CT1112 Lecture Five: Effective Communication

➢ **Why?**

➢ **What?**

   ➢ Types

   ➢ Channels

➢ **How?**

Why?

https://www.thefuturesagency.com/technology/future-of-education-and-jobs/131628

➢ According to one study, surveyed companies in the United States and United Kingdom with at least 100,000 employees lost $62.4 million per year on average due to poor communication (Provoke Media, 2022)

➢ Companies led by effective communicators had nearly 50 percent higher total returns to shareholders over companies with less effective communicators at the helm (Provoke Media, 2022)

Communication?

"Communication is the imparting or exchanging of information by speaking, writing, or using some other medium."

Oxford Dictionary

Effective Communication?

"Effective communication is the process of exchanging ideas, thoughts, opinions, knowledge, and data so that the message is received and understood with clarity and purpose"

(Coursera)

6 Communication Truths Everyone Should Know

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https://www.youtube.com/watch?v=zvcbn6WtJvQ

Antoni Lacinai's focus the last 25 years has been to study human communication and psychology in various forms.

Antoni's mission is to reclaim and enhance our analog communication skills in an ever more digital world: Digitalization, Automation, Artificial intelligence, and of course Social media.

➢ As digitization increases, empathy decreases

➢ We are becoming more and more impatient: 25 years ago attention span was approx. 20 minutes, now?

➢ You cannot NOT communicate: interruptions, NVC, eye contact,

Antoni Lacinai
Global Speaker

Communication: Types

- Verbal Communication
- Non-verbal Communication
- Written Communication
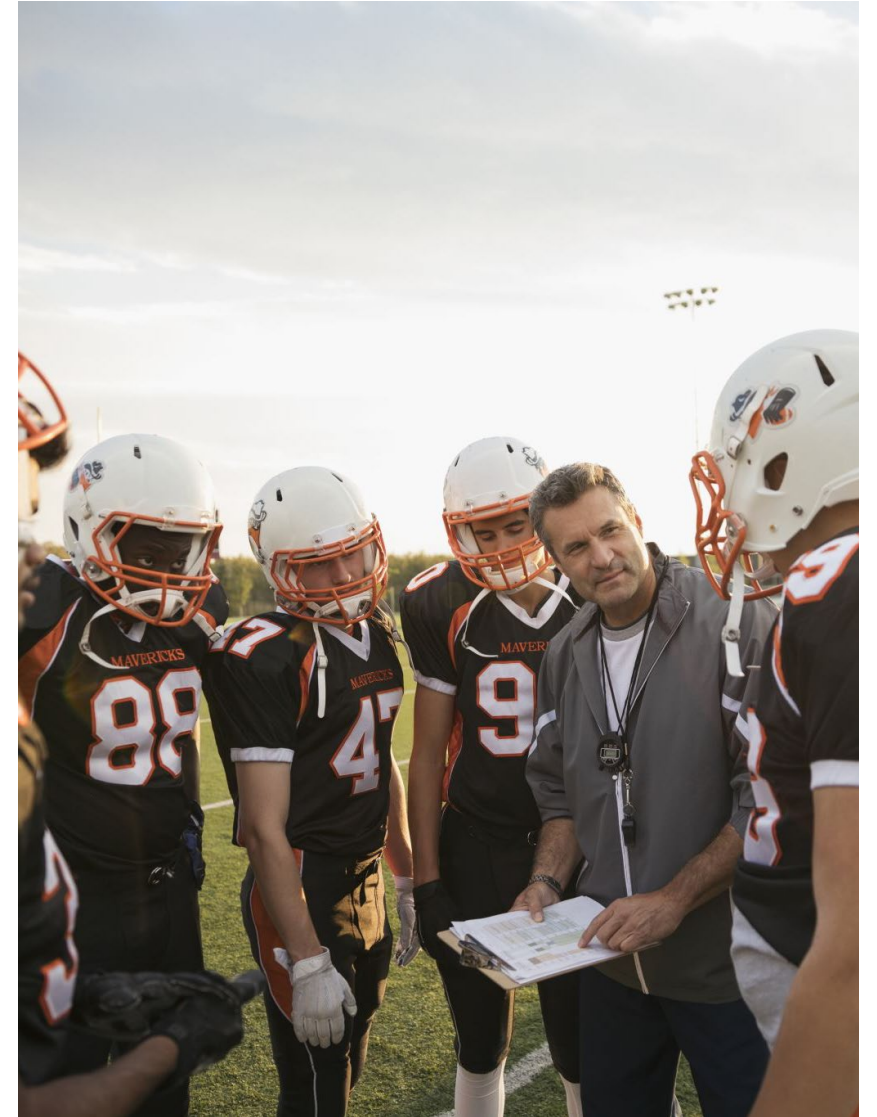- Visual Communication
- Listening

