

Effective

Business Communications

7th EDITION

HERTA A. MURPHY
HERBERT W. HILDEBRANDT
JANE P. THOMAS

Chapter : 14

Strategies for Successful
Speaking and Successful
Listening

MQ

<http://www.slideshare.net/Subjectmaterial>

Course Outline

Marks Distribution

| | |
|----|----------------------|
| 50 | Terminal Examination |
| 20 | Mid Term Examination |
| 15 | Quizzes |
| 15 | Final Assignment |

| S. No. | Chapter No. | Final Exam Q. No. | Chapter Heading | Date |
|--------|-------------|-------------------|---|---------------|
| | | | Introduction | July 2, 2012 |
| 1 | 11 | 1,2 | Short Reports | July 4, 2012 |
| 2 | 12 | 3,4 | Long (Formal) Reports | July 9, 2012 |
| 3 | 13 | 5 | Proposals | July 11, 2012 |
| 4 | 14 | 6 | Strategies for Successful Speaking and Successful Listening | July 16, 2012 |
| 5 | 15 | 7 | Strategies for Successful Informative and Persuasive Speaking | |
| 6 | 16 | 8 | Strategies for Successful Interpersonal Communication | |
| 7 | 17 | 9,10 | Strategies for Successful Business and Group Meetings | |
| 8 | 18 | 11 | The Job Application Process - The Written Job Presentation | |
| 9 | 19 | 12 | The Job Application Process - Interviews and Follow-Up | |

PROJECT

Speaking



- A workshop by a group

Writing - blog



- Post regular events
- Stories
- Learnings
- Administrator
- Proof readers

Assign Number

| Sr. No. | Name | |
|--------------|-------------|--|
| A: Alpha 1 | Jawed | |
| B: Bravo 1 | m. Rashid | |
| C: Charlie 1 | Jahanzaib | |
| D: Delta 1 | Mudassir | |
| E: Echo 1 | m. Usman | |
| F: Foxtrot 1 | Ali Murtuza | |
| G: Golf 1 | | |
| A: Alpha 2 | | |
| B: Bravo 2 | | |
| C: Charlie 2 | | |

PREVIEW

Strategies for Improving Oral Presentations

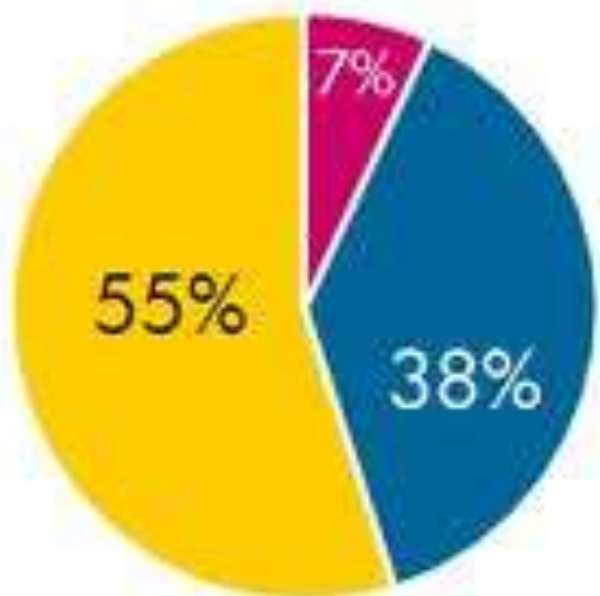
- 1. Steps for Preparing effective oral presentations
- 2. Kinds of oral presentations xx
- 3. Ways of delivering the oral message
- 4. Strategies for an effective oral delivery
- 5. Strategies for an effective non verbal delivery

Strategies for reducing Stage Freight

- Signs of discomfort
- Strategies for decreasing Speaking fears

Strategies for Improving Listening Skills

- Faults in listening
- Purposes for listening
- Results of Good listening



Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

Steps for Preparing effective oral presentations

Determine the purpose

- To inform or instruct
- To persuade
- To entertain

Analyze the audience and occasion

- Understanding the audience and occasion makes it easier to get your message through.

