

How to communicate effectively

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Outline

- Introduction to communication and its process
- Different types of communication
- Barriers to effective communication
- How to overcome the barriers to effective communication
- Take-home message
- Bibliography



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What is communication?



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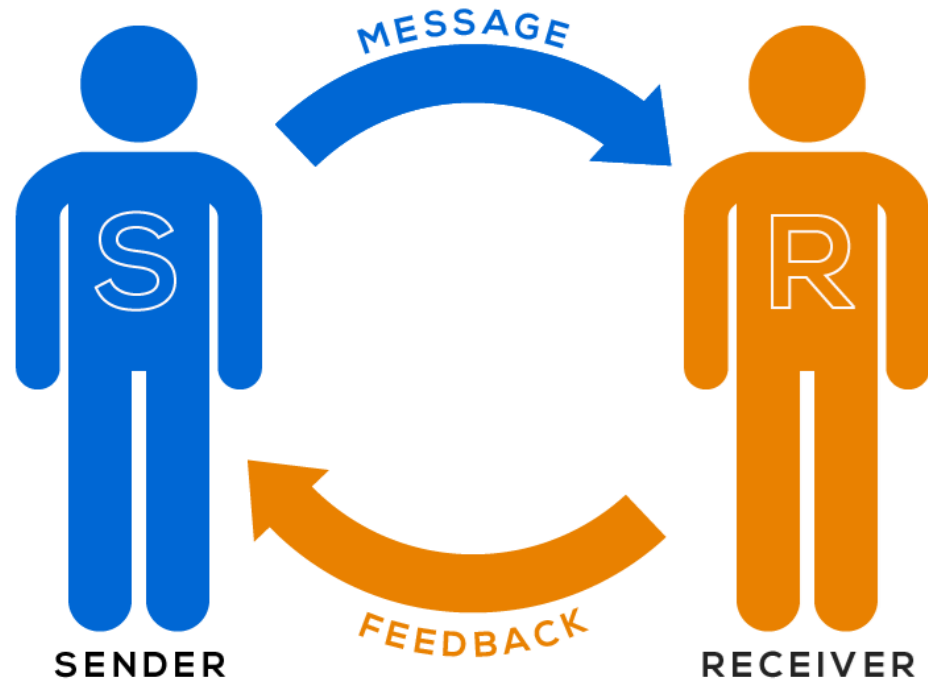


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The elements of the communication process