Verbal

"The more you say, the less people remember. The fewer the words, the greater the profit."

Francois Fenelon

"I have noticed that nothing I never said ever did me any harm."

Calvin Coolidge

Verbal: Exercise

➤ Back to Back Communication Exercise:

➤ How well did the first person describe the shape to their partner?

➤ How well did the second person understand the instructions and how close were they to duplicating the actual shape of the picture?

➤ Problems? Frustrations? Workarounds?

NVC

"The most important thing in communication is to hear what isn't being said." **Peter Drucker**

➢ Turn to person beside you: *"Nice to meet you"*

➢ In face-to-face conversation, body language plays an important role. Communication is 55 percent non-verbal, 38 percent vocal (tone and inflection), and 7 percent words, (Albert Mehrabian)

➢ Up to 93 percent of communication, then, does not involve what you are actually saying.

Written

"If I had more time, I would have written a shorter letter."

Blaise Pascal

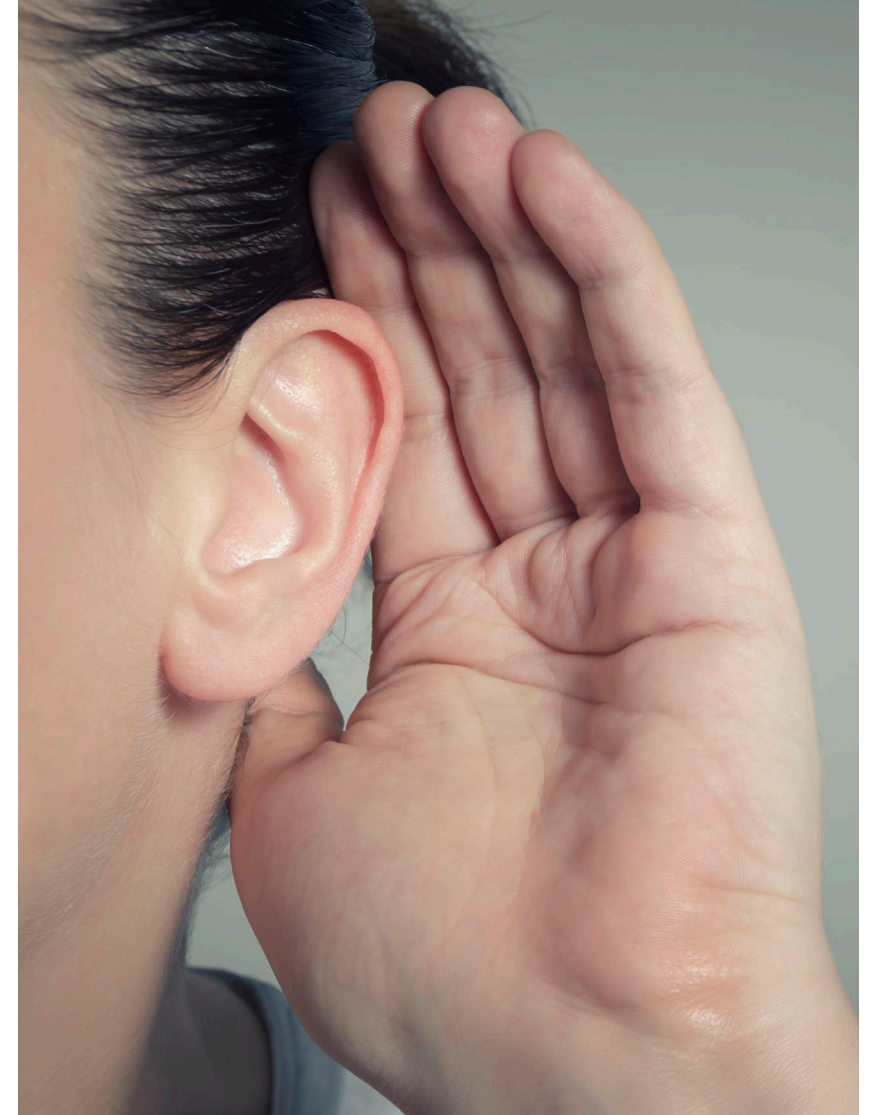*"I believe more in the scissors than I do in the pencil."*

