



# Empowering Communication

## in Business World

**SHE SELLS SEASHELS ON THE SEA SHORE  
THE SHELLS SHE SELLS ARE SEASHHELLS, I'M SURE. SO IF SHE  
SELLS SEASHHELLS ON THE SEASHORE, THEN I'M SURE SHE SELLS  
SEASHORE SHELLS**

A man in a light-colored suit and patterned tie sits at a table in a dimly lit restaurant, looking down at an open menu. The table is set with glasses, a bottle of wine, and a vase of flowers. The background shows other tables and warm lighting.

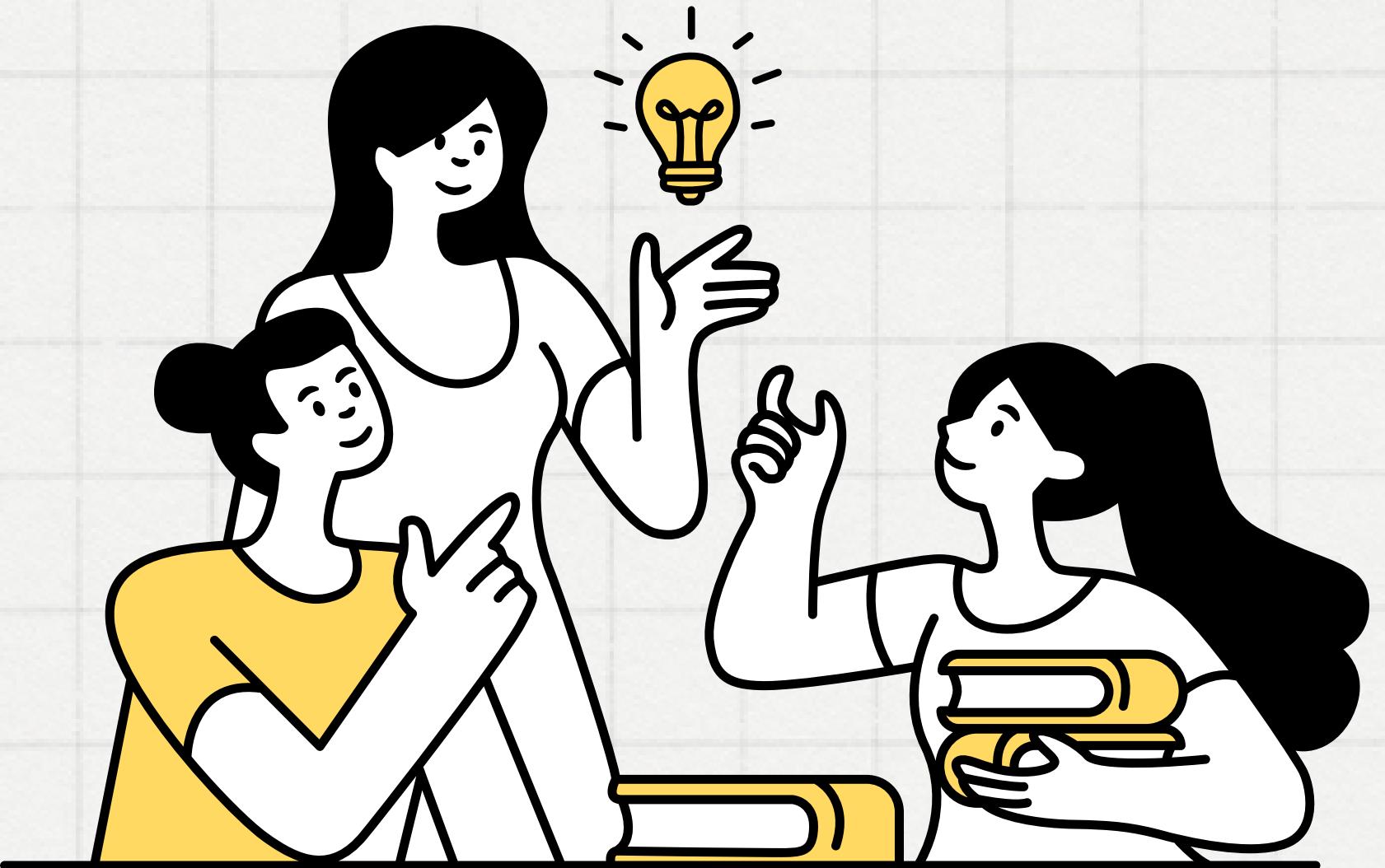
Everything looks  
expensive in  
English

