

Effective Communication

Skills of an Effective Executive



Soft Skills

COMMUNICATION

CONFLICT RESOLUTION

STRESS MANAGEMENT

PRESENTATION

PROBLEM SOLVING

COLLABORATION

LATERAL THINKING

LISTENING

CRITICAL THINKING

TIME MANAGEMENT

EMOTIONAL
INTELLIGENCE

CREATIVITY

Organisation Structure



Board of Directors



WHO IS The Best CANDIDATE?



TOP Qualities for an Employee

- COMPETENCE
- CREATIVITY
- COLLABORATION
- COMMUNICATION
- POSITIVE ATTITUDE

PROBLEM
SOLVING

CONFIDENCE
CREDIBILITY
GROWTH

COMPETENCE (Skills + Knowledge + Intent + Desire)



7cs of communication

#1

Clarity

#2

Concise

#3

Correct

#4

Complete

#5

Coherent

#6

Concrete

#7

Courtesy

7Cs of Effective Communication



- **Not About**
 - Accent
 - Talking Posh
 - Uncertainty
- **Its about**
 - Crispness
 - Clear pronunciation
 - Distinct words
 - Loudness that can be heard
 - Talking slow

Diction Exercises .doc

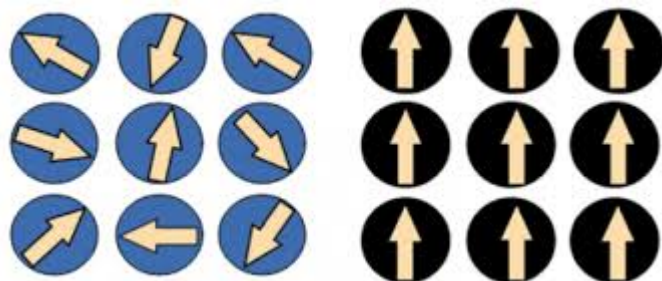
7Cs of Effective Communication

CONCISENESS



- **Not About**
 - Long winding sentences
 - Complex vocabulary
- **Its about**
 - Simple language
 - Short sentences
 - Easy to understand

Coherence



COHERENT

RESPECT THE NATURAL ORDER OF THINGS

Past to Present
Young to old
Breakfast to dinner
Local to global
Slow to fast
Small to large

■ Not About

- Haphazard Delivery
- Nested Speech

■ Its about

- Logical flow of Information
- Structured and timely approach
- Relevance of Metaphors, videos and props used
- Summarising
- Empathising with the audience
- Lingering Audience Connect
- Optimistic Approach focussed on what is possible than “impossible”