Truman Capote

Active Listening

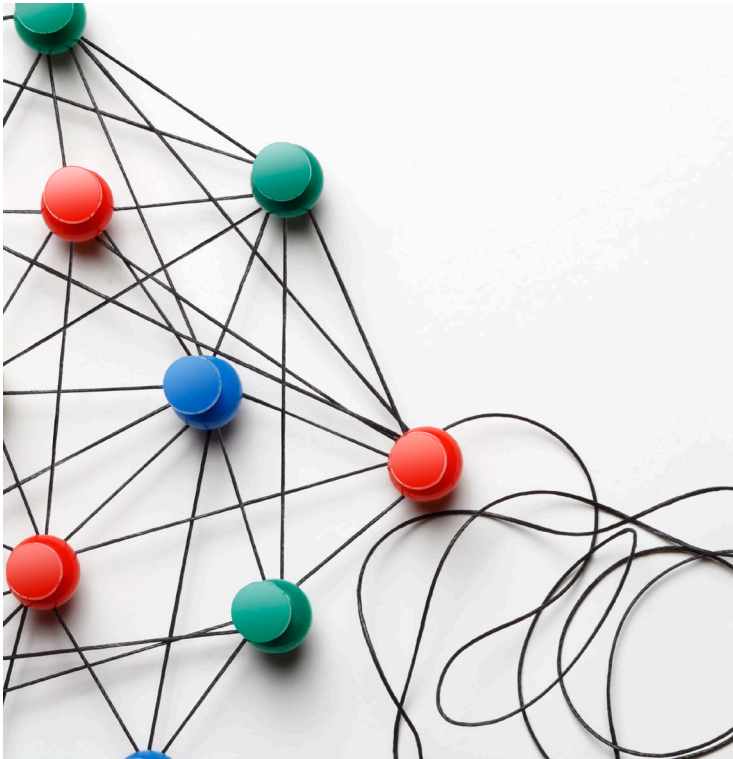➤ *"We never listen when we are eager to speak."*

Francois de la Rochefoucauld

➤ *"We have two ears and one mouth so that we can listen twice as much as we speak."*

Epicetus

Channels

"*The more we elaborate our means of communication, the less we communicate.*"