# Introduction

**The art of transmitting information,  
ideas and behaviors from person to  
another.**

**A process of meaningful interaction  
amongst human beings**

**Act of transferring information from one  
place to another**



## What is Communication

# Interpersonal Communication

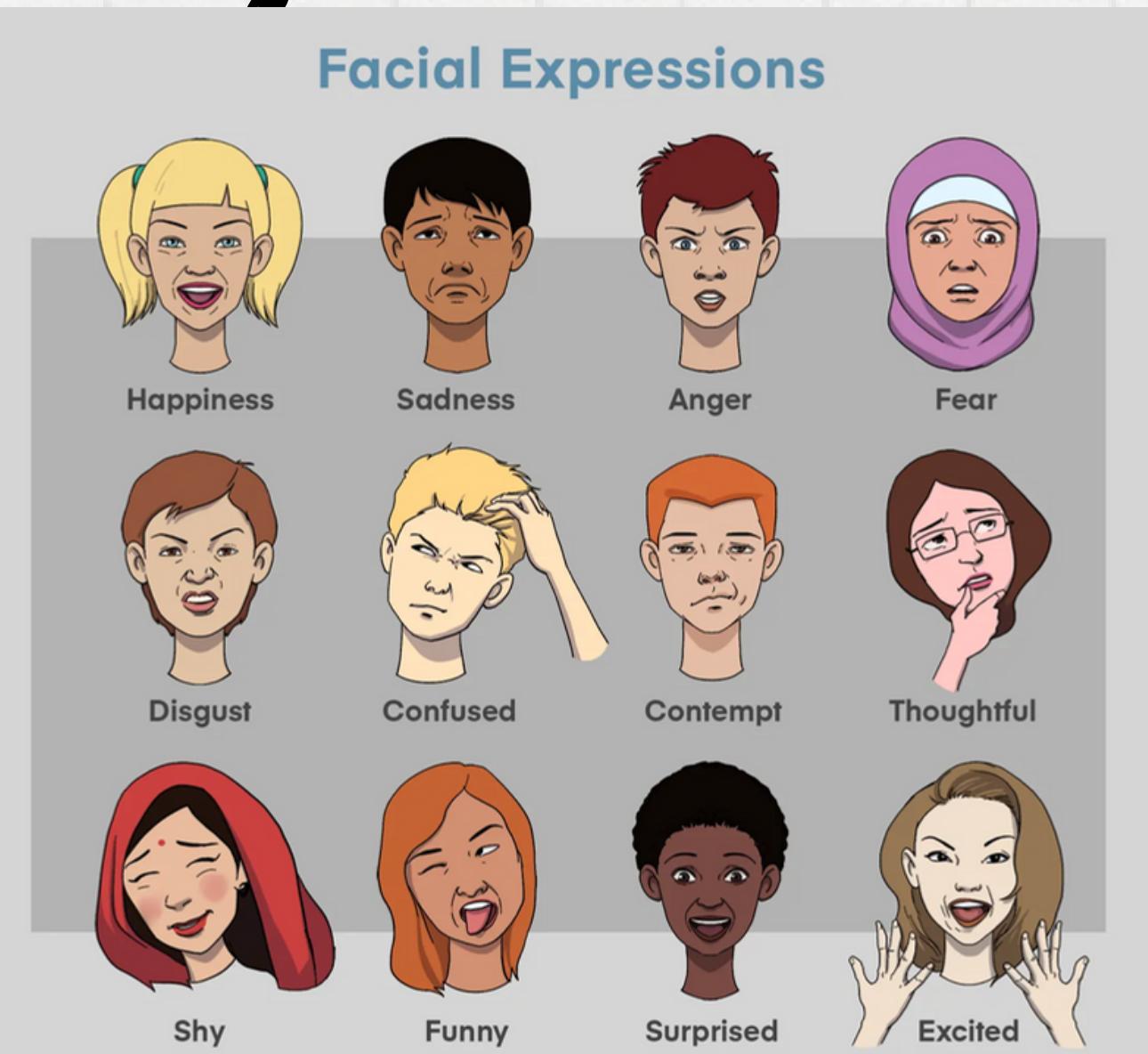
When two or more people are in the same place and are aware of each other's presence, then communication is taking place, no matter how subtle or unintentional.

1-Words

2- Facial expressions

3-Body Language



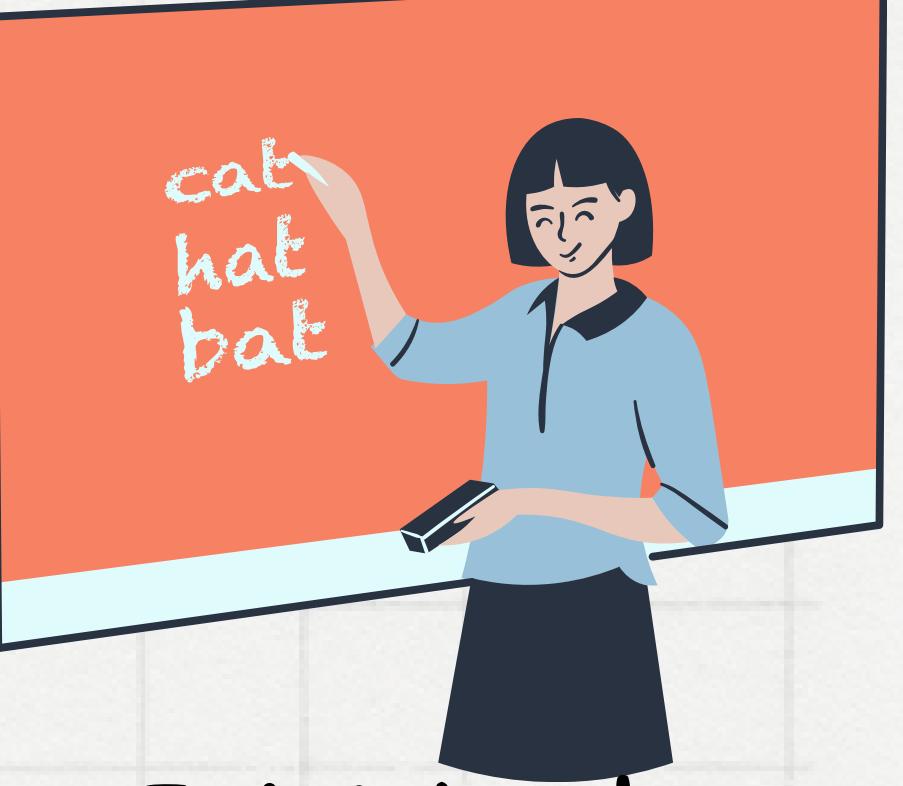


**38% Facial Expressions**

# Interpersonal Communication



**55% Body Language**



**7% Words**

# Exercise

**Complete this sentence in no more than 12 words.**

**Communication is...**

**Ask a few colleagues for their ideas.**

**Compare your thoughts.**

**Are you defining communication in all its forms?**

**Are you defining effective communication?**

**What makes communication ineffective?**

**Can you agree on a definition?**



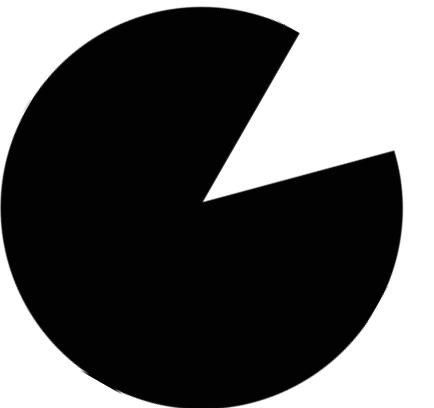
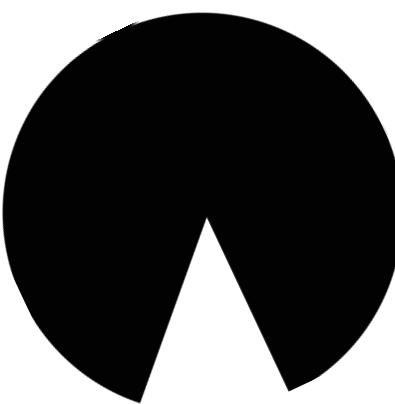
## What is Communication

