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# MEANING

Process of

- ❖ transferring ideas
- ❖ understanding concepts,
- ❖ agreement between any two parties
- ❖ exchange of thoughts
- ❖ sharing of views and verdicts through different communication mediums and platforms

# Ethical Communication:

- ❖ includes all relevant information, is true in every sense, and is not deceptive in any way.
- ❖ unethical communication often hides the truth or manipulates audiences.
- ❖ establish clear guidelines for ethical behavior, including ethical business communication

# COMMUNICATION STYLES

## Verbal and Non-verbal Communication:

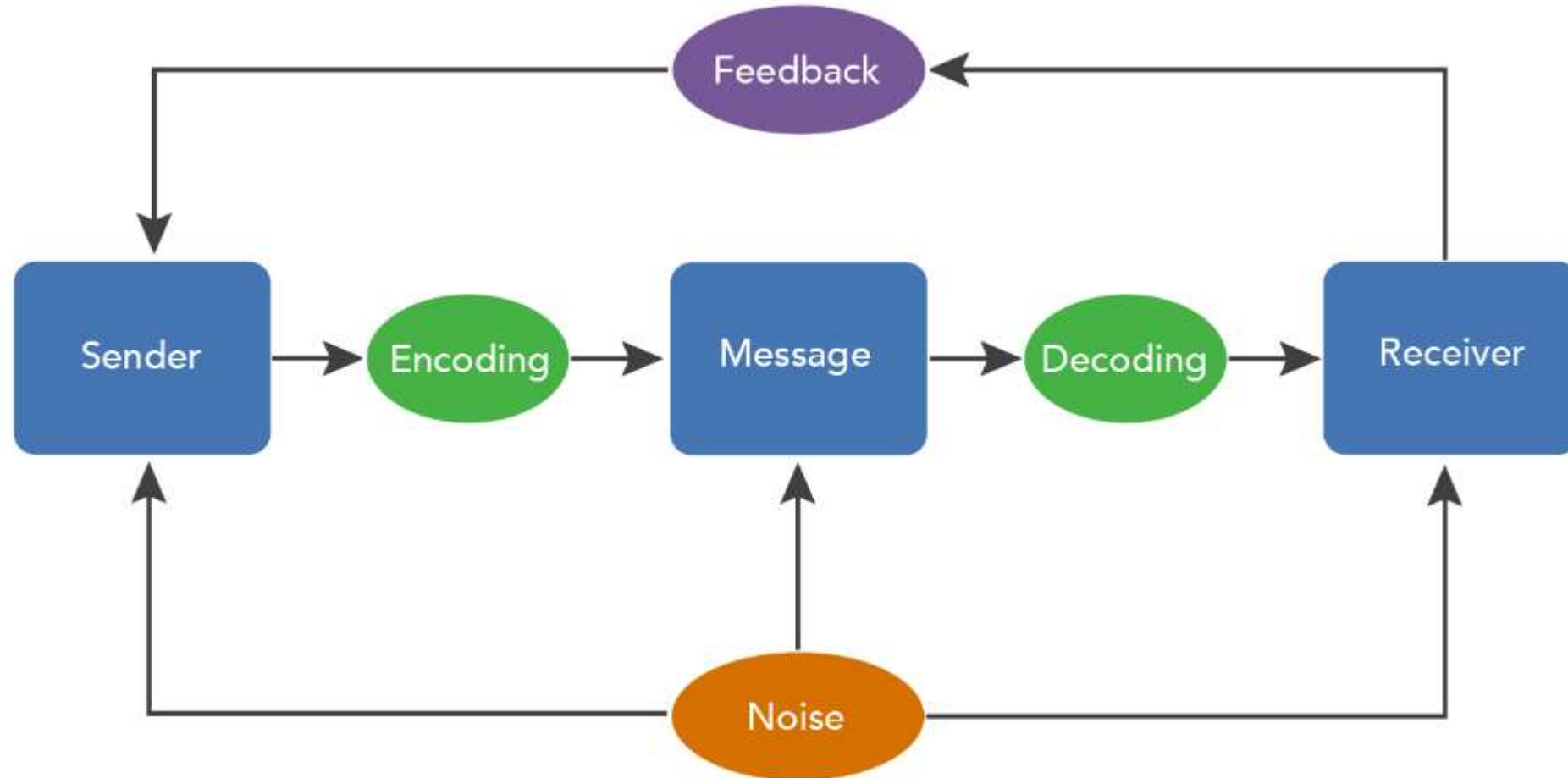
- **Verbal communication:**

- ❖ communication occurs through verbal or written medium that conveys a message to others
- ❖ use of language to convey information verbally
- ❖ helpful to support verbal non-verbal communication

