

COMMUNICATION SKILLS

Learning Objectives

- What is Communication?
- The Communication Cycle
- Impact of a message
- Types of Communication
- Styles of Communication
- Effective Listening
- Organizational Communication Flow
- Barriers to Communication
- Communicating Effectively

What is Communication?

- **The dictionary defines communication as:**

***A process by which information is
exchanged between
individuals through a common
system of symbols, signs or behavior***

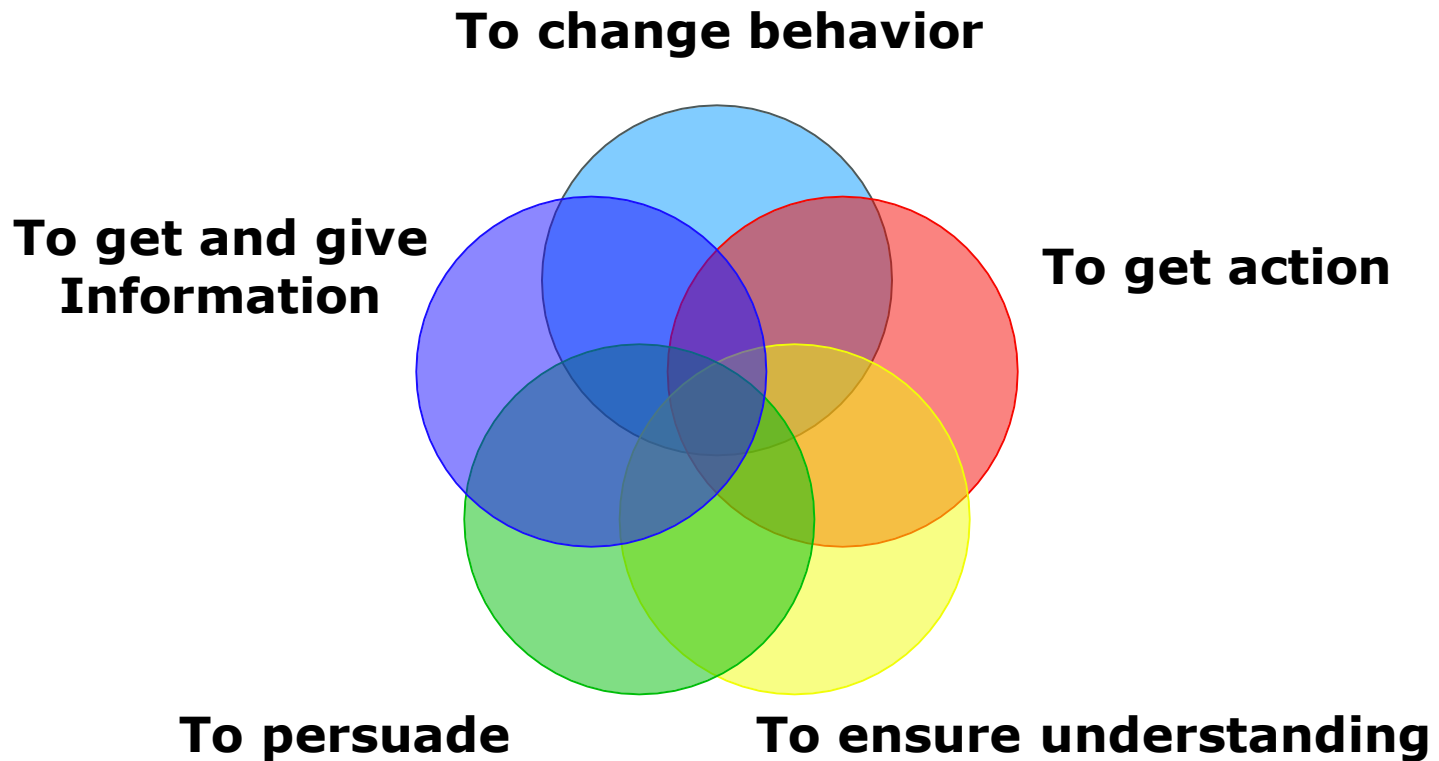
Communication is a two-way process which involves:

- Listening to others (Receiving) message
- Asserting/Expressing (Sending)

What is Communication?

