

FIVE COMMUNICATION CHALLENGES EVERY ENTREPRENEUR FACES,

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An entrepreneur is a leader. And to be a great leader, you must become an effective **communicator**. Yet, this is sometimes easier said than done. Often, it can be difficult to discern if your communication skills could use **improvement**. As an entrepreneur, learn that great communication starts with a focus on others.

If you find that your needs aren't being met, perhaps you are plagued with this five communication **challenges** every entrepreneur faces.

Turning a blind eye to reputation

You must have a reputation of **trustworthiness**. Not to mention, you need to have a reputation of someone who actually takes time to listen and show you care.

Using too much technical speech and jargon

Perhaps you're a genius, but most people like clear and **concise** language. Humans are not robots or machines. They don't understand abbreviations used only in specific work circles.

Withholding information

People understand that with power comes responsibility. Sometimes, you can't share every detail of a business merger or legal case. Try to be **transparent** as much as possible with honest disclosure at all levels.

Too much ego and too little empathy

The worst possible mistake you could make is letting your ego get in the way of communicating with others. Don't hide behind a fragile ego. The last thing you want is to anger people. Become an **empathetic** communicator to build trust.

Not understanding your topic of discussion

The quickest way to ruin effective lines of communication is acting like you know something when you don't. If you are intending to join a conversation, email **chain**, meeting or something else, make sure you add value.

1. Read the text and match the meaning of the words written bold in the text.

- a. Someone who is able to talk about their ideas and emotions in a way that other people understand:
- b. A set of connected or related things:
- c. Able to be trusted:
- d. An occasion when something gets better or when you make it better:

e. Short and clear, expressing what needs to be said without unnecessary words:

.....

f. Something that needs great mental or physical effort in order to be done successfully and therefore tests a person's ability:.....

g. Open and honest, without secrets:

h. Having the ability to imagine how someone else feels:.....

2. Read the text again and answer the questions.

1. The writer emphasizes that....

a. The main thing in entrepreneurship is not only communication but also making benefits available.

b. Being a great leader may be hard to recognize if your communication skills are not improved.

c. Focusing on others might be exaggerated.

2. It is stated in the passage that...

a. There are some challenges every entrepreneur may face.

b. Challenges are hard to cope with as leaders mostly ignore them.

c. Someone as a leader must focus on the company before employee.

3. The writer's main idea is that....

a. If you face the five challenges mentioned means you should close the company.

b. A leader's trademark is being egoistic.

c. As a leader of entrepreneurship, someone should be more humane