Principles of effective communication

# General skills

## Adapting content and style to suit audience needs

Being able to change content to suit your current audience.

If you are giving a presentation you need it to fit your audience needs. For example, if you are giving a presentation to teach your audience about e-safety, if you give it to a group of children you need it to be exciting with colour, animations and questions to the audience. If the same presentation was given to a person in power e.g. your boss, then this may seem patronising and rude. Instead you should include informative, formal slides to keep the information clear. This is very important to keep the audience’s attention and make sure the point you are trying to make is being put across.

## Accuracy

Keeping the content relevant, clear and correct

If you are giving an informative talk all content that you give must be correct. For example, if you are giving a talk on CPR and the content you give is not clear enough that the audience didn’t hear it correctly, it may be very dangerous. If the information you give is not set out in a relevant order then again the audience may not hear it correctly. If the information you give is all out wrong, then you are doing more harm than good.

## Techniques for engaging the audience

Methods on gaining and keeping the audience’s attention

Keeping the audience’s attention is very important. If you are giving an informative speech about Company Security it is important that everyone listens. This means that you must have everyone’s attention. Ways of doing this are: questions to the audience, animations/videos, references to well-known things, high tempo/up-beat, having an interesting topic. If this is not done then the attention may not be on you. This means that all of the information you give is not fully received or understood.

# Interpersonal skills

## Techniques and cues

Ways of remembering when to speak or move the presentation forward.

This is very important in a presentation. If you are doing a joint presentation then you need to have cues. This could be anything from remembering key words from the presentation or writing what to say in front of you. If you do not have cues then you may both be stuck waiting for each other to say something which will mean the audience may get bored or lose interest.

## Positive and negative language

Changing tone and language to reinforce a point

If you are giving a presentation/speech then you usually have a point that you are trying to get across. You can use tone and language to put down apposing ideas and showing benefits to your own. This can be overused so you must be careful how much you use it. It can help to share your opinion and facts.

# Written skills

## Emails, letters and fax

It is very important to know how to write proper emails and letters. This is because they will be the most common modes of communication in any workplace. If you are working for IBM’s sales team and you are applying for work on behalf of the company then you need to either use email or letters. If you cannot do this then you cannot achieve the work you applied for due to lack of communication. This will mean that you may not go as high in the company as you fist wished. You could even be demoted or face disciplinary action if this effects your work a lot.

## Spell check

Spell check is a very important tool now days. It is very useful to check emails, letters or even social media posts with spell check. If you are applying for a job a Audi it is a very competitive role. This means that you’re CV or application will be read very quickly and will be shortlisted from there. If you CV contains multiple spelling errors then you are unlikely to get the job. This may mean that you have to work for an inferior employer which could mean that you do not advance as much as you may have liked.

## Emoticons

Emoticons are widely used on social media but they must be used correctly. If you are talking to a possible employer on social media such as yammer, you should probably not use emoticons. This is also true of emails and letters to employers, suppliers, colleague etc. The time to use emoticons is in your free time, perhaps on a lunch break and only to people who you do not interact with in the work environment.