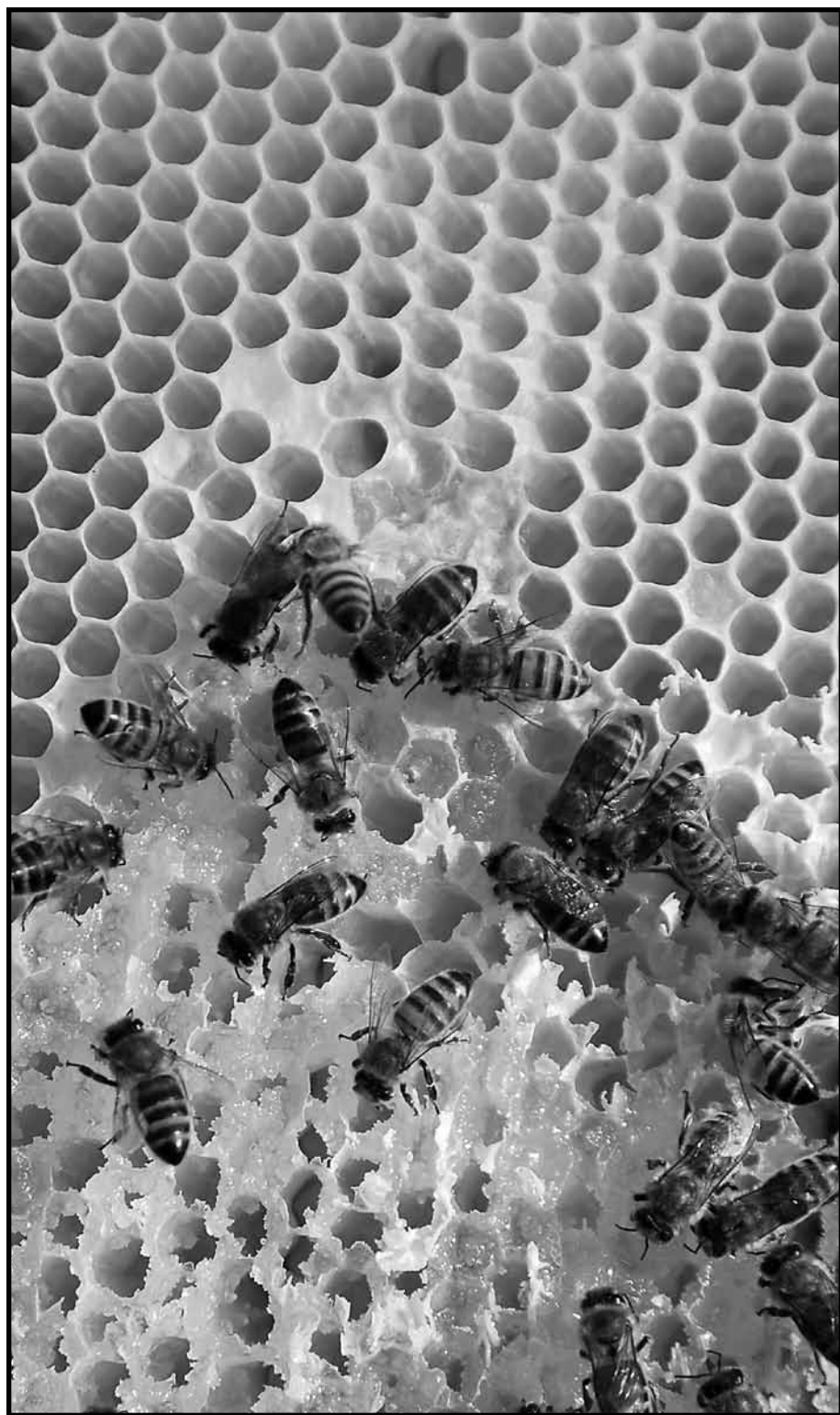


CHAPTER 8

# Communication





## Nature

**H**oneybees use waggle dances to communicate both direction and distance of food sources.

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## Business Lesson

**T**he business lesson we can learn from the waggle dance is 1-way communication can be very effective and efficient. Most people have been lead to believe that 2-way communication is always necessary. But when it comes to communication in business today one of the biggest nuisances is the ever increasing high volume of email messages. The fact is, a majority of email messages (especially interoffice messages) are actually 1-way messages that don't require a response, but because the sender doesn't tell recipients that a response isn't necessary, people waste literally thousands of hours composing them. So if you want to improve the effectiveness of email within your organization, and relieve a lot of stress, include the following words in the subject line of your email message if it applies: No Response Necessary! To learn more about email etiquette go to the resources section in the back of this book.