**Principles**

* Everything we do is a form of communication
  + Tone
  + Body language (e.g. how you sit in an interview)
* How we begin our message determines the outcome
* Delivery affects message
* Real message is one received, not the one intended
  + Context
  + How message is received e.g. sarcasm, jokes
* Two way street

**Effects on Business (Poor Communication)**

* Loss of potential business
* Mistakes
* Lack of coordination
* Damage to corporate image
* Employee frustration
* Poor morale

**Barriers to Communiction**

* Language barrier (language, blind, deaf, regional dialect)
* Technical barrier (uneducated person)
* Lack of respect (should be mutual, show respect from the start)
* Cultural differences (handshakes vs. bows)
* Personal (Don’t get along)
* Physical (Body language)
* Geographical (Distance – remedied by email and other technologies. Time-zones)
* Organisational (restrictive policies e.g. lack of insurance stopping you from entering somewhere

Verbal/Vocal/Visual(Body language – sit forward when hammering home a point and sitting back at a relaxed moment)

“The most important thing in communication is hearing what isn’t said”

**Body Language**

Positive

* Eye-contact
* Stand up straight
* Relaxed
* Facial expression (Nodding along)
* Movement
* Personal space (keep suitable distance)
* Touching (Some people don’t like it)
* Lean in to show interest
* Sit or stand on the same level as the person you are talking to

**Listening**

* Listening makes the other person want to listen to you
* Builds rapport

**Good Questions**

Closed Questions

* “When did that happen?”
* “What happened at that meeting?”
* Be specific to get the information you desire

**Different Personalities**

* Extrovert
* Introvert
* Supporter
* Director
* Analytical
* Understand each and how they think: establish how to approach them and adapt accordingly.
* Respect differences: each has their own work and ethic and style, be on the same team and try your best to make difficult relationships work.