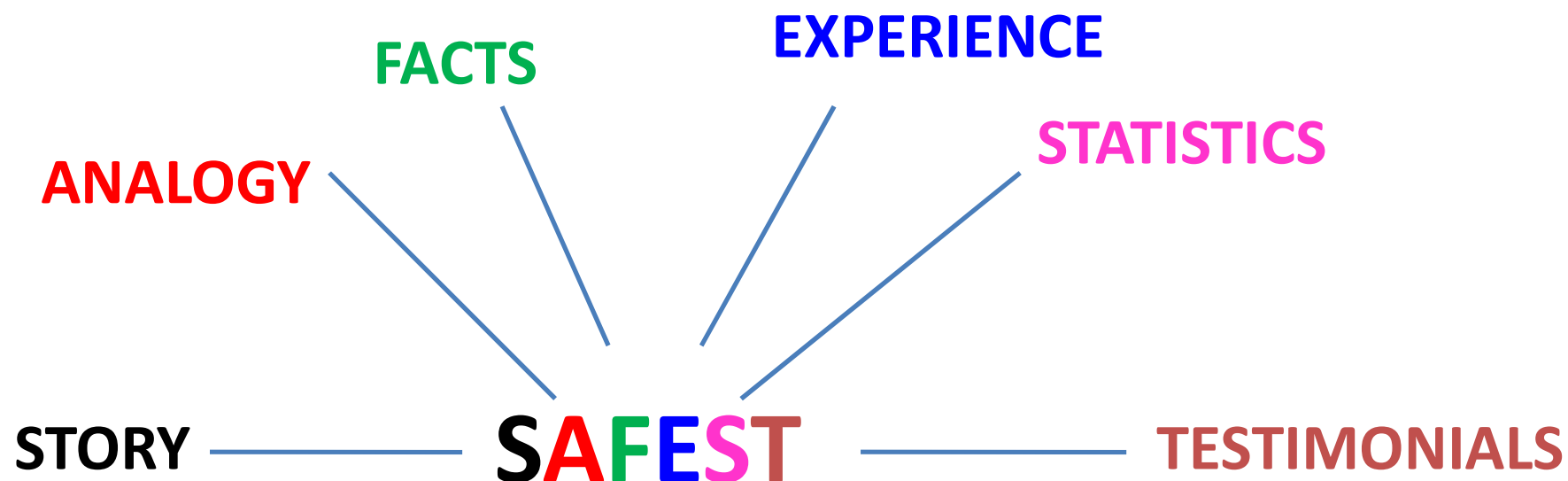
7Cs of Communication



**STAY GROUNDED ON
CONCRETE FOUNDATIONS**

- **Not About**
 - Talking in the air
 - Boasting
- **Its about**
 - Convincing
 - Supporting with evidence
 - Making it stick – Memorable
 - Simple language to reach a bigger audience

Techniques for Driving Across Concepts



- MERITS/DE-MERITS ■ BENEFITS ■ CONSEQUENCES
- RECOMMENDATIONS ■ SOLUTIONS

7Cs of Communication

COMPLETENESS



ALWAYS INCLUDE THE BATTERIES

- **Not About**
 - Missing crucial information
 - Giving half-baked Information
- **Its about**
 - Conveying all facts required by the audience
 - Tailored to the audience understanding
 - Develops and enhances Org. reputation
 - Leaves no question in the audience' mind
 - Provides all info.
 - Captures any action required
 - Helps audience make better decisions

7Cs of Communication



Accuracy, Not error

- **Not About**
 - Bias
 - Giving half-baked Information
- **Its about**
 - The message is exact, correct and well-timed.
 - Accuracy boosts confidence level.
 - Correct message has greater impact on the audience/readers.
 - Provides precise and accurate facts and figures
 - Makes use of appropriate and correct language