Select the main ideas for the message

- You must be able to summarize your speech in one or few phrases; if asked to do so

Research the topic

- Collect facts, data, information which are relevant and updated

Organize the data and write the draft

- Introduction (PAL)
 - Porch: Get attention
 - Aim: Make your purpose clear
 - Layout: roadmap
- Body: main purpose
- Summary / conclusion: review what has been said or draw conclusions

Create visual aids

- Add them to support your message only

Rehearse the talk

- 3 rehearsals are recommended
- Imagine the audience
- Use transitional phrases
- Talk one point at a time
- Include visual aids
- Anticipate questions
- Stop at the allotted time

3. Ways of Delivering the oral message

Extemporaneous

Allows a speaker to use notes and use outlines

Allows more eye contact, builds rapport, allows easy movement

Reading

Political figures , TV news casters use this method

Teleprompter allows the style, keeping eye contact

Memorization

A risk of memorization is that you may forget certain part or any specific word

Speaker may lose credibility

Impromptu

Speaking without preparation

Often this is also rehearsed

4. Strategies for an Effective Oral Delivery

Pitch

- The highness or lowness of your voice is pitch, it should be varied
- Monotone: no variation
- High or Low voice: People having high or low voice usually can't bring in variations

Rate

- Rate: words per minute
- 80-160 wpm
- 80 to 250 wpm
- Pause is important called 'Oral White Spaces'

Volume

- Contrast in emphasis
- Controlled breathing
- Breathe deeply and slowly before starting a sentence
- Volume according to audience size

Vocal Quality

- This is natural but speech therapy could help
- Husky, throaty, deep, loud, vibrant, dynamic, mellow, harsh, shrill, effeminate, masculine, gentle, ringing etc

Pronunciation

- You are expected to be correct in business world
- Jargons
- Regional accents
- Added or omitted sounds
- Listen to educated or cultured ppl of community
- Consult a recent dictionary

5. Strategies for an Effective Non Verbal Delivery

Posture

- How you sit, stand, move communicates about you
- Your outward appearance mirrors your inner mood
- Sagging or erect posture
- Casual appearance is usually liked
- Formality may be required in corporate meetings

Movement

- Movement helps to hold attention, to get rid of nervousness, to suggest transition, to increase emphasis

Gestures

- Emblems; Thumbs up
- Illustrators; explaining
- Affect displays; sad, happy
- Regulators; Give variety /adjust
- Adapters
- Use Gestures to emphasize, point, describe, reject
- Suggested to vary gestures, watch timing with thoughts, adapt to the size of group

5. Strategies for an Effective Non Verbal Delivery

Facial Expressions

- Don't show that you are not interested, or worried, angry or not comfortable
- Eye Contact is very important
- Show sincerity

