

**New Look, Same Principles!** Wilson and Company, Inc. has a new website! Visit us at [www.WilsonCompany.net](http://www.WilsonCompany.net).

## Constructive Communication: Building Client Satisfaction

Let's take it offline and run it up the flagpole. I have limited bandwidth but it's on my radar and it is what it is. We can utilize this initiative and break down the silos...should we circle back before the boss is out of pocket?

Corporate euphemisms are ubiquitous in today's business culture, as are words like *ubiquitous*. The more complex the better, we seem to think. We create acronyms, use clichés, and practically develop a new language of business small talk. But in this ongoing effort to *synergize* various *initiatives*, we risk obscuring the purpose of any communication. Who is running it up the flagpole? Is anyone responsible for circling back? And where, exactly, are these silos that should be demolished?

Sometimes, simpler is better. At Wilson & Company, we believe plain English and respectful, direct communication is key to managing the construction process effectively and efficiently. In our experience, clear and direct communication is more difficult



Wilson & Company is licensed in the following states: Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, South Carolina, North Carolina, Tennessee and Texas.



*Belk Store in Greenville, S.C., where Wilson & Company is under contract with repeat client Belk Stores to demolish and rebuild the exterior of the building. This project involves deep excavation, new entrances, and new exterior finishes, all being accomplished while the store is open for business.*

than throwing out catch phrases, but it is also significantly more productive. Below we offer some quick advice on effectively managing business communication:

- For a productive meeting, invite only the people necessary to attend. Set a calendar appointment and circulate a short agenda.
- Prepare for the meeting by distributing any necessary information to the group, or confirming preparedness of key individuals to contribute to the discussion.
- If possible, attend the meeting in person (rather than by phone).
- Start and end on time. Do not schedule more time than you need.
- Introduce the leader/facilitator of the

meeting, and focus the discussion only on the meeting's subject. Note any related topics for future discussion, and direct conversation back to the current issue.

- Avoid euphemisms such as *let's table this issue*. Instead, communicate action items from the discussion: "Fred, you will review the issue and send a report to this group no later than Friday."
- Treat all participants with respect and listen to their (relevant) input. Answer questions; if you don't know the answer, assign someone to find the answer as appropriate.
- Take notes. End the meeting with a recap of action items for each individual, confirming agreement from each

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**"We Build Client Satisfaction"™**

Check us out at [www.wilsoncompany.net](http://www.wilsoncompany.net)

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responsible individual for each action item.

- Focus on the solution rather than the person or circumstance responsible for a problem.
- Circulate meeting minutes to the group, and schedule a subsequent meeting, only if necessary.

In the construction industry, regular and clear communication between all involved parties generally results in the successful completion of a project—safely, on time, and on budget. Conversely, miscommunication during the construction process not only may delay successful completion of a project, it may also lead to preventable injuries on the jobsite, or to additional expenses to correct original misunderstandings.

This advice holds true whether we are communicating internally within the Wilson & Company team, meeting with

our clients, or speaking with our subcontractors: Keep your communication simple and on topic. Know what is being built on a project, who is responsible for the scope of work, and how the final goal will be accomplished. Treat your counterpart with respect...and don't forget to honor your end of the bargain by delivering on your promises.

At Wilson & Company, our motto is simple: *We Build Client Satisfaction.* We succeed in reaching this ultimate goal with constructive communication and teamwork on a daily basis, to build high-quality facilities on time and under budget for our loyal repeat clients.

If you'd like to learn more about Wilson & Company and our capabilities in the construction industry, please contact us at 407-365-0906.

## Wilson & Company, Inc.

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## Passing The Gavel

*Parks Wilson passes the Rotary Club of Oviedo gavel to Alex Sacharoff, incoming President. Parks previously served as President from 2002-2003 and most recently from 2014-2015.*

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