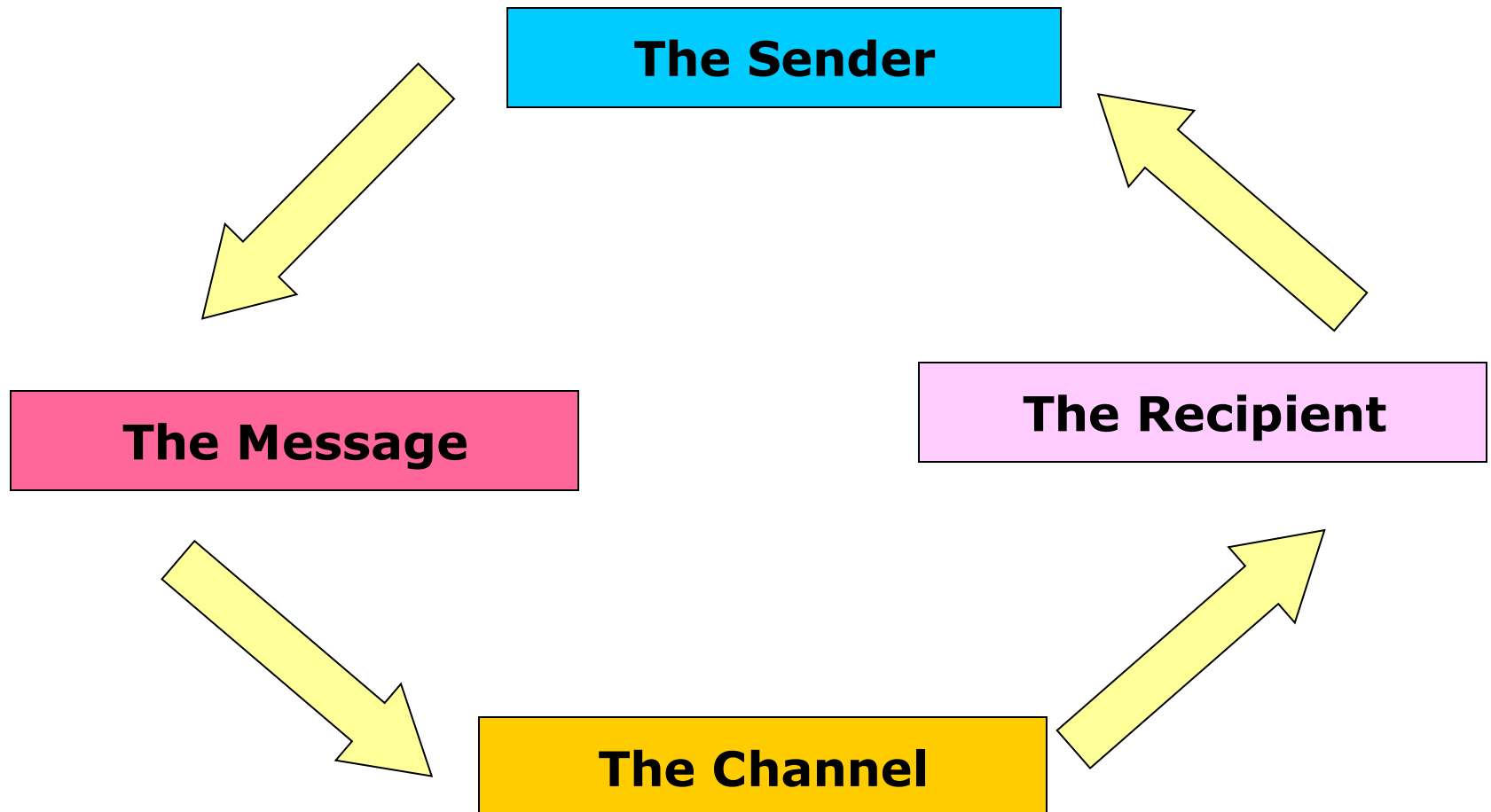
- The ability to communicate is the primary factor that distinguishes human beings from animals. And it is the ability to communicate well that distinguishes one individual from another.