# Laws of Communication

- Communication usually fails, except by accident.
- If communication can fail, it will fail.
- If communication cannot fail, it still usually fails.
- If communication seems to succeed in the way you intend – someone's misunderstood.
- If you are content with your message, communication is certainly failing.
- If a message can be interpreted in several ways, it will be interpreted in a manner that maximizes the damage.
- There is always someone who knows better than you what your message means. The more we communicate, the more communication fails.



# Pattern Matching: The Secret of Understanding



# Pattern Matching

**How can I distinguish your voice from all the other noise in a crowded room?**

The mind, basically, is a pattern-seeking machine.

**How can a taste bring back a childhood memory, or a scent remind us of someone we love?**

Our brains match information to a mental model and complete the pattern.

## Perceptual Completion

Without mental models, no world would exist for us. They organize our reality.

## What is Communication

# Pattern Matching

Pattern-matching isn't restricted to triangles, tunes and perfumes. Every time we encounter another person, they're pattern-matching, seeking to understand us by using the mental models that they've developed.

Those models are considerably more complicated and various than a white triangle; but the process of pattern-matching is just the same. “

## Getting to know each other

We start to mirror each other's stance and each other's gestures

the effect we have on others is what we communicate.

a subtle dance between us: the gentle exchange of attention and action that we call conversation

## What is Communication

# Pattern Matching

Most rapport occurs spontaneously. But we can build it deliberately. When we do so, rapport becomes more than an enjoyable activity; it becomes a communication skill. To develop our rapport-building skills, we need to think about our:

**visual behaviour;**  
**vocal behaviour;**  
**verbal behaviour**

“  
Listen to the words the other person uses and try to use them yourself.

we believe what we see.  
If there's a mismatch between what I say and what my body's doing, you're going to believe my body

PITCH  
(how high or low the tone of voice is),  
PACE  
(the speed of speaking)  
VOLUME  
(how loudly or softly we speak)

## Building rapport

## What is Communication

# Exercise

Here's a simple method to establish rapport with someone you don't know. Try it out in the staff restaurant, at social gatherings, in networking meetings and at conferences.

1. Copy the other person's body language to create a 'mirror image'.
2. Ask three questions – but no more than three until you've done the next two things.
3. Find something from what you've just learned that will allow you to compliment the other person – subtly.
4. Find something in what you have found out to agree with.
5. Repeat steps 1 to 4 until the conversation takes on a life of its own.

## What is Communication

# Push and pull: Managing status

Use the interactive communication method where immediate action is required, push communication to convey large amounts of information to stakeholders and pull communication when you want to provide stakeholders with the ability to access information in their own time.

The same principle applies to management styles. Managers can often push their team through direct orders, insisting on what has to be done and how, to mixed success. Instead, they should be pulling their team by actively encouraging participation and collaboration.

## Basic Behaviors

# Push and pull: Managing status

**Use the interactive communication method where immediate action is required, push communication to convey large amounts of information to stakeholders and pull communication when you want to provide stakeholders with the ability to access information in their own time.**

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## Basic Behaviors

tbs

the BIG BANG THEORY



# Communication Styles

## Passive

### Traits

1. Say YES to everything
2. Appear easy going
3. Avoid Eye Contact
4. Apologetic
5. Fidget
6. Speaks softly

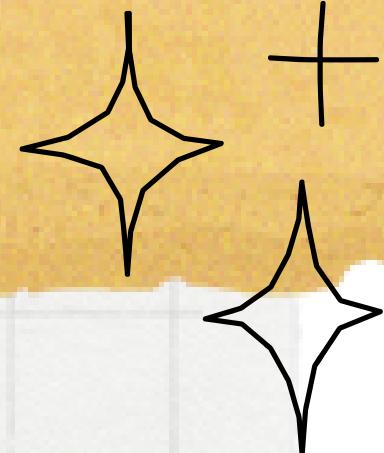


### How to Handle

1. Focus on one to one interaction
2. Address them directly
3. Ask open ended questions

## Basic Behaviors

# Communication Styles



## Aggressive

### Traits

1. Interrupting other who were speaking
2. Lack of respect or awareness for personal space
3. Aggressive body language
4. Intense Eye Contact



