

Communicate Like a Pro

DAY 6

Part of our '12 Days of Learning' series – small ideas with BIG impact!

Avoid These 3 Communication Traps in Client Conversations

Great communication isn't just about *talking* – it's about *connecting*.

Here are **3** common traps that even experienced professionals fall into

🚫 Trap 1: Listening to Respond, Not to Understand

What happens: You're already crafting your reply instead of hearing what the client is really saying.

Try instead: Pause before replying. Reflect back what you heard — *"So what matters most to you is..."* — then respond.

💡 *It builds trust and shows genuine empathy.*

🚫 Trap 2: Using Jargon or Internal Language

What happens: Clients feel confused or excluded.

Try instead: Speak in their world, not yours. Use plain, practical language that connects to their goals.

💡 *Clarity beats cleverness — every time.*

🚫 Trap 3: Assuming, Not Asking

What happens: You jump to conclusions about needs or priorities.

Try instead: Ask open questions — *"Can you tell me more about what success looks like for you?"*

💡 *Curiosity turns assumptions into insights.*

🔄 Quick Reflection

Before your next client call, ask yourself:

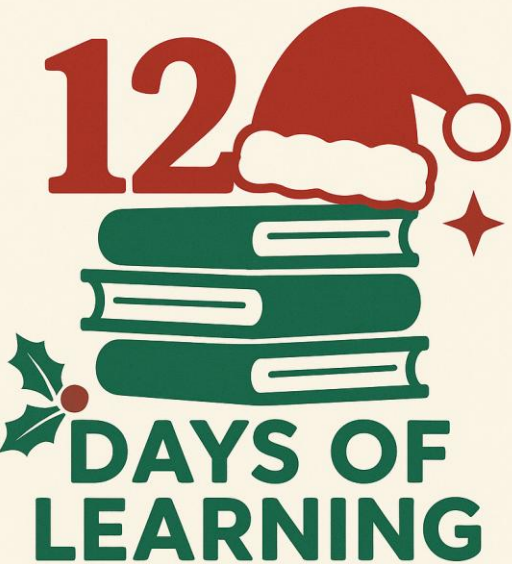
"Am I listening to understand, speaking clearly, and asking instead of assuming?"

Small shifts, big impact.

🌟 Learning Challenge

Today, choose one conversation and consciously avoid these traps.

Notice how it changes the tone — and the outcome.



For more info on this or courses covering this topic, please call our friendly helpful team at Adapt on 01473 414 414 or enquiries@adaptltd.co.uk