Communication Goals



Communication Cycle

Communication normally goes through a cycle involving:



Impact of a Message

Face-To-Face Communication

Words

7%

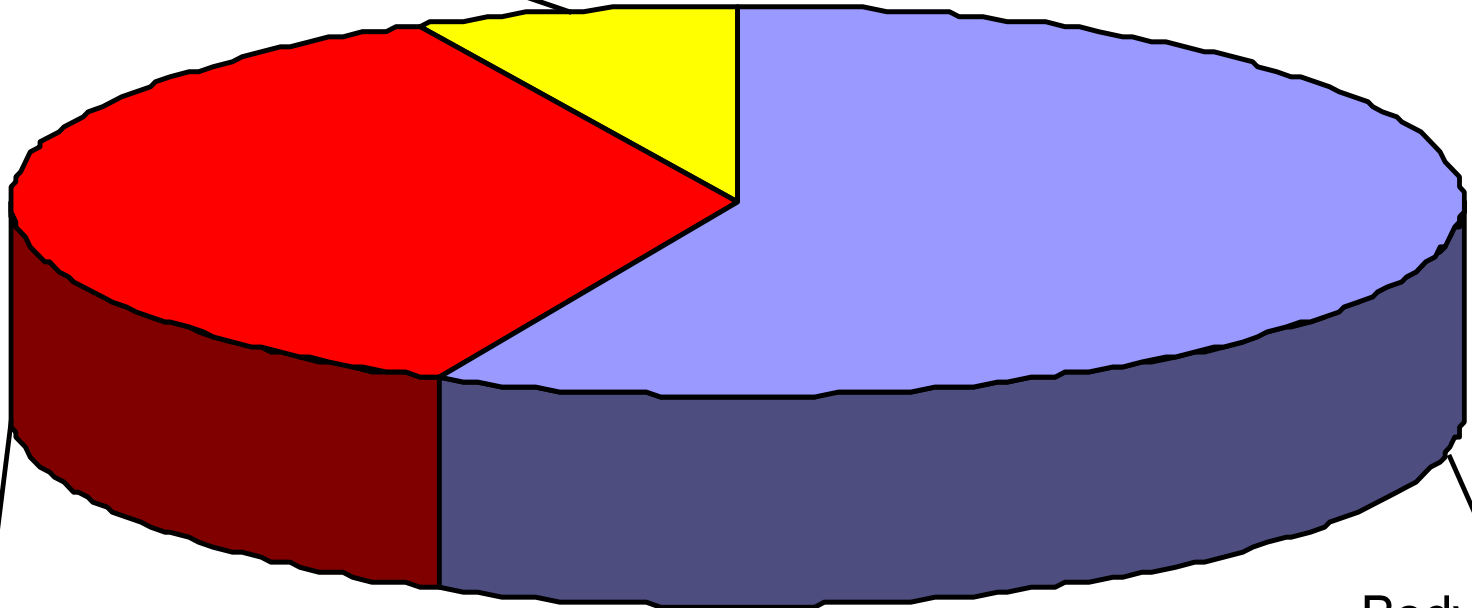
Tone

36%

Body
Language

57%

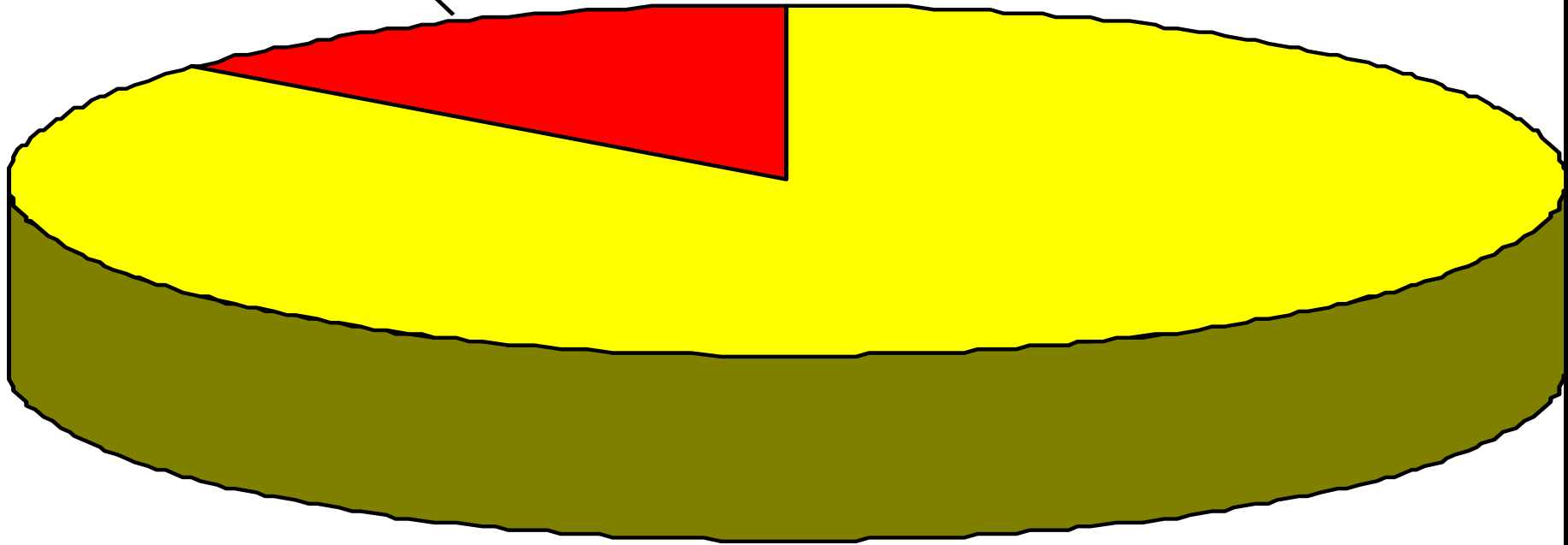
■ Body Language ■ Tone ■ Words



Impact of A Message

Voice Communication

Words
14%



■ Tone ■ Words

Tone
86%

2 Types of Communication

1. Verbal Communication

- Words
- Voice modulation

2. Non-Verbal Communication

- Communicates emotions and attitudes
- Regulates verbal messages

Verbal Communication

- **Words**
 - Use simple language (avoid jargon and slang)
 - Make sure that you are grammatically correct
 - Be clear and precise (avoid redundancy)
- **Voice Modulation**
 - Diction
 - Tone
 - Pitch
 - Volume
 - Rate

Non-Verbal Communication

- **Gestures**
 - Are you aware of how you look to others?
 - Find out your habits and nervous gestures
- **Posture and movement**
 - Stand tall
- **Facial Expressions**
 - Smile
 - Eye Communication

90% of our personal communication calls for involvement. To show involvement, look at your audience for 5 to 10 seconds before looking away.

Communication Rights and Responsibilities

Rights

1. You have the right to be treated with respect.
2. You have the right to have and express your own opinions.
3. You have the right to ask for what you need in order to be effective.
4. You have the right to set reasonable limits.

Responsibilities

1. You have the responsibility to treat others with respect.
2. You have the responsibility to listen to the opinion of others.
3. You have the responsibility to acknowledge and address the needs of others.
4. You have the responsibility to respect the limits and boundaries of others.

Styles Of Communication

Passive

- Accepts responsibilities.
- Extends but does not feel entitled to “rights” .

Assertive

- Both exercises and extends “rights” and responsibilities.

Aggressive

- Demands but does not extend “rights”.
- Does not accept responsibilities.

Effective Listening Involves. . .