- Sender
- Encoding
- Channel
- Receiver
- Decoding
- Feedback

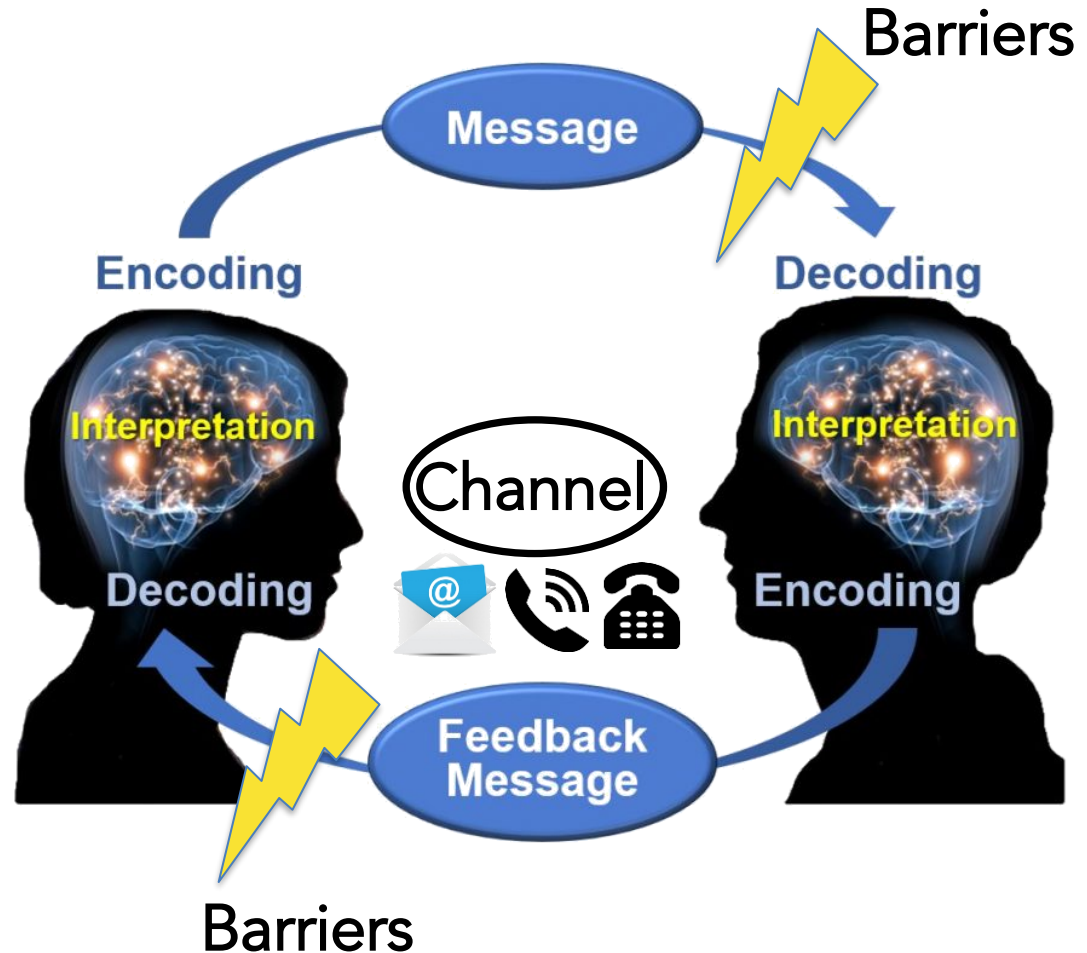


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The elements of the communication process

- Sender
- Encoding
- Channel
- Receiver
- Decoding
- Feedback



Different types of communication

Verbal communication

ORAL



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WRITTEN



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Different types of communication

Non-verbal communication

BODY LANGUAGE



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EYE CONTACT



POSTURE &

PERSONAL APPEARANCE



GESTURES



TOUCH



Different types of communication

Non-verbal communication

BODY LANGUAGE



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- Adequate face expressions
- Use hands to help in the communication process
- BUT... do not exaggerate your movements!



Different types of communication

Non-verbal communication

VOICE TONE



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- Use different tones, i.e. vocal diversity while communicating
- Adequate the volume and speed of your voice
- Make pauses
- Articulate well your words



Different types of communication

Non-verbal communication

EYE CONTACT



- Ensure regular eye contact with the person you are talking to build a connection and create bonds
- BUT... do not fixate your eye contact into the same individuals when speaking to the audience



Different types of communication

Non-verbal communication

POSTURE & APPEARANCE



- Ensure a good posture and personal appearance that would fit to the circumstances and meeting you will have
- Choose the best clothing: reflects your personality, interest, confidence and persuasiveness



Verbal vs. Non-verbal communication

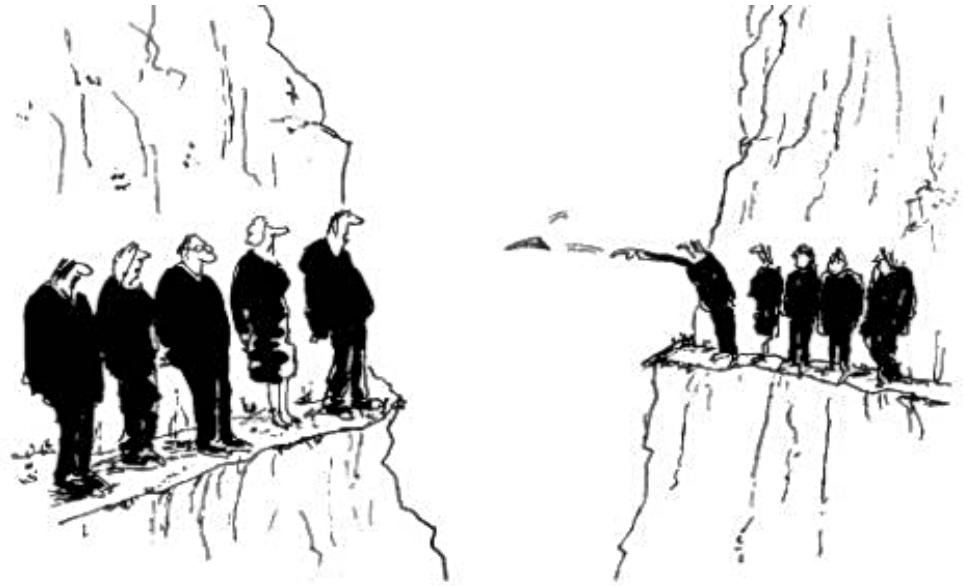
Verbal Communication	Non-verbal Communication
The message is transmitted with the use of words	The message is transmitted without the use of words
No time consuming	Time consuming
The delivery of a wrong message has a low probability to happen	Most of the times
Personal face-to-face presence is not required	Personal face-to-face presence is needed
Message is conveyed clearly and immediate feedback is possible	It complements the verbal communications