### How to Handle

1. Be calm but assertive
2. Keep things professional
3. Walk away if you have to

## Basic Behaviors

# Communication Styles

## Passive - Aggressive

### Traits

1. Sarcasm
2. Denial
3. Pretending to be happy when they are not

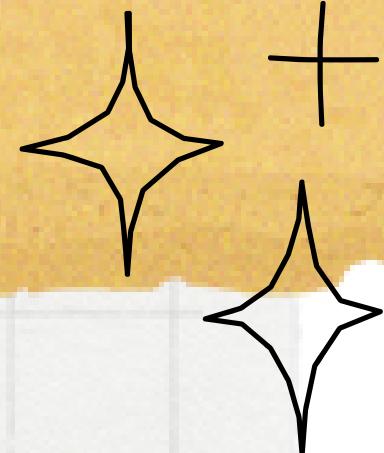


### How to Handle

1. Make Clear and specific requests
2. Confront their negative behavior
3. Welcome their feedback

## Basic Behaviors

# Communication Styles



## Assertive

### Traits

1. Collaborating, sharing and Motivating
2. Friendly eye contact
3. Open Body

### Language



### How to Handle

1. Encourage them to share their ideas
2. Put them in leadership position

## Basic Behaviors

# Communication Styles Matrix

**Low consideration others**

**Passive/Aggressive**

**Emotionally Dishonest, Indirect, Self Denying on one hand and self enhancing on the other, sarcastic**

**“Covertly shows that their needs prevail”**

**High openness of communication**

**Aggressive**

**Inappropriately Honest, Attacking, Blaming**

**‘Intentionally shows that their needs are more important than others’**

**Assertive**

**Appropriately Honest, Direct and Empathetic to all emotions involved**

**‘We both have needs and rights’**

**Passive**

**Emotionally Dishonest, Indirect, Self denying, apologetic**

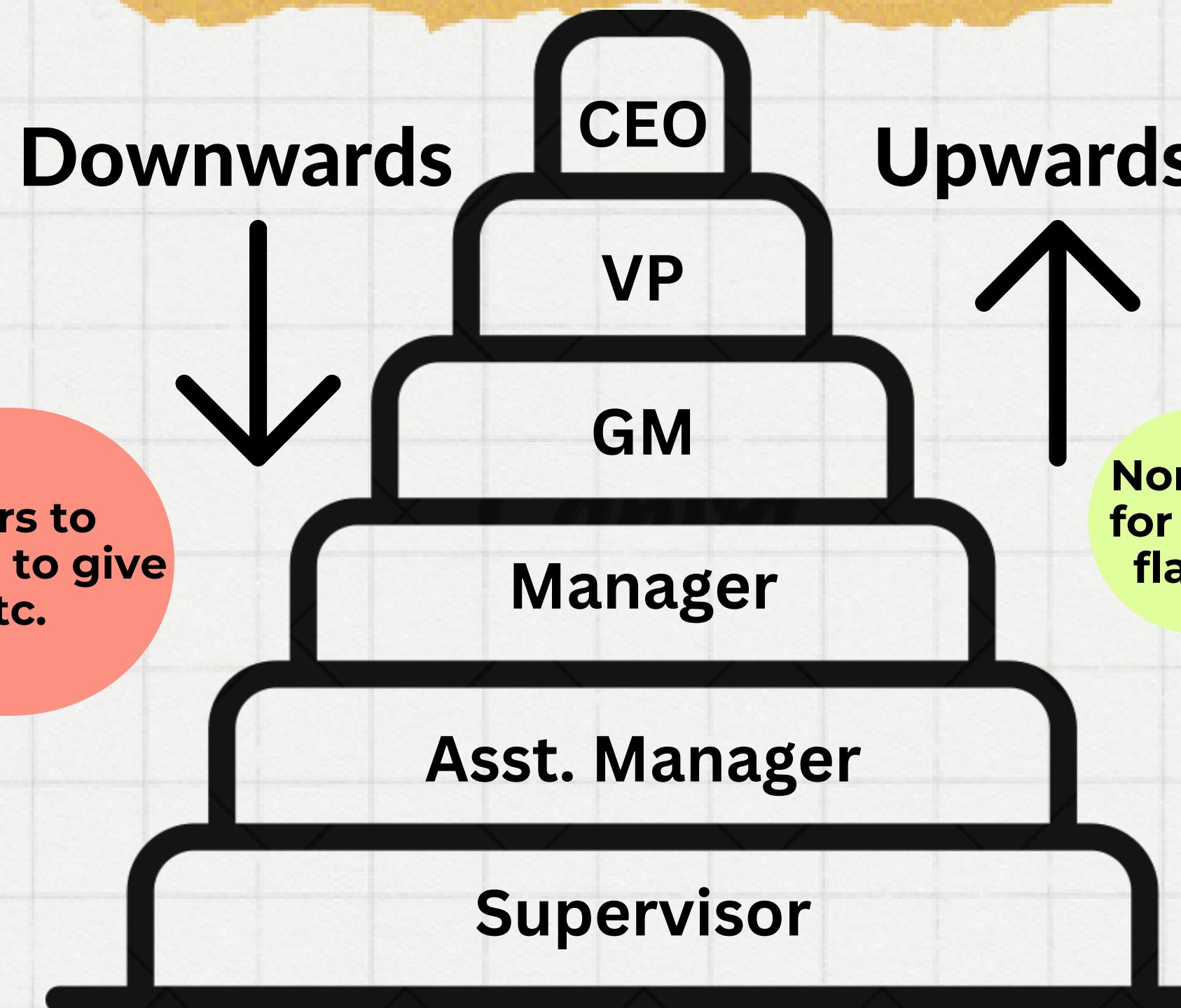
**‘Go along with it, despite the feelings’**

