

Week 2- Communication Skills

ICDT 1016Y

Learning outcomes

- ▶ After In this lecture you will be able to:
 - ▶ Explain why communication skills are important
 - ▶ Discuss the various types of oral communication at the workplace
 - ▶ Describe the six stages of listening
 - ▶ Discuss on the barriers to effective listening
 - ▶ Elaborate on the different types of communication



Agenda

- ▶ Why communication skills are important
- ▶ Oral Communication
- ▶ Speaking skills
- ▶ Listening skills
- ▶ Listening Process
- ▶ Barrier for effective listening
- ▶ Techniques for Effective Listening



Why are Communication Skills important?

- ▶ Communication is the heart of every organisation
- ▶ Good reading, writing, speaking and listening are important.
- ▶ Communication skills are important to:
 - ▶ Secure an interview
 - ▶ To get a job
 - ▶ To do your job well
 - ▶ To advance in your career
- ▶ **Activity!!**
 - ▶ Elaborate on each of the above



Activity 1

- ▶ Communication skills are important to:
 - ▶ Secure an interview
 - ▶ To get a job
 - ▶ To do your job well
 - ▶ To advance in your career
- ▶ Discuss why.



Activity 1 Answers

- ▶ Secure an interview
 - ▶ Make sure application letter is read and acted upon
- ▶ To get a job
 - ▶ Communicate well during interview
 - ▶ “ Sell yourself”
- ▶ To do your job well
 - ▶ Request for information
 - ▶ Discuss problems
 - ▶ Give instructions
 - ▶ Work in team
- ▶ To advance in your career
 - ▶ Use initiatives to solve problems
 - ▶ Long term success
 - ▶ Improve products and services



Oral Communication

- ▶ Spend much time talking and listening to colleagues and clients at the workplace
- ▶ Forms of oral communication:
 - ▶ Private discussion
 - ▶ Conversation over lunch
 - ▶ Gossip in the lift
 - ▶ Telephone conversation
 - ▶ Instructing subordinates
 - ▶ Formal meetings
 - ▶ Interview
 - ▶ Training sessions
 - ▶ Seminars/ conferences
 - ▶ Informal gathering of staff



Speaking Skills

- ▶ People find talking easier than writing
 - ▶ However, effective communication, language need to be chosen carefully.
- ▶ Today's workplace, people are required to give presentation
 - ▶ Formal presentation at a conference
 - ▶ Impromptu or prepared speech
- ▶ Need to develop good presentation skills (To be covered in subsequent lectures)



Listening Skills

- ▶ No point in talking if no-one is listening 😊
- ▶ Listening is half of oral communication
- ▶ Skill that need to be practiced
 - ▶ Develop equally like speaking and writing
 - ▶ Consequences of not listening properly can be disastrous
 - ▶ Activity: Explain How?

