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# The Fortix Way: Communication

## Connected global team working together, anytime, anywhere.

Our mission is to help grow our client's business with passion and empathy. Working together as one team is a key to our success. Clear and precise communication is essential for us to understand each other and to make meaningful difference to our clients.

*"Great communication is not just about what you say, but how you make others feel understood and valued."*

### This is the Fortix Way:

- We are careful with our words - we know that how we speak can build or hurt people
- We think before we speak and we focus on the recipient getting the message
- We respect people's time and see it as a limited resource
- We communicate openly and honestly with respect, kindness and empathy
- We are always respectful to each other and our clients
- We say what we need to say even if it is not what the other person wants to hear. Sometimes it is what they need to hear
- We work collaboratively and always maintain eye contact when interacting with people
- We always return phone calls and emails in the timely manner - client calls 1 to 2 business days, internal reply usually up to 3-5 days
- We use fair and equitable principle to check ourselves
- We keep communication professional, brief, and to the point, while tempering it with warmth and
- empathy. We always ask for clarification or more detail when we don't understand
- We listen to different opinions and always provide alternatives to consider
- We are aware of different communication styles and we provide space for all to be heard
- We take time to get to know the person we work with
- We will always find time for each other
- We confirm that we're on "it" and don't leave the other person guessing
- We communicate high's and low's so we can move forward together
- We encourage and build each other up

### This is NOT the Fortix Way:

- ➔ We don't over-communicate. There is always a delicate balance between the detail required and the time that is wasted by writing long responses and reading them
- ➔ We don't pretend that we understand if we don't
- ➔ We don't promise things we don't intend to do
- ➔ We don't talk behind people's back - if we have a problem, we raise it with the person directly
- ➔ We avoid negative body language - for example. we don't roll our eyes, turn our backs, cut people off, talk over the top of the other person, put up a "stop-sign" hand, yawn when someone speaks, etc.
- ➔ We don't use AI to craft long winded responses, however we can use it to shorten it
- ➔ We never point finger at the person when they make mistake
- ➔ We don't rehash previous conversations if we don't have anything else to add

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# Let's think about it for a moment

**"The most important thing in communication is hearing what isn't said."**
Peter Drucker

**"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."**
Maya Angelou

**"The single biggest problem in communication is the illusion that it has taken place."**
George Bernard Shaw

**"Most people do not listen with the intent to understand; they listen with the intent to reply."**
Stephen R. Covey

**"Better to remain silent and be thought a fool than to speak out and remove all doubt."**
Abraham Lincoln

**"Clear is kind. Unclear is unkind."**
Brene Brown

**"If you have knowledge, let others light their candles in it."**
Margaret Fuller

**"The way we communicate with others and with ourselves ultimately determines the quality of our lives."**
Tony Robbins

**"The goal is not to be perfect by the end. The goal is to be better today."**
Simon Sinek

**"The way to get started is to quit talking and begin doing. Over communication can stall action."**
Henry Ford

**"In the absence of communication, people will make up their own stories."**
Patrick Lencioni

**"People don't buy what you do; they buy why you do it. Communicate that effectively to avoid overloading them with details."**
Simon Sinek


## Better decisions begin with better conversations.

Understand where your business is today, align your leadership team, and build a practical roadmap for the future with a Fortix Strategy Workshop.

Book a FREE discovery call

Call 1300 426 311 • Email sales@fortix.com