J.B. Priestley

Developing Professional Skills

7 C's of Communication

➢ Clarity

➢ Coherence

➢ Confidence

➢ Correctness

➢ Conciseness

➢ Concreteness

➢ Courtesy

Communication Tips

1. You cannot NOT communicate

2. First Impressions last

3. Communicate with empathy

4. Communicate with energy

5. Be Interested rather than interesting

6. Practice: time, effort, willpower

Communicate with Empathy

"*Effective communication is 20% what you know and 80% how you feel about what you know.*"
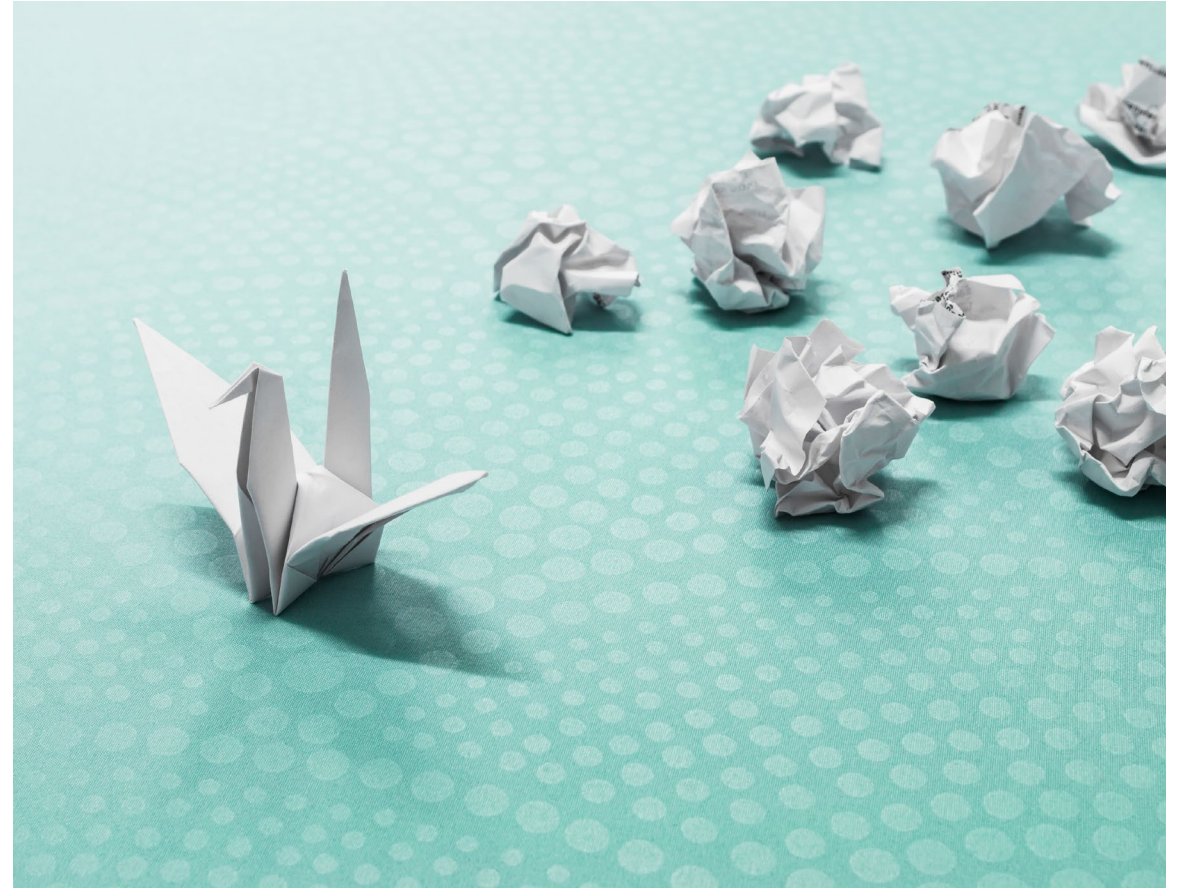
Jim Rohn