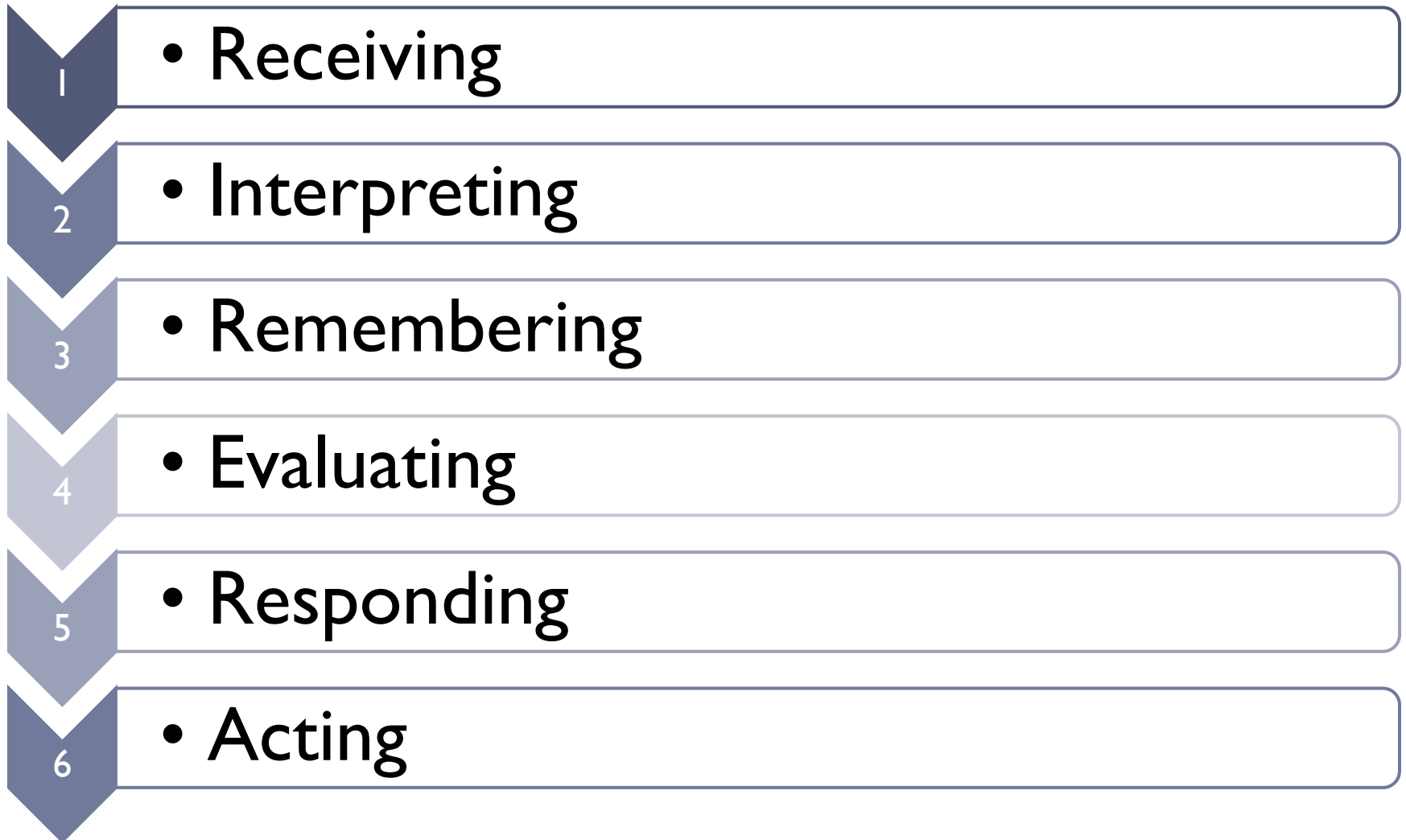


Example – Army guy calling colleague

- ▶ Person Calling: “Send reinforcements!! We’re going to advance!!!”
- ▶ Listener: “Send three or four men... We’re going to dance 😊 ”



Listening Process (1)



Listening Process (2)

▶ Receiving

- ▶ Physically hear the message
- ▶ Take note of it
- ▶ Affected by external factors such as noise, poor hearing and lack of attention

▶ Interpreting

- ▶ Infer the speaker's meaning based on your own experiences and expectations (as well as own values, beliefs, ideas and needs)

▶ Remembering

- ▶ Store message for future references



Listening Process (3)

- ▶ **Evaluating**

- ▶ Consider the points mentioned and assess their importance

- ▶ **Responding**

- ▶ React
 - ▶ Give verbal feedback/ nod/ sound of agreement
 - ▶ Large audience: Applaud/ laugh

- ▶ **Acting**

- ▶ Updates/ Progress Report
 - ▶ Put promised action in writing



Barriers to effective listening

▶ Pre-judgement

- ▶ Some people make assumptions
- ▶ Jump to conclusion or close minds to new information
- ▶ Does not agree to other's belief

▶ Selfishness

- ▶ Some people prefer not to listen but to take control of conversation

▶ Selective listening

- ▶ Mind drift around all over the place
- ▶ Tune out until hear something that attracts attention



Good Vs Bad Listener

Good listener

- ▶ Makes the most of the opportunity
- ▶ Make an effort to concentrate
- ▶ Use body language to show attention
- ▶ Forgives delivery errors
- ▶ Judges content over delivery
- ▶ Interrupts only to clarify
- ▶ Is not obsessed with emotional words
- ▶ Considers evidence

Bad Listener

- ▶ Is easily distracted
- ▶ Daydreams
- ▶ Fakes attention
- ▶ Tune out dryer subjects
- ▶ Tunes out if delivery is poor
- ▶ Tends to argue
- ▶ Reacts to emotions



Techniques for effective listening

- ▶ Prepare to listen
- ▶ Avoid pre-judgement
- ▶ Be open minded
- ▶ Establish eye contact
- ▶ Don't interrupt
- ▶ Watch for signals
- ▶ Judge content, not delivery
- ▶ Extract key points
- ▶ Give feedback
- ▶ Block out distractions



