

Unit-03

Communication and Interpersonal Skills

What is Communication?

- Communication is a process by which information is exchanged between individuals through a common system of symbols, signs or behavior.
- Effective communication is a necessary condition for managerial functions such as planning, organizing, staffing, leading and controlling.
- “Communication is the transfer of information from a sender to receiver with information being understood by the receiver.” Koonth and Weihrich
- Communication is the lifeblood of any organization because proper management depends on effective communication.
- The term “communication” derived from the Latin word “communis” which means common. Thus, if a person communicates, he establishes a common ground of understanding.

Importance of Communication

- Support to management
- Facilitates control
- Promotes coordination
- Dispute settlement Change
- Promotes motivation

Verbal Communication

- The communication that takes place between two parties orally through face to face interaction, telephone, etc. is called Verbal/oral communication.
- Verbal communication is the use of words to share information with other people. It includes both spoken and written communication.
- For e.g. listening, speaking, reading and writing
- Verbal communication are of two types. Oral and Written
- Oral = Face to face communication, video conference, voice chats and telephone or mobile phones, etc.
- Written = Letters, documents, emails or sms chats, etc.

Written Communication

- Written communication is the exchange of information, ideas or messages through written language in the form of letters, emails, notes, etc. between two or more people.
- Written communication is typically more formal but less efficient than oral communication.
- Some advantages:
 - Suitable for long distance communication

- Creates permanent record of evidence
- Used as a legal document
- Can be sent to many persons at a time

Symbolic(emoji) Communication

- Symbolic communication is the process of sending and receiving messages without using words, without speaking or written.
- It is also called Non-verbal communication.
- Non-verbal includes facial expressions, the tone and pitch of the voice, gestures through body language, eye contact etc.

Presentation Skills and Public Speaking

- The word “Presentation” comes from the word “present” which means ‘to introduce formally’.
- Presentation skills are related to the skills of demonstration, presenting a lecture, introduction or speech meant to inform, inspire, motivate, build goodwill or present a new idea/product.
- Presentation usually requires preparation, organization, event planning, writing, use of visual aids, dealing with stress and answering questions.
- Finally, presentation skills can be defined as a group of skills that create ability in an individual to convey his desired information to the audience in an effective way, engage the audience, remove ambiguities from their mind and understand their mindset.
- A successful presenter knows the audience well and moulds his/her presentation accordingly.

Key Elements of Presentation

- Presenter
- Audience
- Message
- Method of Delivery
- Reaction

Components of Presentation

- Selection of Content
- Select the topic
- Search information from all possible resources
- Get facts based information from text books and encyclopedia
- Content must be related to the topic and avoid unnecessary information

Delivery

- Topic of the presentation should be announced first
- Presenter should maintain eye contact with the audience
- Environment should be friendly

→ Important topics should be giving more time

Design

- Presentation should be design uniquely
- Text colour should contrast with the background colour
- Put relevant images with the text
- Images should explain the text

Questions and Answers

→ At the end of the presentation, encouraged your audience to ask questions and discuss their ambiguities if they have any.

Public Speaking

- Public speaking is speaking to a group of people in a structured, deliberate manner intended to inform, influence or entertain the listeners.
- Public speaking, also called oration or oratory, is the process of communicating information to a live audience.
- Public speaking is when you stand before an audience and deliver a speech on a topic. This could be at a formal or an informal occasion.
- The purpose of public speaking can range from simply transmitting information, to motivating people to act or simply telling a story.

Characteristics/Skills of Public Speaking

- Clarity
- Make your speech brief
- Make your speech Interesting
- Confidence
- Audience Oriented
- Presentation style
- Focus on your body language

Types of Public Speaking

1. Informative Public Speaking

→ When a person gives a speech before an audience to impart information on a particular topic or issue, it is said to be an informative speech. Examples: Business presentations and seminars in colleges

2. Persuasive Public Speaking

- Persuasive speeches are those where one tries to persuade or convince a group of people. These speeches aim to influence and change the opinions of the audience. Examples: Persuasive speeches are most used by sales and marketing people to promote a product or service.

3. **Entertaining Public Speaking**

- Entertaining speeches are those where one tries to commemorate or humor the Listeners. The speakers make them happy through jokes and short stories. Examples: Standup comedy shows, comedy champions, etc.

Cross-cultural Communication

- Culture is the way of life, especially the general customs and beliefs, of a particular group of people at a particular time.
- Understanding cross-cultural communication is important for any company that has a diverse workforce or plans on conducting global business.
- Cross cultural communication occurs between the people belonging to different cultures.
- It is a field of study that looks at how people from different cultural backgrounds communicate with each other.
- This type of communication involves an understanding of how people from different cultures speak, communicate and perceive the world around them.

Importance of Cultural-communication

❖ Better Progress

- Every industry is dependent on its employees for better progress and more profit-earning sources. It is quite understood that Cross-cultural communication directly influences the relationship between the managers and the employees.

❖ Cultural Influence

- There is no doubt that cultures play a vital role in determining how we talk with one another. In case there is an absence of harmony and a sense of equality due to cultural backgrounds, it can lead to a chaotic situation.
- The organization will not be able to manage all its employees under the same roof. Cross-cultural communication solves this issue and enhances the productivity of the members.

❖ Management

- All the employees working there will belong to different cultures and religions.
- The company executives will develop some benchmarks for all of the team.
- Each member would have to act the same and treat everyone with equality.
- Any discrimination based on culture should be prohibited.

Emotional Intelligence

- Expressions of emotion depend on regulation of emotion for self or others
- Persons who are capable of having awareness of emotions for self or others and regulate accordingly are called Emotionally intelligent.
- Emotional Intelligence helps in determining the capacity of an individual to manage his as well as other's emotions within the group.
- Since, it focuses on an individual's personal as well as group abilities.
- Finally, EI is recognized, understand & manage our own emotions. Recognize, understand and influence the emotions of others. The capacity to be aware of, control & express one's emotions & handle interpersonal relationships empathetically.

Nature of Emotional Intelligence

- Self-Awareness
- Self-Management/ Self-regulation
- Motivation
- Empathy
- Social Skills

Significance of Emotional Intelligence

- Build strong relationship
- Better empathy skills
- Acting with integrity
- Respect from others
- Improved career prospects
- Manage and change more confidently

Interpersonal Communication

- It is an exchange of information between two or more people.
- It is the process by which people exchange information through verbal and non-verbal messages.
- Interpersonal communication is the process of exchange of information, idea and feelings between two or more people with verbal and non-verbal methods. Examples: conversation, meetings, discussion, interview, etc.
- Interpersonal skills also include:
 - Ability to listen and understand
 - Problem solving
 - Decision making
 - Personal stress management

Characteristics of Interpersonal Communication

- Includes two or more people
- Verbal and non-verbal
- Exchange information
- Dynamic

Time Management and Mind Management

- Time management is the art of making best use of available time for the benefit of the organization.
- Time management is the process of organizing and planning how to divide your time between specific activities.
- Good time management enables us to work smarter
- Time is a non-renewable resource once it is gone, it is gone. So utilize and manage it.

Importance of Time Management

- Making Decisions
- Clarify what need to be done and its level of priorities
- Planning how things are to be done
- Monitoring Progress

Mind Management

- The act or skill of controlling, organizing and coordinating the activities of the mind in order to achieve defined objectives.
- It is important to manage our mind because mind helps us achieve our short-term and long-term goals.
- There are 4 types of mind: soul-mind, body mind, emotional mind and rational mind
- Brain play the vital role to control our mind. Brain control what we think and feel, how we learn and remember and the way we move and talk.