**Low openness of communication**

**High consideration of others**

# Corporate Communication

## Vertical Communication

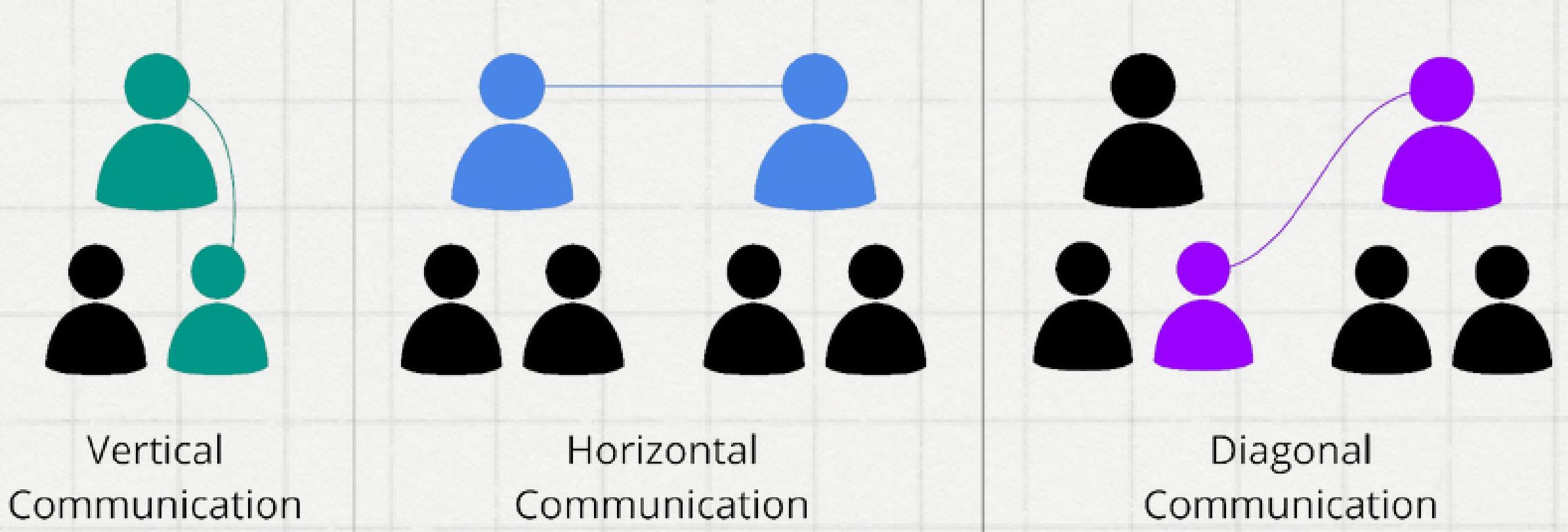


## Communication in the Business World

# Corporate Communication

In modern business,  
communication extends  
beyond the written or  
spoken words to  
listened words

Visuals dimensions  
added by TV and  
computer has given the  
new meaning to  
communication



## Communication in the Business World

# How to listen and understand others

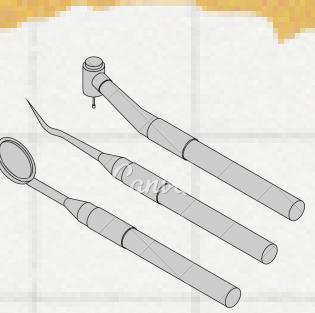
How do i listen  
effectively?

Listen with the  
intent to understand,  
rather than with the  
intent to reply



# Empathic Listening

Because we so often listen autobiographically, we tend to respond in one of four ways:



**Probing:**  
We ask questions from our own frame of reference.



**Evaluating:**  
We judge and then either agree or disagree.



**Interpreting:**  
We analyze others' motives and behaviors based on our own experiences.

**Advising:**  
We give counsel, advice, and solutions to problems.

Empathic listening (active listening or reflective listening) is a way of listening and responding to the other person that improves mutual understanding and trust.

# Empathic Listening



**Focus on  
your intent**



**Don't worry if  
you don't get  
it right**

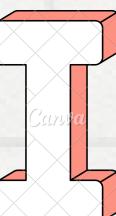
**Don't be afraid  
of silence**

## Starters

**“Can you tell me more”**

**“I am not sure i am getting it”**

**“Can you please tell me what  
do you mean by that”**



**I-messages**

**Deposits**

**Describes your  
feelings, concerns  
and perceptions**

## Example

**“I feel.....”**

**“I felt.....”**

**vs**



**You-messages**

**Withdrawals**

**Describes the other  
person's behavior  
and motive**

## Example

**“You did this....”**

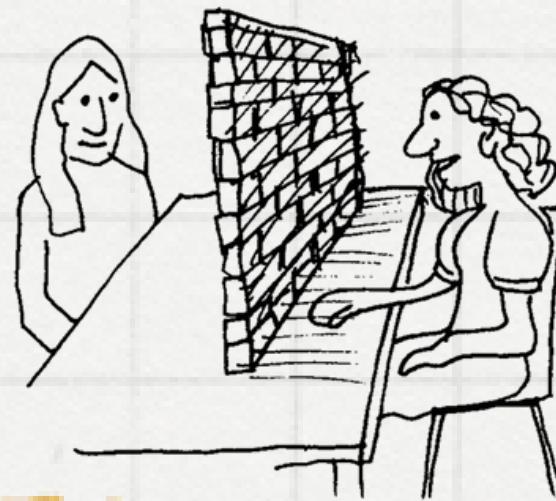
**“You are.....”**





# Barriers ?

- A barrier to interpersonal communications is anything that prevents, restricts or impedes the conveyance of meaning by words or gestures between two or more persons in a social setting.
- The term ‘Barriers’, ‘Obstacles’, ‘Hindrances’ and ‘noise’ are all used to describe the distracting stimuli associated with the communication process
- Lack of Commonness is barrier



## Barriers to Communication

# Types of Barriers

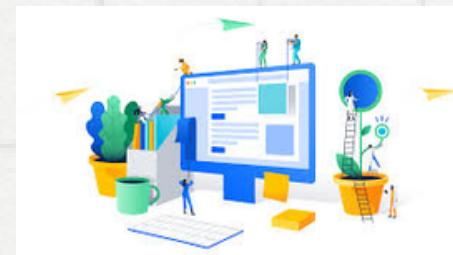
- Social
- Psychological
- Cultural
- Physiological,
- System design
- Physical
- Receivers



Cultural



Social



System Design



Physiological



Psychological



Physical

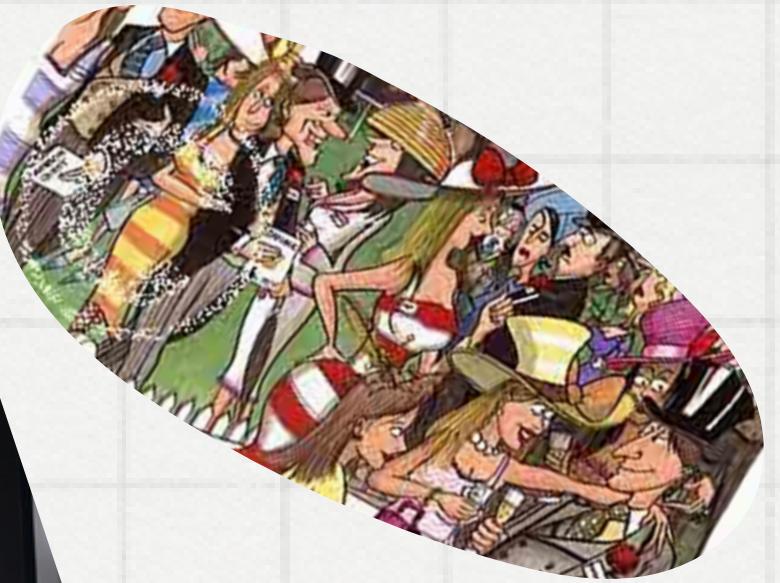


Receivers

## Barriers to Communication

# Social Barriers

- Gender
- Age
- Race
- National or Cultural Origin
- Socioeconomic Class
- Education Level
- Urban or Rural Residence