7Cs of Communication



■ Not About

- Aggressive communication
- Bias
- Giving half-baked Information

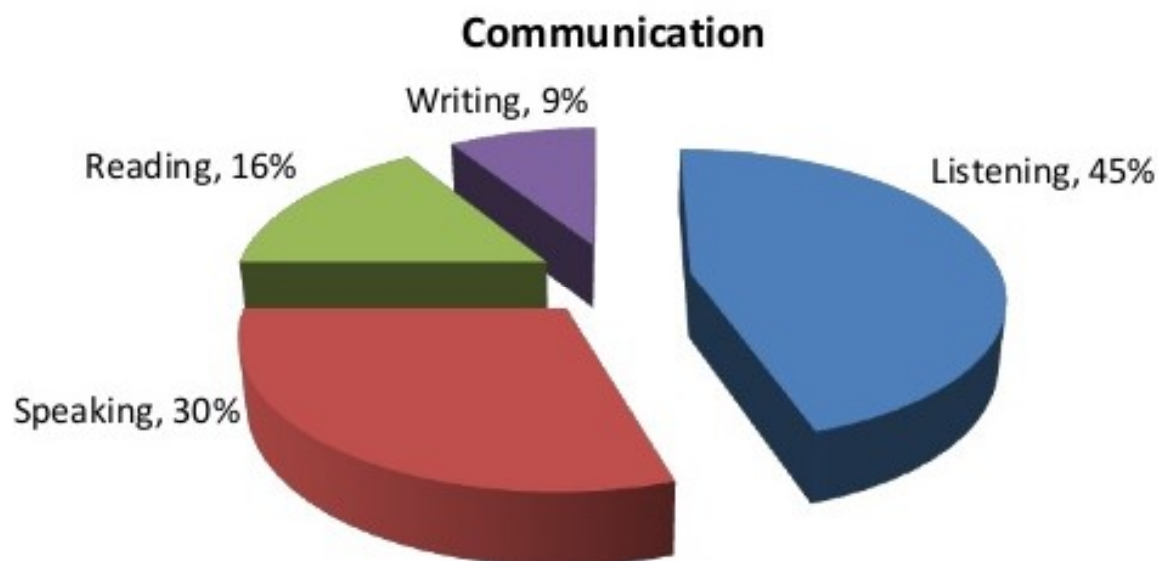
■ Its about

- Shows that sender is polite, judicious, reflective and enthusiastic.
- Contemplates on audience's viewpoints and feelings
- Is positive and focused on the audience.
- Respects the audience



Power of Listening

The Power of Listening



Source: Dr. Lyman K. Steil in "You are the Message" Book

What is your communication rate ?

Effective Listening

Listening Tips

- Eye Contact
- Relaxed attention
- Open mind
- Word pictures
- No interruptions / solutions
- Wait for pauses to ask Q's
- Ask relevant Q's only
- Feel the speaker's feelings
- Give feedback
- Think about what's NOT said



(c) MC Solutions - 2006

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Effective Presentations

Presentation Characteristics

- **Structure:**
 - Introduction – 3minutes
 - Discussion – 15minutes
 - Conclusion - 2 minutes
 - Q&A – 10 minutes
- **Use of Visual aids**
- **Clarity and coherence of Presentation**
- **Presentation Style**
 - Humorous, Content rich, Story Telling
 - Drive Concept through - Anecdotes, Metaphors, similes
- **Presentation Cosmetics**

Preparation

- Objective
- Extensive Topic Research
- Analysis of Audience needs
- Information Organisation, design and content
- Timing the presentations
- Pre-Review and evaluations
- Medium of Presentation
- Familiarity with Location

Presenter Tips

- Professional Appearance
- Smile and Eye Contact
- Good/Positive Gestures and hand movements
- Deliver with
 - Clarity
 - Coherence
 - Confidence
 - Depth of Knowledge
 - 7Cs of Communication
- Practise with Perfection
- Use of stage
- Handling Q&Q with ease and relaxed approach

Tips to overcome stage Fright

- **Conversational Mode**
- **Watch for smiling & encouraging faces**
- **Rehearse, Rehearse**
- **Build Confidence through Pre-review and evaluations**
- **Use the nervous energy to advantage**

Speaking Styles & Process

- **Personal Speeches**

- Humorous
- Story Teller
- Content Rich
- Ted Style

- **Business Presentations**

- Facts & Expectations
- Not passions and possibilities

Presentation Tips

- **Focus on the Audience**
- **Think, Feel, Do, Articulate**
- **Slides –**
 - Only bullet Points on Slides – NO TEXT
 - Min Font - 18
 - Make the presentation picturesque
 - Contrast Colours
 - Do not Use **RED**
- **Keep it simple and short**
- **Tell a story for every point**
- **On Stage**
 - Make a CONNECT With People
 - Dress to Impress
 - Be Comfortable, Relaxed and confident on stage
 - Do not weave – Keep still and move on stage only on purpose
 - Be Enthusiastic
- **Rehearse, Rehearse, Rehearse**

Resume

Resume Writing

- **Advert of skills and experience**
- **Tone should be pleasant and appealing**
- **Data should be noticeable without having to be searched through**
- **Usually accompanied by a covering letter**
- **Interviewer questions come from the Resume**
- **Info should be relevant to the job applied for. All info need not be put**

Actionable Items - Samples

- Increased account base by 50% at two locations.
- Developed friendly, supportive relationships with coffee shop customers, building a loyal base of repeat customers.
- Advised callers on how to make connections.
- Designed and presented hour-long weekly orientation program; doubled membership
- Assembled materials and reports.
- Developed greatly improved filing system saving time.
- Transformed a disorganized warehouse into a smooth-running organization; saved \$250,000 in recovered stock.