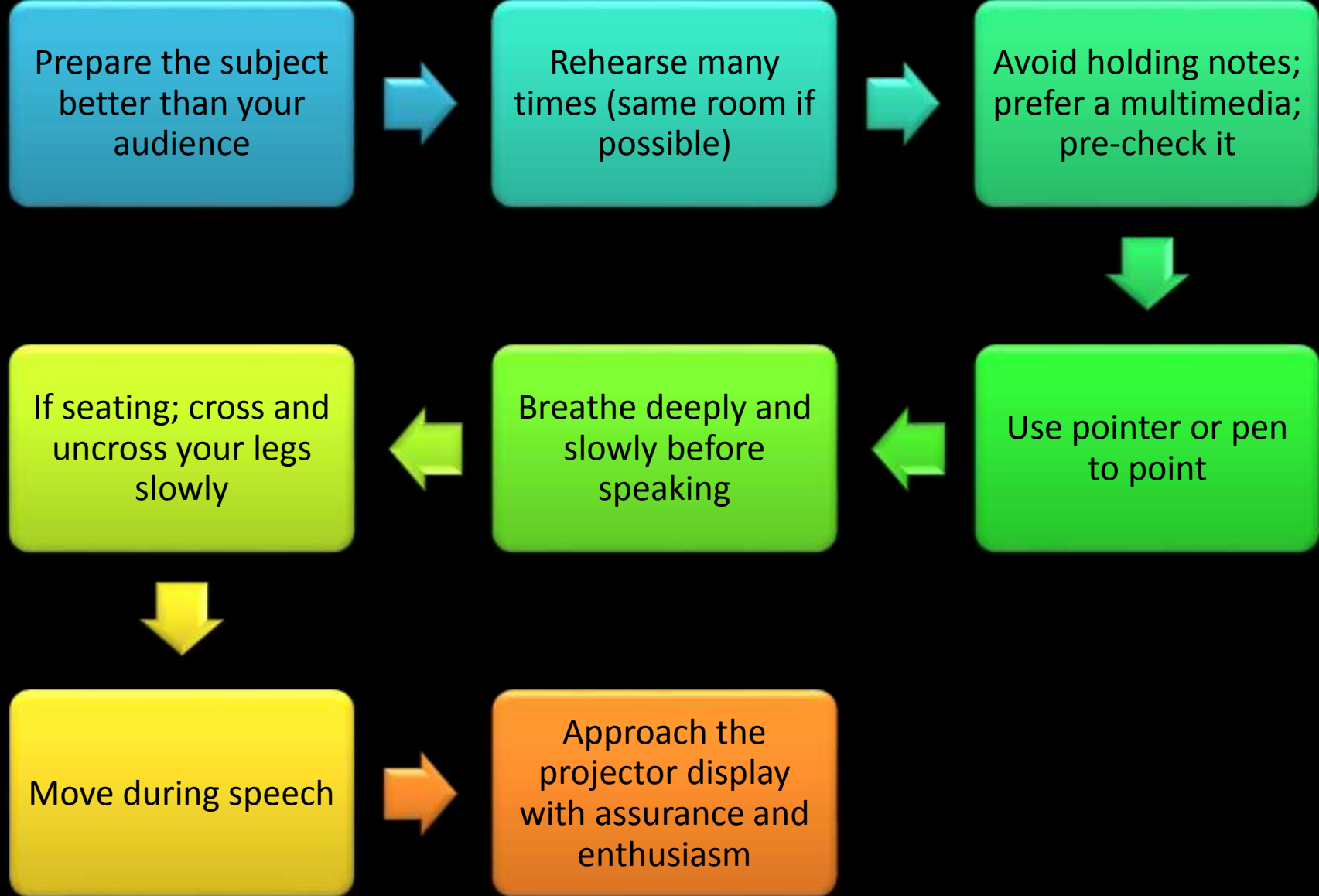
Appearance

- Dressing may be formal, casual, business casual, smart casual
- Dress according to the occasion; a party, picnic, interview, meeting all have diff dress codes

STRATEGIES FOR REDUCING STAGE FREIGHT

1. Stage Freight is Universal
2. Signs of Discomfort
 1. The heart rate increases
 2. Blood pressure and body temperature rises
 3. Mouths feel dry
 4. Palms are sweaty
 5. Voice is trembling

Check list: to reduce Stage fright



STRATEGIES FOR IMPROVING LISTENING SKILLS

- Faults in listening
- Purpose for listening
- Results for Good Listening

Faults in Listening

- Prejudice (prior liking/ disliking) against the speaker
- External Distractions
- Thinking Speed
- Premature evaluation
- Delivery

Purposes for Listening

- To gain new information and ideas
- To question and test evidence and assumptions
- To be inspired
- To improve your own Communication

Results of Good Listening

- Leads to helpful, positive attitudes
- Improves two way communication
- Good feedback encourages speaker's speech
- Improves gain of information
- Help listeners understand people and work with them
- Helps the speaker to be open and sincere

How to improve your listening skills

Be prepared

If you have to do it do it with positive attitude

Listen to understand not to refute

Focus your attention

Concentrate on Context

Ask question only when asked or it does not affect the presenter's speech

Summarize and evaluate

Take Away

- Bring following in Monday's class
 - Project proposal for blog
 - Seminar's title
 - 2 groups made