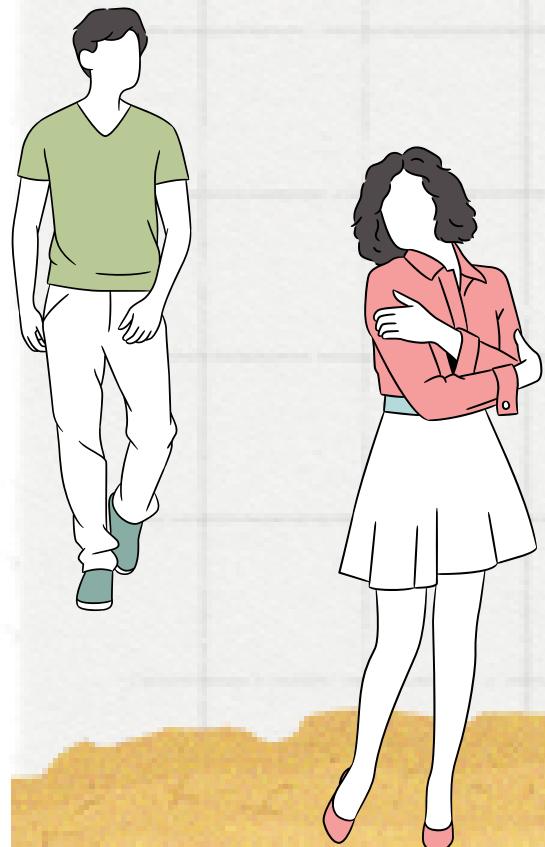
## Barriers to Communication



# Social Barriers



## GENDER



## AGE



- Major influence on the way we communicate with others.
- When men and women work together in a group, men tend to be more assertive and self-confident.
- Women are more likely than men to express their emotions, to reveal how they feel about a situation.

- Young people and old people communicate in different ways.
- We do tend to judge a statement by different standards if we know the speaker's age.
- A person's age or gender is not important in judging the truth or wisdom of what that person says .

## Barriers to Communication

# Social Barriers

Their maturity, their educational backgrounds, and the different eras in which they grew up make a Generation Gap inevitable.



## Barriers to Communication

# Social Barriers

## Purpose of Communication

- Informative, entertaining and persuasive
- Purpose not clear/missing/at odds

Try to ensure the  
Objectivity. Do  
not get dragged  
by subjective  
factors.

Absence of  
defined role  
of any  
component,  
creates  
Barrier

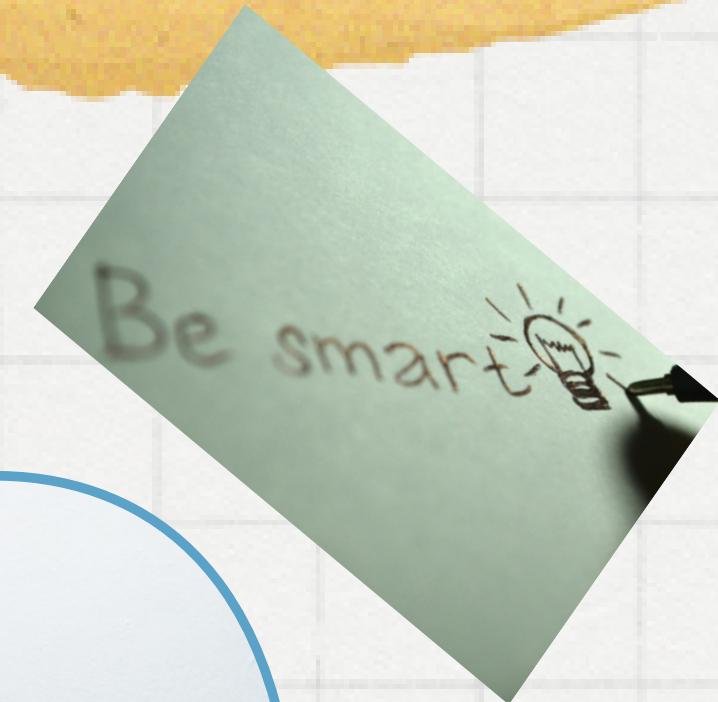
## Social Noise/Subjective factors

- Human relation/ personal preferences overshadow the objectivity of the communication.
- Boys/Girls, Friends/enemies, Nice people

## Barriers to Communication

# Psychological Barriers

- Attitude towards self
- Fear
- Attitude towards audience
- Attitude towards the message
- You Yourself is not convinced with the subject
- Knowledge of subject
- Personality/Status of the communicator



## Barriers to Communication

# Psychological Barriers

## PERCEPTION

- Our physical limitations are a screen through which we perceive things that exist in our environment.
- Our perception is also limited by psychological screens that we have developed.
- Choosing from among the many things within our range of perception those that we will notice, and block out the rest is called “Selective Perception”



## SELECTIVE PERCEPTION

- Allows us not only to block out things that are there, but also to see more things than are there.
- Leads us to make our own reality!
- Most clearly seen in the human tendency to stereotype others.



## Barriers to Communication

# Psychological Barriers

A motive is a reason of action



## MOTIVATION

- The most strongest motivations are those that are most personal.
- We are motivated by money, fame, power, love, status, security, skill, ambition...etc
- It can be both positive or negative.



YOU GOT THIS!