- **Non-verbal communication:**

- ❖ communication occurs with signs, symbols, colors, touches, body or facial features
- ❖ using body language and facial expressions to convey information to others
- ❖ can be used both intentionally and deliberately

# COMMUNICATION PROCESS:



# COMMUNICATION PROCESS:

- ❖ **Sender:** The sender or the communicator is the person who initiates the conversation and has conceptualized the idea that is intended to be conveyed to others.
- ❖ **Encoding:** The sender begins with the encoding process wherein it uses certain words or non-verbal methods such as symbols, signs, body gestures, etc. to translate the information into a message. The sender's knowledge, skills, perception, background, competencies, etc. has a great impact on the success of the message.
- ❖ **Message:** Once the encoding is finished, the sender gets the message that is intended to convey. The message can be written, oral, symbolic or non-verbal such as body gestures, silence, sighs, sounds, etc. or any other signal that triggers the response of a receiver.
- ❖ **Communication Channel:** The Sender chooses the medium through which the message is conveyed to the recipient. It must be selected carefully in order to make the message effective and correctly interpreted by the recipient. The choice of medium depends on the interpersonal relationships between the sender and the receiver and also on the urgency of the message being sent. Oral, virtual, written, sound, gesture, etc. are some of the commonly used communication mediums.

# COMMUNICATION PROCESS:

- ❖ **Receiver:** The receiver is the person for whom the message is intended or targeted. The degree to which the receiver decodes the message depends on his knowledge of the subject matter, experience, trust and relationship with the sender.
- ❖ **Decoding:** Here, the receiver interprets the sender's message and tries to understand it in the best possible manner. An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender.
- ❖ **Feedback:** The Feedback is the final step of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender. It increases the effectiveness of the communication as it permits the sender to know the efficacy of his message. The response of the receiver can be verbal or non-verbal.



# Barriers to Effective Communication

- ❖ **Filtering:** The deliberate manipulation of information to make it appear more favorable to the receiver.
- ❖ **Selective Perception:** Receiving communications on the basis of what one selectively sees and hears depending on his or her needs, motivation, experience, background, and other personal characteristics.
- ❖ **Information Overload:** When the amount of information one has to work with exceeds one's processing capacity.
- ❖ **Emotions:** How the receiver feels when a message is received.
- ❖ **Language:** Words have different meanings to different people. Receivers will use their definition of words being communicated.
- ❖ **Gender:** How males and females react to communication may be different, and they each have a different communication style.
- ❖ **National Culture:** Communication differences arising from the different languages that individuals use to communicate and the national culture of which they are a part.

# Delegation Skills

- Communication
- Training: comprehensive training and support, ability to educate, provide explicit instructions and demonstrate the task whenever required
- Time Management: ability to use time effectively, creating time estimates and providing realistic deadlines
- Constructive Feedback: helpful advice can help the team member identify areas for improvement



# Conflict Management Skills

- a. Confrontation
- b. Compromise
- c. Collaborating
- d. Reduce Differentiation
- e. Improve Communication
- f. Enhance Resources
- g. Negotiation

**a. Confrontation:** Face-to-face interaction among conflicting parties can reduce conflicts. Confrontation focuses on addressing and realizing the major issues among parties.

**b. Compromise:** It deals with the consideration and bargaining on different wants and demands of employees. Rules, regulations and guidelines in an organization are compromised for smooth operation.

**c. Collaborating:** Resolution of problem are performed through coordination and collective effort of any two parties. Creation of a win-win situation among the conflicting parties.

**d. Reduce Differentiation:** To motivate any employee, common objectives and reduction of differences is the key. Constructive discussion, resolution of conflict and focusing on common goal enhances quality performance.

**e. Improve Communication:** Open communication system for a collaborative idea sharing is recommended for a better performance. Sometimes conflicts arise due to break and barriers in communication and its medium.

**f. Enhance Resources:** Availability of resources such as finance, manpower, equipment and technology are required to decrease conflict at workplace. Proper allocation of these resources will enhance the motivation and willingness to work of any employee.

**g. Negotiation:** Continuous discussion on any issue to reach a specific conclusion is known to be negotiation. Creating a situation where both parties accept and resolve any issue collectively. Win-Win approach of bargaining.