1. Setting the stage

- Remove Distractions
- Be open and accessible
- Listen with Empathy

2. Ensuring Mutual Understanding

- Reflect feelings
- Paraphrase main ideas
- Seek clarification
- Confirm next steps

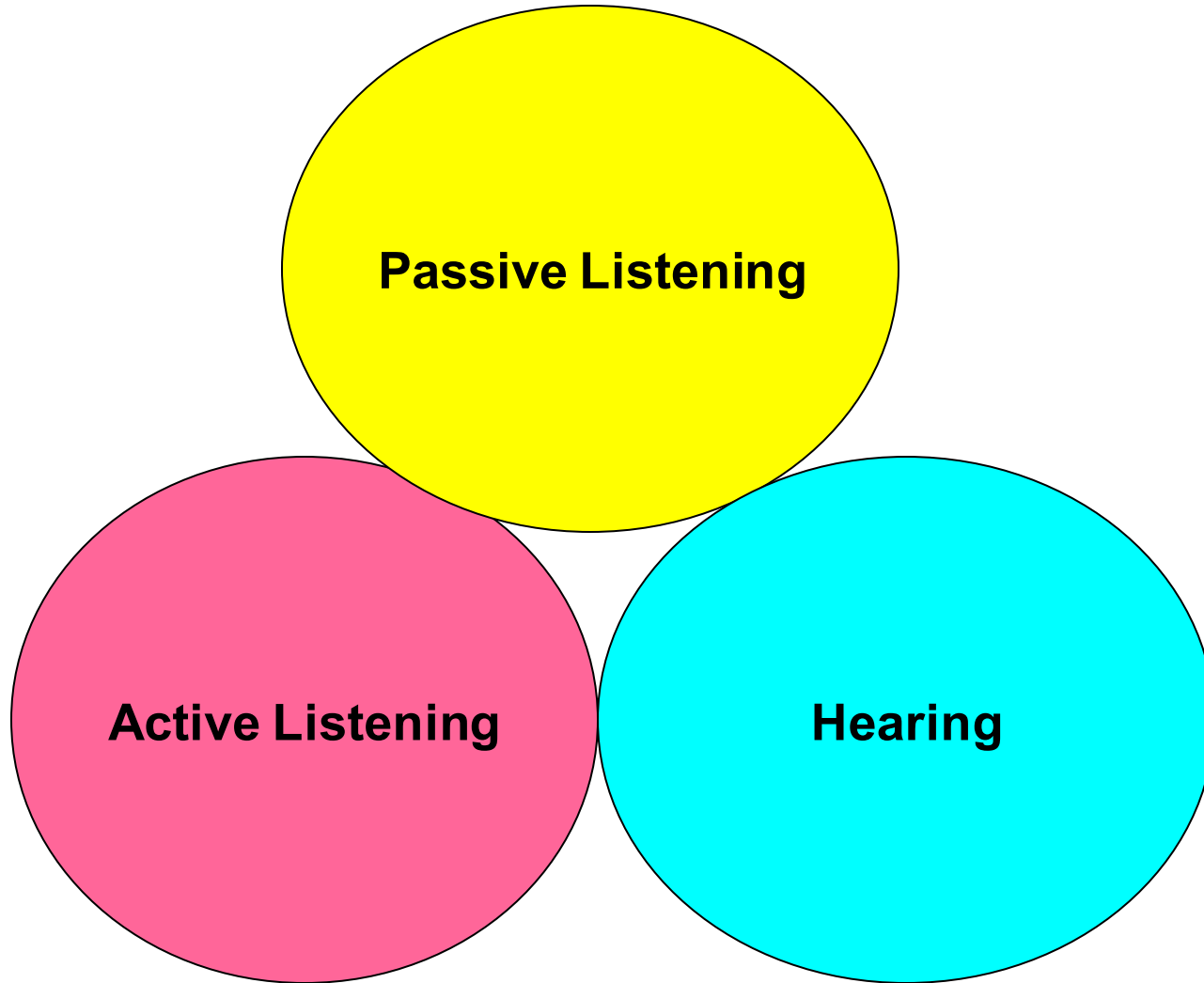
3. Understanding body Language

- Observe position and posturing
- Make eye contact
- Consider expressions/gestures

4. Suspending judgment

- Concentrate
- Keep an open mind
- Hear the person out

3 Types of Listening



Passive Listening

Active Listening

Hearing

Hearing Vs Listening

Hearing – Physical process, natural, passive



Listening – Physical as well as mental process, active, learned process, a skill



Listening is hard.