## TUNNEL VISION

- The person with tunnel vision is one who has firmly fixed ideas
- The opposite side is open-mindedness
- Person with tunnel vision has attitude seems to say; “I’ve already made up my mind, Don’t confuse me with the facts!!!”



TRUST  
YOUR  
VISION

=TAKE=RISKS

A closed way of thinking, especially about abstract topics, such as religion and politics.

## Barriers to Communication

# Psychological Barriers

A response pattern in which a person who follows this pattern sees a disagreement as a personal

## EGO DEFENSIVENESS

- A self-centered communication
- More than just being selfish



## NEGATIVE EMOTIONS

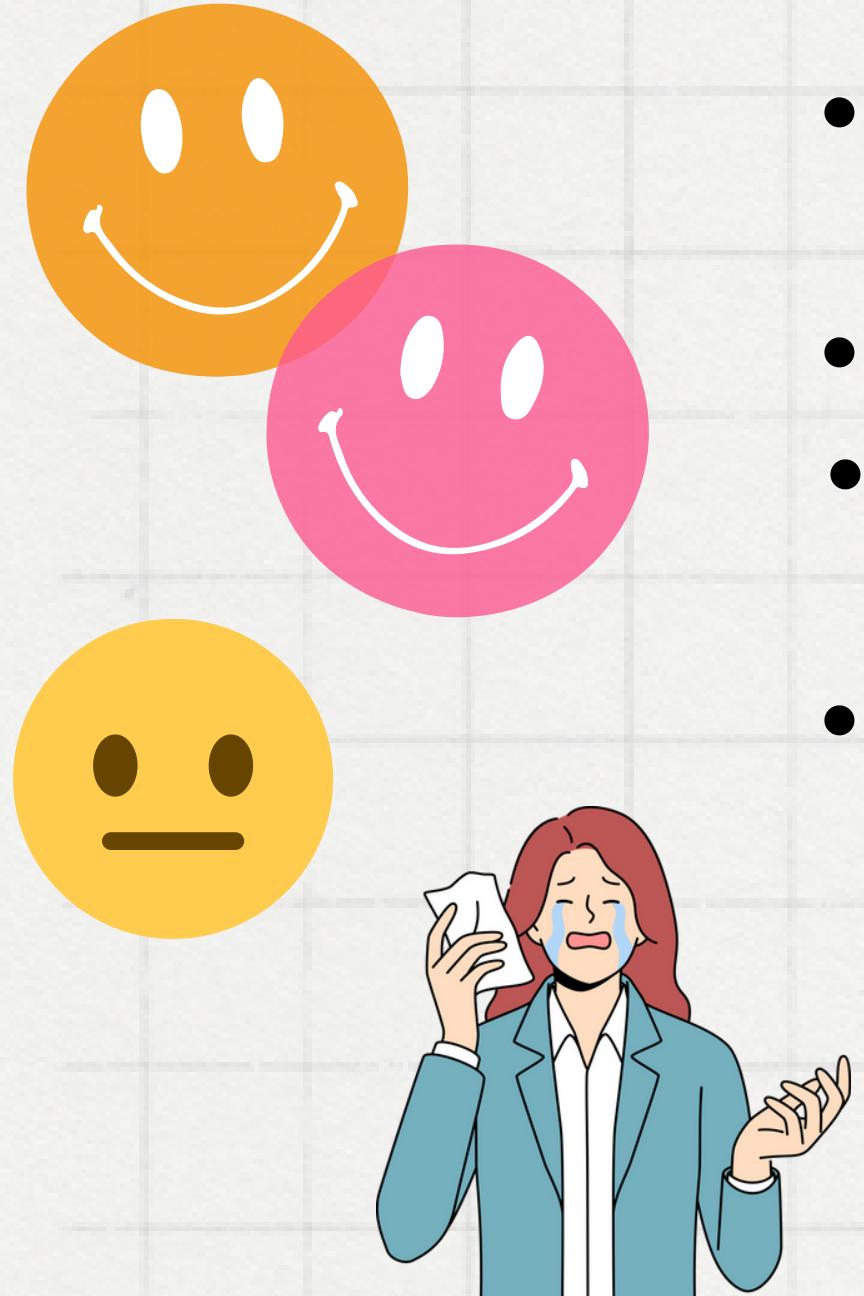
- Almost always obstacles to good communication!
- Especially true barrier if the emotion is uncontrolled, unfocused, or misdirected.



## Barriers to Communication

# Psychological Barriers

- People's State of Mind  
Happy, Sad
- Personal Problems/Worries
- **Pre conceived** notions of  
Communicator or Receiver
- Mental limitations of human  
beings, failure to refer  
language to experience, the  
confusion of concept



