

AT A GLANCE:

Communication skills are an integral part of effective leadership.

Condo association leaders must frequently communicate with residents, contractors, vendors, and others.

Listening well is essential for communicating effectively.

Situations of doubt, confusion, and conflict can be resolved by effective communication.

KEEPING THE LINES OF COMMUNICATION OPEN WITHIN CONDOMINIUM COMMUNITIES

By definition, condominiums are communities in which residents share ownership of common property. Unit owners generally live within close proximity of one another, sometimes even sharing walls and a roof. The community itself is run by an association, one of whose duties is to keep residents informed about different issues associated with managing the condominium property. The bottom line is that because residents live in relatively close quarters and share ownership of common areas, effective communications within condominium communities is supremely important. And that's true for communication *between* residents as well as communications from the association *to* residents.

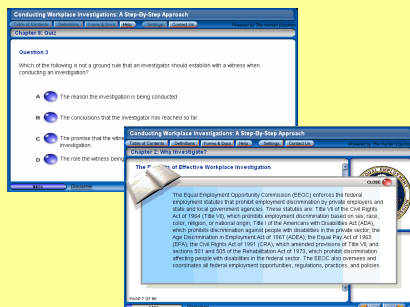
Inadequate communication can cause significant problems for unit owners and associations. Consider this not unlikely scenario: A condominium association posts a notice in the clubhouse, two weeks in advance, that the parking lot will be repaved and that cars parked in areas to be resurfaced will be towed at the owner's expense. A unit owner who travels frequently and never goes to the clubhouse doesn't get the message, leaves town for a week, and returns to find her car missing. The newly smooth surface in the parking lot does little to quell the anger at the hassle and expense she now faces.

Then there are the problems that arise between unit owners, who have much less of a buffer zone between them than most owners of single-family homes. For example, a non-smoking resident with asthma lives in a unit attached to another whose resident regularly smokes cigarettes on the unit's front steps. The non-smoker, who generally leaves his front windows open, is irritated by the second-hand smoke, so he leaves angry messages on his neighbor's answering machine. Resentful of the tone of the messages, the smoker digs in his heels and refuses to do anything to accommodate his neighbor. Not only is the air outside the unit toxic; so too is the relationship between these neighbors, neither of whom plans to move anytime soon. Is this one of those situations in which the proverbial irresistible force meets the immovable object?

The good news is that even situations like these can be amicably resolved through effective communication, and communication skills *can* be developed and improved. The Human Equation's "Communications Skills for Condominium Associations" explains the fundamentals of communication and teaches leaders how to listen as well as how to express themselves effectively within the condominium management context.

In language free of jargon, The Human Equation's communications course analyzes interpersonal communication, identifies the barriers that render communication ineffective, and teaches strategies for communicating in situations of doubt, confusion, and conflict.

It's been said that communication is the real work of leadership. That's certainly true in condominium communities, whose leaders' duties include keeping residents informed, negotiating on behalf of the association, and defusing conflicts, all of which demand the communication skills this course teaches.



COURSE FEATURES INCLUDE:

- ❑ Self-paced learning
- ❑ Clear, concise explanations of the communications process, with condominium-based scenarios that teach essential communication skills
- ❑ Links to definitions, questions and answers, case law, and documents
- ❑ Appealing graphics