You must choose to participate in the process of listening.

Listening and Speaking

Listening takes:

- Concentration and energy
- Curiosity and open-mindedness
- Analysis and understanding

Speaking requires:

- Sharp focus
- Logical thinking
- Clear phrasing
- Crisp delivery

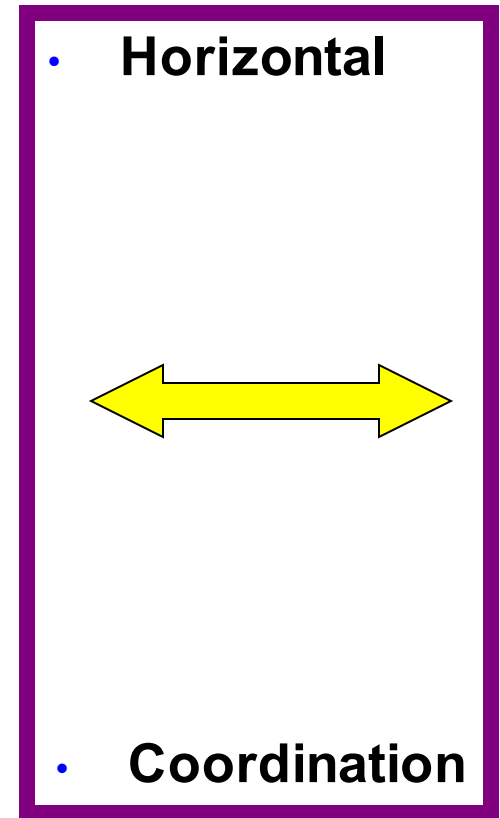
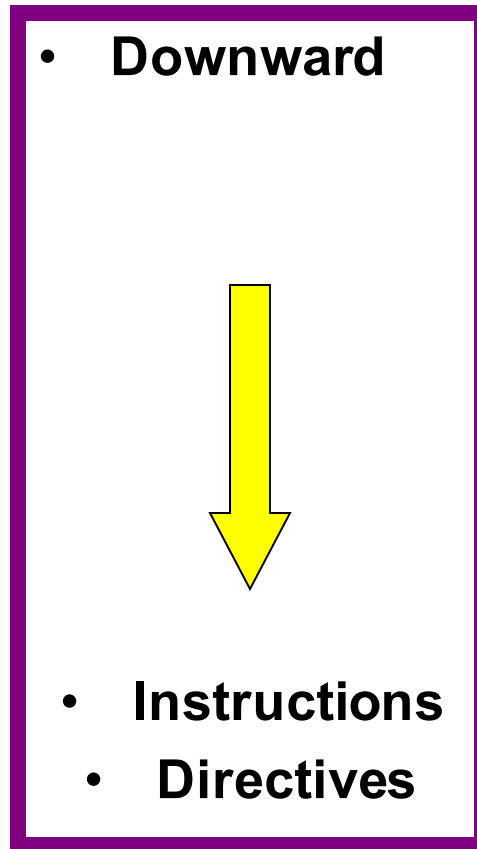
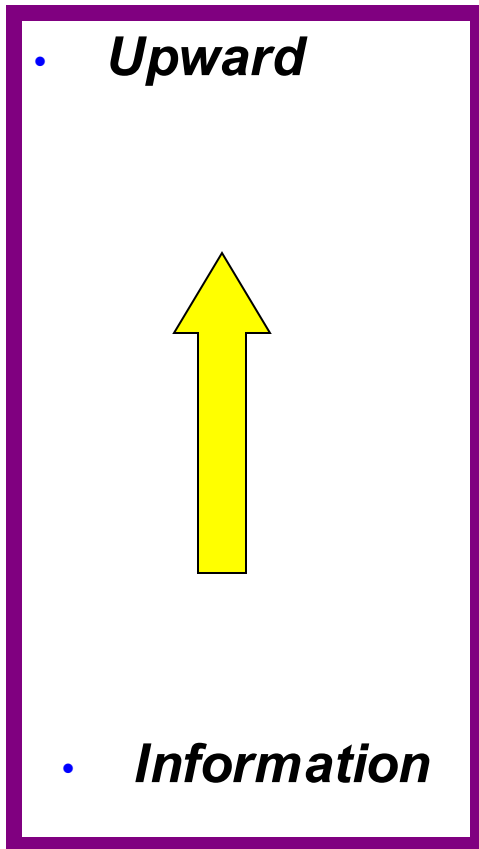
VALUE OF LISTENING