## Barriers to Communication



# Cultural Barriers

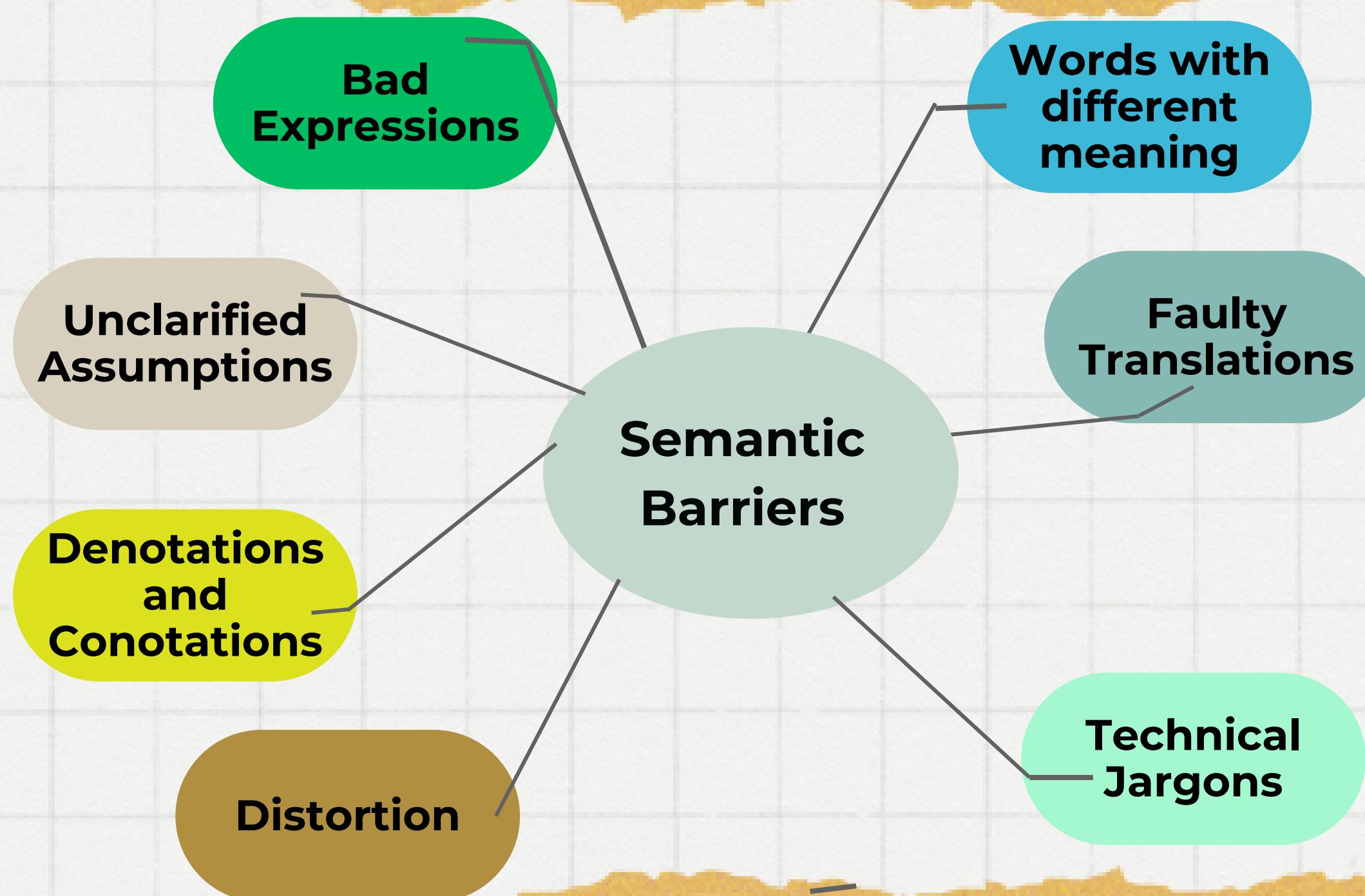
## SEMANTIC PROBLEMS

- Distortion in communication comes from semantics- the use of words or expressions which have a different meaning for the sender or receiver.
- Created when communicators use technical jargon- usage common to a particular field or specialization.
- Language
- Different languages, dialect, individual linguistic ability, use of difficult words, inappropriate words, pronunciation
- Norms and values
- Belief
- Social practices and traditions



## Barriers to Communication

# Cultural Barriers



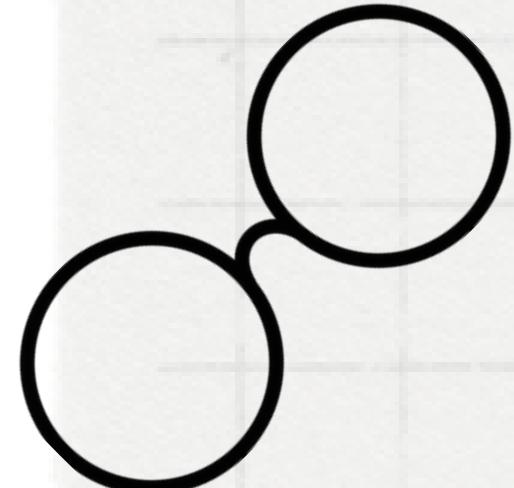
## Barriers to Communication



# Physiological Barriers



**Individuals' personal discomfort, ill health, poor eye sight, hearing difficulties**



**Speech and voice defect, feeling of inferiority, diseases, physical appearance, lack of skill.**



## Barriers to Communication



# System Design

Differences in communications are likely to parallel the differences in power.

Imbalance or asymmetry in negotiating power leads the high power party to perform significantly better than the low power party.

- Organizational Structure unclear, to whom to communicate
- Insufficient or inappropriate information systems
- Information overloaded
- A lack of clarity in roles and responsibilities
- A lack of supervision or training

The distortion of message is any kind of loss, deformation, miss presentation or alteration taken place in original message while sending it to audience.

- Types of Distortion :
1. Systematic Distortion - Purposely changed
  2. Fog Distortion - information is lost
  3. Mirage Distortion - extra, unwanted information

## Barriers to Communication

# Physical Barriers

- Distance
- Environment
- Distortion
- Noise
- Technical Difficulties
- Emotional Disconnects
- Time
- Excessive Information
- Architecture

Barriers to Communication

# Receivers

- The receiver is the recipient of the message and must translate the words into thoughts, process the thoughts, and determine how to respond to the sender.
- The challenge is that since the receiver's education and experience may be very different from the sender, words often have different meanings.

## Barriers to Communication

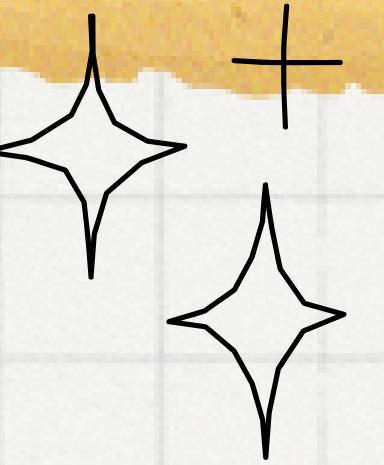


# C'S OF EFFECTIVE COMMUNICATION





# Top Tips



Whenever you start a conversation,  
try to ask yourself: ‘What effect am I  
having here?’ And then ask: ‘What  
effect do I want to have?’

Whenever you start a conversation,  
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