaning of what you are trying to say.

Tom, that’s just one of many really great tips Tom Borg provides in his presentation. We can all grow when it comes to communication. I’m confident our listeners will pick up lots of helpful ideas throughout this presentation to help them communicate more effectively.

Like many small business consultants and speakers, Tom Borg has had a variety of full-time career work experiences that include township government, university administration, corporate consulting, training and development and straight commission sales. Today, Tom is president of Tom Borg Consulting, LLC. He is a team performance and customer experience expert. Through his consulting, mentoring and strategic work sessions he assists small business owners with profitably via gaining and retaining both employees and customers.

And now with ***How to Create Crystal Clear Communication in Your Small Business,*** here is Tom Borg with this month’s Profit University Audio Series presentation.