



Lectura imperdible

El libro "Comunicar: construyendo diálogos en 360° para organizaciones del nuevo siglo", escrito por Fernando Véliz (Ediciones Océano), es una herramienta práctica y reflexiva sobre cómo, cuándo, por qué y para qué pueden y deben comunicar (se) las distintas organizaciones. Pero no está pensado para responder preguntas únicamente, sino que intenta seguir haciendo muchas más. Las organizaciones de hoy requieren la valentía de hacerse las preguntas decisivas para fomentar el talento, el emprendimiento, los nuevos liderazgos y la circulación informativa, aumentando las posibilidades de ser eficaces. Cuando la comunicación construye sentido, la realidad se transforma. Un libro repleto de historias, casos y acompañado de múltiples diagramas, ilustraciones y modelos prácticos.

A reading you cannot miss

The book "Comunicar: construyendo diálogos en 360° para organizaciones del nuevo siglo", written by Fernando Véliz (Océano Publishing), is a practical and reflexive tool about how, when, why and for what the different organizations can and must communicate. But is not intended to answer questions only, but tries to keep doing a lot more. Today's organizations require the courage to ask themselves the fundamental questions to promote talent, entrepreneurship, new leadership and the movement of information, increasing the chances of being effective. When communication builds sense, reality is transformed. A book full of stories cases and accompanied by multiple diagrams, illustrations and practical models.

aprendió a "jugar", que adquirió la forma más fuerte y básica, la del juego, la del movimiento, la de ver cada problema desde diversos planos, cambiando flexiblemente de posición.

Por otro lado, el coach también alienta en el coacheé la fuerza de la disciplina y la constancia, así como la firmeza para diferentes situaciones. En la sesión, el coach transformacional abarca integralmente el coacheé y, si bien el encuentro es convencional, jamás pierde de vista la interacción entre cuerpo, emoción,



mic medium and open to opinion and employee collaboration. Well prepared, it has high reliability and allows the personnel to keep abreast of the latest news occurred.

- » *Bulletin:* It is a frequent publication, but not necessarily periodically published, subject to the emergence of important events or news. Its validity is rather ephemeral. It is recommended that its reading is easy and dynamic.
- » *Internal campaigns:* They are intended to raise awareness and persuade with ideas, attitudes and values. Flyers, brochures, posters, environmental sound, audiovisual and promotional presentations (hats, pens, key chains, etc.) are used, and besides they make use of people, by serving as ushers to distribute and facilitate communication. They are used to promote a single issue at a time: reducing accidents, workspace cleaning, cooperation, punctuality and family economy.
- » *New technologies:* Videconference or the intranet are becoming one of the most used tools nowadays in business communication, for its immediacy and interactivity. It enhances the corporate feeling and motivates employees.

The contribution of coaching

Coaching is one of the most used tools at a professional level in the last 5 years and it is a type of communication that constitutes the most important act of listening of management development. The organizational expert indicates that it is a personal-professional training through a conversation in which a new style of interpersonal link is practised, which allows to deal with topics that are usually difficult through a satisfactory exchange.

Coaching uses as a basic resource the conversation between a coach and a manager or coachee. A transformational coach allows a manager to play different roles and opportunities that will help him or her perceive reality from a different perspective. He prepares him or her to take the place of others, feeling what the other feels. He also accompanies him or her on his discovery until he feels that the coachee learned how to "play", that he or she acquired the most powerful and basic way, the game way, the movement way, the way to see every problem from various levels, changing positions in a flexible way.

On the other hand, the coach also encourages the power of discipline and perseverance in the coachee as well as firmness for different situations. In the session, the transformational coach covers the coachee comprehensively, and even though the meeting is a conventional one, he never loses sight of the interaction