Communication between humans comes in many different forms including verbal and non-verbal communication.

The use of space, body movement, touch and paralanguage (intonation, pitch, speed, gestures etc) convey more than simple words alone. Adjusting one’s communication techniques to the appropriate audience and subject is in important part of effective communication.

It is important to have a strategy and a plan when communicating with an audience. The same techniques cannot be used when presenting to a class of pre-school students as would be used when presenting to an auditorium of professionals.

It is also important to consider unconscious gestures such as fidgeting, throat clearing or even the inserting of ‘ums’ and ‘ahs’ when presenting.

Body language is important when presenting, especially when endeavouring to not alienate audiences by coming across as arrogant uncertain. Being mindful of and practicing illustrator gestures will assist with communication and getting the message across.

Communication is a two-way medium. The above covers how to communicate, however we also need to consider how we are communicated to. In order to fully appreciate the information being provided the use of the Hurier model is appropriate.

The six stages of the Hurier model are:

* Hearing
* Understanding
* Recalling (remembering)
* Interpreting
* Evaluating
* Responding

By following this model, the information provided by the person who is doing the communicating is more likely to be understood.