



Business English Co-Teach Series 2
Module 6



General Guideline

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Articulation Skills

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What is Articulation?

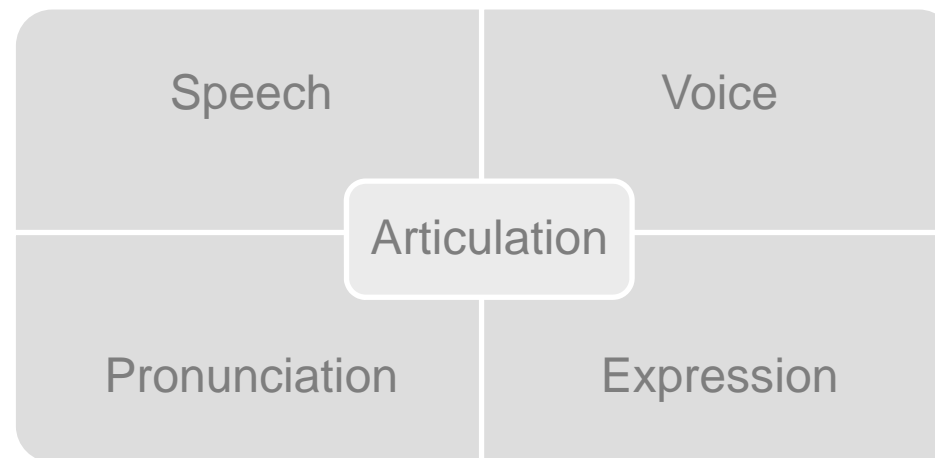
- Speaking is used as a platform to exchange ideas, get something done, work out conflicts/ negotiate deals or to enhance interpersonal effectiveness.
- Speaking skills involve the ability to articulate our thoughts clearly. This means
 - stating one's point of view
 - giving an explanation
 - sharing one's feeling
 - asking and responding to questions
 - structuring one's points as part of the verbalization

The 4 commandments of Articulation

- Articulation is Capacity of thought, and Capability of structure.
- Articulation is NOT only quality of English
- Articulation is NOT only verbal communication.
- Articulation is GOOD communication.

Articulation Skills

To articulate is to say or pronounce something in a manner that can be clearly understood when you are expressing an idea or thought.



1. Speech as Interaction

Features:

- Focus is on speaker's identity
- Message is secondary
- Is more a social function
- can be in formal or casual
- Reflects role relationships
- Is a joint construction

Skills involved:

- Opener and closure
- Small talk
- Recounting experiences
- Taking turns
- Interjecting
- Suitable responses

E.g. Exchange greetings, small talk, chit chat, share experiences etc.

2. Speech as Transaction

Features:

- Focus is on information
- Message is the key
- Importance to making oneself understood accurately.
- Significance is given to giving and receiving information
- Negotiation and digression

Skills:

- Describing/explaining
- Probing/clarifying
- Confirming
- Agreeing and disagreeing
- Giving suggestions
- Justifying
- Making comparisons

E.g. Team meetings, client calls, negotiations, decision making etc.

3. Speech as Performance

Features:

- Focus is on message and audience
- Structured and organized
- Form and accuracy is the key
- Importance to language
- Monologue

Skills:

- Use of right format/structure
- Sequencing and organizing information
- Audience orientation
- Language skills
- Overall impact-from opening to closure

E.g. Presentations, sharing information with the team, welcome speech, debate etc.

Speaking Face To Face

- Face to face communication remains one of the primary ways to career success even in this computer age.
- “Reliable and regular face to face communication promotes more than just good feelings; promotes effective and collaborative teamwork.”
- 67% of managers say their organization would be more productive if their superiors communicated more often by personal discussion.
- Personal discussion is the foundation of communications. It enables all the other forms of communication; builds trust and minimizes misinterpretation and misunderstanding.

Techniques for Face To Face

- Prepare by using the KNOW model
- Focus on the object and the person; the human element and the context
- Use Active Listening Skills
- Speak, Pause, Listen
- Ask for Feedback
- Pay attention to your and your audience's body language

Communicating over the Phone

- Aside from face-to-face interaction, telephone communications are also effective in passing information without missing any important point
- greater emphasis should be on the words and audio to create a mental image of ourselves, our feelings, and our intentions in the listener's mind
- strive to build and maintain a level of confidence and trust with the other person on the line
- ensure to communicate not only what you are saying clearly, but also that you have understood what that person is saying

Benefits of telephone conversation.

- Saves time especially in time sensitive issues
- Contact any person at any time
- Can connect people on different locations at one time
- Aids in communicating sensitive message without discomfort.

Benefits of Face to Face Interaction

- Personal touch
- Nonverbal support
- Instant rapport building
- Dialogue among many
- Builds confidence, credibility and trust

What do you do?

- You want to stop the constant quarrels among your friends group who are from three different colleges.(conflict)
- You just heard that your classmate's family member passed away.(emotion)
- You want to motivate your project team to complete the project on time and to do an excellent job so that the HOD recognizes it as the best one. (priority)
- Your teacher has asked you to attend an intercollege debate in another city although you are not very keen (hierarchy)
- Your rich uncle from US has come down for a holiday and wants you to accompany him on all his visits to the relatives house. You don't want to, yet you agree (gain)

Recall moments: Think of incidents where face to face communication would have/ did turnaround a situation to a positive outcome

Scenario 1:

Paul works for Anna's team, he has been an above average contributor. Lately, he is been distracted because of several reasons. Anna who has been a supportive team lead wants to talk to him about his slipping performance.

Which medium of communication do you think is best in this case? How will Anna carry the discussion and give it a meaningful closure?

Scenario 2:

Shyam, a project manager has been assigned a new project and is based out of Bangalore. His team is spread across multiple locations. Since it is a new technology, Shyam decides that he needs to work closely with the team and have regular interactions so that he is able to provide them knowledge, solve everyday issues, get regular updates and ensure team bonding.

Which medium of communication do you think is best in this case? What would be the ideal mechanisms that Shyam can use for this?



THANK YOU

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