# Negotiation Skills

## **Collective Bargaining:**

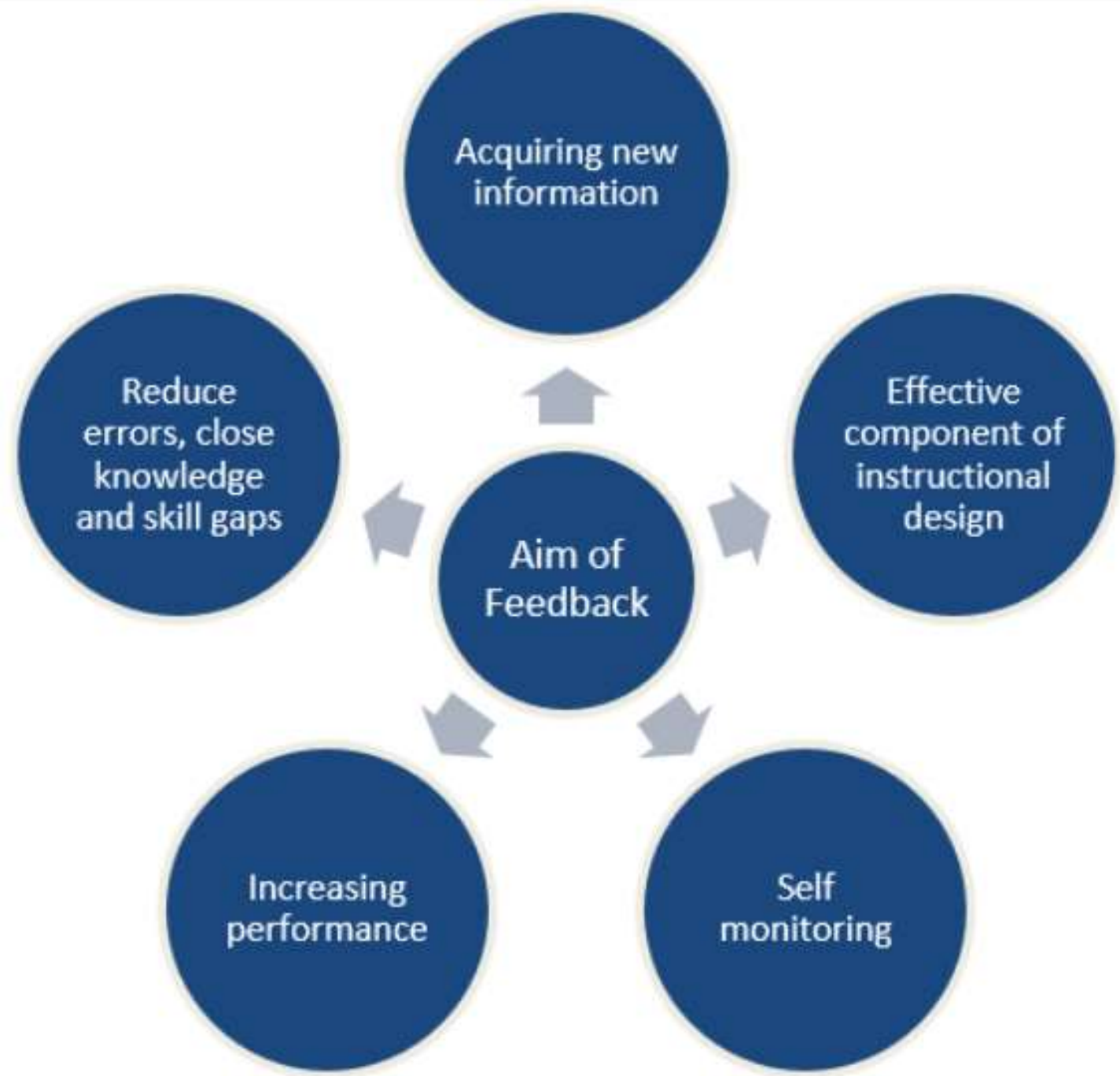
- It is the negotiations between an employer and trade union so as to determine the conditions of employment. The collective agreement regulates the terms and conditions of employees in their workplace, their duties and duties of employer.
- Collective bargaining is the process in which working people, through their unions, negotiate contracts with their employers to determine their terms of employment, including pay, benefits, hours, leave, job health and safety policies, ways to balance work and family, and more

## **Importance of Collective Bargaining:**

- understanding between the employer and the employees
- promotes industrial democracy
- benefits the both-employer and employees
- adjustable to the changing conditions
- facilitates the speedy implementation

# Feedback Skills:

- ❖ Be specific
- ❖ Create goals that match your feedback
- ❖ Share both positive and negative feedback
- ❖ Practice active listening





# Overcoming Barriers to Effective Communication

- ❖ **Use Feedback:** Check the accuracy of what has been communicated—or what you think you heard.
- ❖ **Simplify Language:** Use words that the intended audience understands.
- ❖ **Listen Actively:** Listen for the full meaning of the message without making premature judgment or interpretation—or thinking about what you are going to say in response.
- ❖ **Constrain Emotions:** Recognize when your emotions are running high. When they are, don't communicate until you have calmed down.
- ❖ **Watch Non-verbal communications:** Be aware that your actions speak louder than your words. Keep the two consistent.

# UNIT 8 COMPLETED