Activity 2 Brainstorming Session

1. Discuss on the different types of communication.
2. Compare and contrast between the types of communication identified above



Activity 2 Ans

- ▶ Written Communication
- ▶ Verbal Communication
- ▶ Non Verbal Communication



Written Communication (1)

- ▶ Involves any type of interaction that makes use of the written word.
- ▶ Advantages:
 - ▶ Do not have to be delivered on the spur of the moment
 - ▶ Can be edited and revised several times before they are sent
 - ▶ Provides a permanent record of the messages and can be saved for later study.
 - ▶ Enable recipients to take more time in reviewing the message and providing appropriate feedback
 - ▶ More appropriate for complex business messages that include important facts and figures
 - ▶ Good writing skills include increased customer/client satisfaction; improved inter-organizational efficiency; and enhanced image in the community and industry.



Written Communication (2)

▶ Disadvantages

- ▶ Impressions and reactions are not exchanged instantaneously.
- ▶ Does not generally receive immediate feedback to his or her message.
- ▶ Can be a source of frustration and uncertainty in business situations in which a swift response is desired.
- ▶ Take more time to compose, both because of their information-packed nature.



Purpose of writing

- ▶ To enquire
- ▶ To inform
- ▶ To instruct
- ▶ To influence



Written communication (1)

▶ Forms of written communication

▶ Letters

- ▶ Business letters
- ▶ Letters of Enquiry
- ▶ Letter of Confirmation
- ▶ Letter of complaint
- ▶ Letter of adjustment

▶ Memos

- ▶ To make request
- ▶ For enquiry
- ▶ To confirm arrangement
- ▶ To explain/ Clarity a situation
- ▶ To amend existing policies



Difference between letter and Memo

- ▶ **Memo**

- ▶ Meant for internal use
- ▶ People who work for the organisation

- ▶ **Letter**

- ▶ People to both inside and outside organisation

- ▶ **Structure of letter and Memo is different**

- ▶ Format and Content is different



Written communication (2)

▶ Reports

- ▶ Orderly, objective message used to convey information from one organisational area to another
- ▶ To assist in decision- making or problem solving
- ▶ Up-to- date supply of information for management to function properly
- ▶ Convey information upwards

▶ Types of reports:

- ▶ Routine or periodic: Issued on regular basis; e.g. production report, maintenance report, financial report.
- ▶ Commissioned or Investigative Report: One- off report, have a specific purpose, e.g.: research report



Written communication (3)

▶ Email

- ▶ Emerged as a highly popular business communication tool
- ▶ Its capacity to convey important corporate communications swiftly and easily has transformed it into a communications workhorse for business enterprises of all sizes and orientations.
- ▶ Users of e-mail technology pay little attention to basic rules of grammar and format when composing their letters
 - ▶ even when they are capturing business correspondence addressed to clients, customers, vendors, business partners, or internal colleagues.
 - ▶ This sloppy correspondence style reflects **a lack of professionalism**
- ▶ The ease and informality of the medium should not be confused with the writing necessary to use it properly.
- ▶ Guidelines should make it clear that all employees are expected to adhere to the same standards of professionalism



Verbal Communication

- ▶ **Telephone conversation**
 - ▶ Prompt response
 - ▶ Immediate Feedback
 - ▶ Confidential
 - ▶ No record of conversation is required
- ▶ **Speech**
 - ▶ Vocalized form of human communication
 - ▶ Formal v/s informal speech
- ▶ **Presentation**
 - ▶ To be covered in details in subsequent weeks



Verbal Communication

► Note:



Effective verbal or spoken communication is dependant on *interpersonal skills* such as non-verbal communication, listening skills and clarification.

Non- Verbal Communication (1)

- ▶ Often considered as Body language
- ▶ At times used unconsciously
- ▶ Add impact to meaning
- ▶ Combine to provide instant impression in a way that written communication cannot



Non- Verbal Communication (2)

- ▶ Posture
- ▶ Facial Expressions
- ▶ Gestures
- ▶ Eye Contact
- ▶ Touching



Summary

Today we have seen:

- ▶ Why communication skills are important
- ▶ Oral Communication
- ▶ Speaking skills
- ▶ Listening skills
- ▶ Listening Process
- ▶ Barrier for effective listening
- ▶ Techniques for Effective Listening
- ▶ Types of Communication

Next Week we'll elaborate on Non-Verbal Communication



References

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