- Listening to others is an elegant art.
- Good listening reflects courtesy and good manners.
- Listening carefully to the instructions of superiors improve competence and performance.
- The result of poor listening skill could be disastrous in business, employment and social relations.

VALUE OF LISTENING

- Good listening can eliminate a number of imaginary grievances of employees.
- Good listening skill can improve social relations and conversation.
- Listening is a positive activity rather than a passive or negative activity.

Organizational Communication Flow



Vertical Communication

- **Upward Communication**

- Consists of messages sent up the line from subordinates to bosses.
- Includes employee suggestions, reactions to organizational policies, inquiries or concerns.

- **Downward Communication**

- Flows from individuals in higher levels of the organization to those in lower levels.
- Includes meetings, official memos, policy statements, manuals, and organizational publications.

Horizontal Communication

The horizontal information flow that occurs both within and between departments.

Generally, the purpose of lateral communication is coordination and collaboration.

Barriers To Effective Communication

- **Assumptions**
- **Fears**
 - Reluctance to confront
 - Ridicule, rejection, fear of being wrong
- **Values and attitudes**
- **Generation Gap**
 - Information overload**
 - When the information we can process is exceeded
- **Trust and Honesty**
 - A lack of trust can cause the receiver to look for hidden meanings in the sender's message.
- **Cross-Cultural Diversity**
 - The greater the difference between the sender's and receiver's cultures, the greater the chance for miscommunication.

Key To Communicating Effectively

- **Know your subject.**
- **Focus on the purpose.**
- **Know your audience.**
- **Use a confident tone and a level pitch.**
 - Be calm and collected at all times.
 - Try to eliminate excessive “ums” and “uhs” as fillers.
- **Speak slowly and make use of pauses to stress important ideas.**
 - Use accurate diction and correct pronunciation
- **Know what you are talking about and accept the limitations of your knowledge.**
- **Be vibrant and enthusiastic.**
 - Avoid a dull, monotonous tone.
 - Be loud enough to be easily heard.

ESSENTIALS OF COMMUNICATION

Dos

- Always think ahead about what you are going to say.
- Use simple words and phrases that are understood by every body.
- Increase your knowledge on all subjects you are required to speak.
- Speak clearly and audibly.
- Check twice with the listener whether you have been understood accurately or not

ESSENTIALS OF COMMUNICATION

Dos

- In case of an interruption, always do a little recap of what has been already said.
- Always pay undivided attention to the speaker while listening.
- While listening, always make notes of important points.
- Always ask for clarification if you have failed to grasp other's point of view.
- Repeat what the speaker has said to check whether you have understood accurately.

ESSENTIALS OF COMMUNICATION

DON'Ts

- Do not instantly react and mutter something in anger.
- Do not use technical terms & terminologies not understood by majority of people.
- Do not speak too fast or too slow.
- Do not speak in inaudible surroundings, as you won't be heard.

ESSENTIALS OF COMMUNICATION

DON'Ts

- Do not assume that every body understands you.
- While listening do not glance here and there as it might distract the speaker.
- Do not interrupt the speaker.
- Do not jump to the conclusion that you have understood every thing.