AKSHAY KUMAR
Jayanagar, Bangalore | 9980776655 | Akshay.kumar@gmail.com

Name and
Address of
Hiring
Manager

Sub: Position, Referral/Advert
Dear Hiring Manager,

Part1: Introduce Yourself
Part 2: Why should they hire you?
Part 3: Call to action

Thanks & Best Regards,
Akshay Kumar

Express your enthusiasm to work at that company.

Highlight relevant skills that qualify for the role..

Bring out soft skills, passion and prove that you are the best candidate for that job.

Directly link JD with your skills .

What are you going to bring to the table..

Show that you understand the environment and culture of the company and industry
-Market your strengths

Tone: friendly, approachable, and awesome-to-work-with - person you are

- **PART 1: Introduce Yourself**

- **What to Include:**

- Praise for the company and how you have been passionate to work there for a long time.
- Introduce yourself
- In the first paragraph, begin by telling the employer the position you are applying for and how you learned about the opportunity.
- The rest of this paragraph should briefly present basic info about yourself, including: degree, area of study/expertise, and your career goals in terms of how they align with the goals of the company.]

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- **PART 2: Suitability to the Job/Why they should hire you/Sell Yourself**
 - **What to Include:**
 - The second paragraph should respond directly to the job description written by the hiring manager. Describe how your previous job experiences, skills, and abilities will allow you to meet the company's needs. To make that easier, you can (and should) literally include words and phrases from the job description in your cover letters.
 - Key strengths

- **PART 3: CALL TO ACTION**

- **What to Include:**

- The final paragraph is called the “call to action.” Inform them that you’d love to get interviewed.
- Tell them that you’ll be in contact with them in a week if you don’t hear back.
- Thank them for spending the time to read your letter.

Applying Power Words/Cover Letter

- My **name** is [Akshay Kumar]. Thank you for the opportunity to apply for the [Software Engineer] **role** at your company. After reviewing **your job description**, it's clear that you're looking for a candidate can confidently perform the role of a software engineer. Given these requirements, I am certain that I have the necessary skills to successfully do the job adeptly and perform above expectations.
- I am a [result-oriented] recent college graduate [(GPA 4.5, [Computer Science])] from [XXX College]. Throughout my academic career, I was consistently praised as [responsible and result-oriented] by my professors and peers. While working on academic and extracurricular projects, I developed proven [leadership, problem-solving and communication soft skills] skills, which I hope to leverage into the [position] role at your company.
- I have attached my resume that further details my skills and experience for your perusal. Please do not hesitate to call me at (phone) or email at (email) in case you have any further questions. I would only be glad to use that opportunity to elaborate on how my specific skills and abilities will benefit your organization.
- Thank you for your time and consideration. I look forward to hearing from you soon.

INTERVIEW SKILLS

- Interview Preparation – Confidential
- Appearance
- Online Aspects
- Responses

Interview Challenges

1. You did **NOT UNDERSTAND** the question
 - **PARAPHRASE**

2. You **UNDERSTAND** the question, but don't know the answer
 - **REFRAME**

Interview Assessment Criteria

- Clarity
- Depth of knowledge and understanding
- Personality – attitude, integrity, honesty, ability to work, team player, self-awareness – SWOT-
- General Awareness - GK esp. About current affairs
- Application of concepts to real-life problems
- Communication Skills
- Integrity

- Technical Competence
- Motivation
- Ability to answer questions to which answers are not known

Strategies for Success

- Know Yourself
- Know the company
- Job description
- Know the suitability of your profile for the job

- **MOCK INTERVIEW SESSION**

Group Discussions



- Take a stand else you will dilute your expertise
 - Do not be very quiet display your skills
 - Do not Interrupt
 - Body Language
 - Appearance
 - Jot Down – what and Why-Point and Convincing Technique
 - Listen before you speak
 - How to prepare
 - Categorising on the topic?
- **Judged on**
 - Team spirit
 - Leadership
 - Initiator
 - Follower
 - Analyser
 - Summary
 - Communication
 - Listening

Find your Potential Achieve your Goals



Thank you