Be Interested

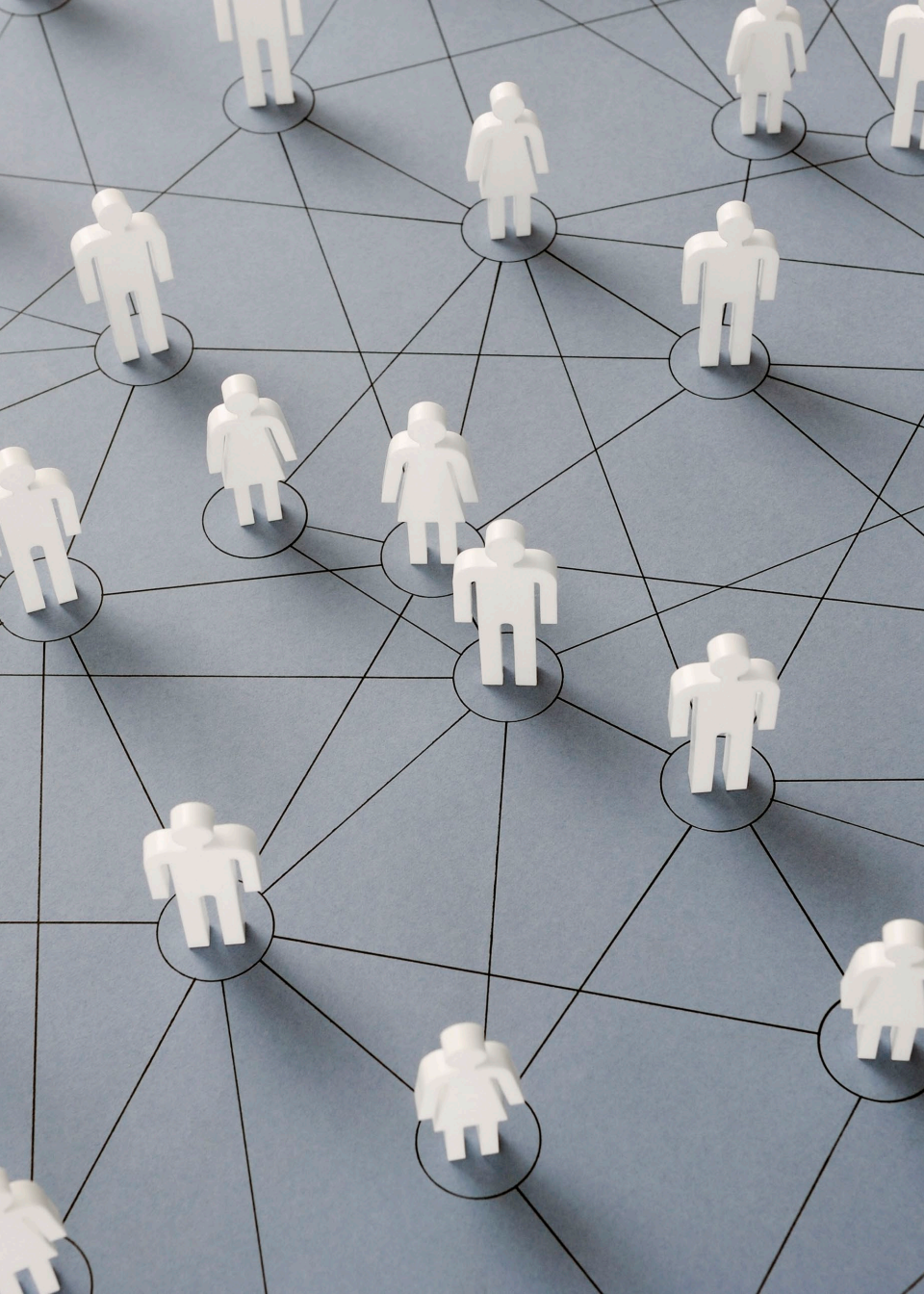*"Wise men speak because they have something to say; Fools because they have to say something."*

Plato

Practice

"Communication works for those who work at it."

John Powell

CT1112 Lecture 5 Review

Lecture 4:

➤ Effective Communication

Lecture 5:

➤ Written Communication

➤ Writing Skills