



TEKsystems Global Services

Importance of Communication

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**“Effective communication is 20% what you know and
80% how you feel about what you know.”**

- Jim Rohn

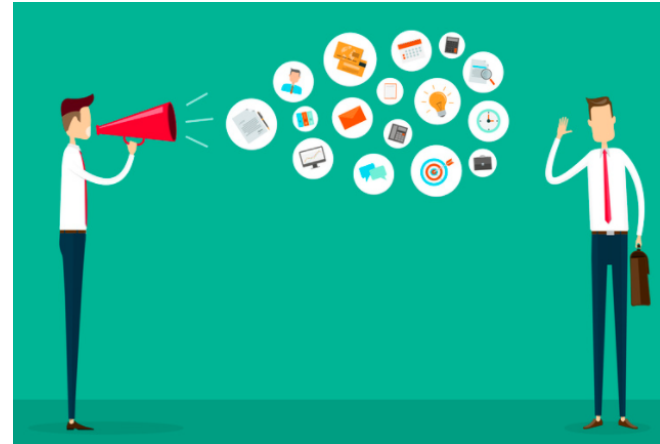
History of Communication

Origin – 500,000 BC
Use of first symbols – 30,000 BC
Petroglyphs – 12,000 BC
Pictograms – 9000 BC
Writing – 4000 BC
Alphabets – 2000 BC
Printing – 1305
Telegraph – 1792
Telephone - 1876
Email - 1965

What is Communication?

Communication is imparting or exchanging information. In any communication, there are multiple elements:

- Sender
- Message
- Channel
- Receiver
- **Interpretation** on both ends



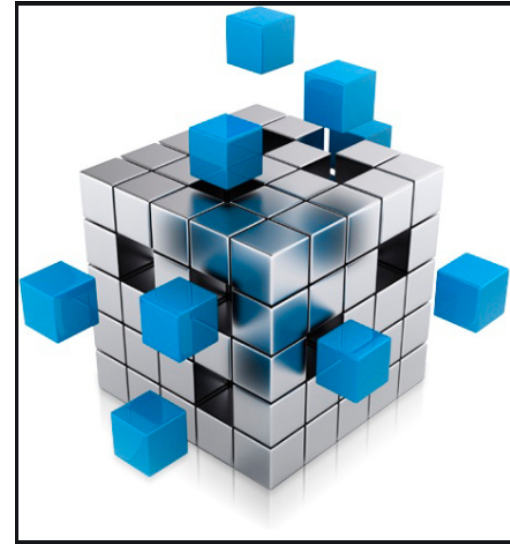
Ways of Communication?

- Written
- Electronic
- Face-to-face
- Responsive
- **Interpretation** on both ends



Dimensions of Communication

- Internal and external
- Formal and informal
- Vertical and horizontal
- Official and unofficial
- Written and oral, and verbal and nonverbal





Importance of Communication

This is the result of LinkedIn survey in 2016 conducted in the United States, for top soft skills:

1	Communication	57.9%
2	Organization	56.5%
3	Teamwork	56.4%
4	Always Punctual	55.9%
5	Critical Thinking	55.8%
6	Social Skills	55.8%
7	Creativity	55.0%
8	Interpersonal Communication	55.0%
9	Adaptability	54.9%
10	Friendly Personality	54.6%



Importance of Communication – How does it help?

- Enhances your professional image
- Good communicators have higher self-esteem
- Maintain good professional work culture
- Deliver and understand information quickly and accurately
- Allows to speak concisely
- Avoid misunderstanding and frustration
- Build good rapport
- Building trust
- Being Valued and respected
- Building long-term relationship
- Team building



Top communication skills?

- Listening
- Body Language
- Conciseness
- Confidence
- Respect
- Speed
- Maintain Positivity
- Keeping everyone involved
- Clarity
- Ask questions
- Tone & voice modulation
- Keep sharpening your skills



Communication Plan

From the project management perspective, there must be a communication plan in place which covers the followings:

- Customer Stakeholders
- Internal Stakeholders
- Communication Deliverables
- Communication Channel
- Resource Management
- Performance Management
- Escalation Matrix
- Contact List
- Sometimes a RACI Matrix

**“Communication works for those
who Work at it”**
- John Powell



THANK YOU

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