Barriers to effective communication



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Couldn't we communicate better if we built a bridge?



Barriers to effective communication

- Semantic & Cultural
- Psychological/emotional
- Physiological
- Organizational
- Physical
- Technological



Barriers to effective communication

- Semantic & Cultural



Barriers to effective communication

- Semantic & Cultural



-
- A man in a grey suit is bowing forward towards a woman in a black business suit. The woman is standing upright and has her right hand extended towards the man, as if offering a handshake. Two red speech bubbles are present: one on the left containing the text "Why is she trying to shake my hand?" and one on the right containing the text "Why is he bowing?". The background is plain white.



Barriers to effective communication

- Psychological/Emotional & Physiological



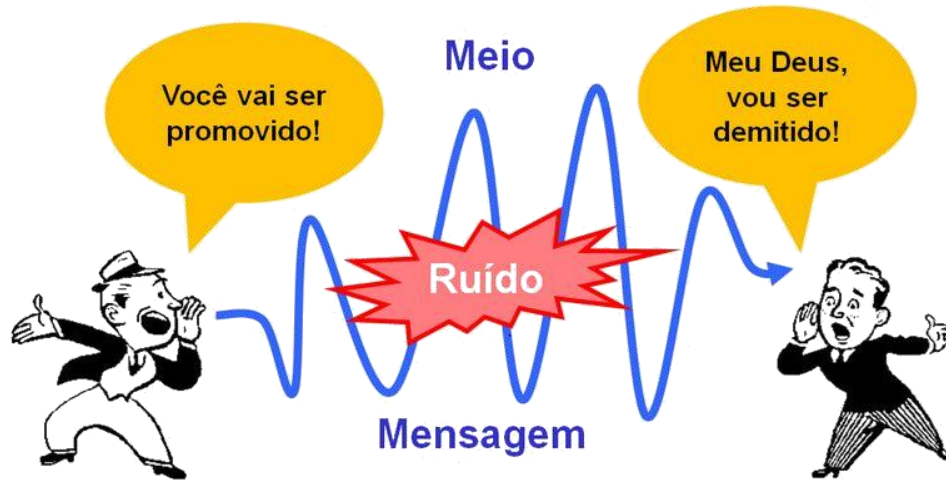
Barriers to effective communication

- Organizational



Barriers to effective communication

- Physical



Barriers to effective communication

- Technological



Overcoming the communication barriers



Overcoming the communication barriers

- Plan well and be clear about the content of the message you want to communicate and make it concise, clear and concrete before doing it.
- Be aware of the verbal and non-verbal communication (including body language, tone of voice, eye contact, gestures, facial expressions, posture, ...).
- Choose the right time and medium/channel for communicating it according to the needs of the receiver and use it appropriately.



Overcoming the communication barriers

- Check if the receiver understood your message.
- Be an active listener by using the feedback you get from the receiver and encourage a two-way communication by ensuring a proper and constructive feedback.
- Whenever possible, communicate face-to-face to avoid misunderstandings as much as possible.
- Limit (as much as possible) the number of interactions in the communication chain.



Take-home message

- Apprehended what is communication.
- Understood the communication process.
- Identified the elements driving communication.
- Identified and distinguished between verbal communication and non-verbal communication.
- Perceived the barriers behind an effective communication.
- Identified ways to overcome the communication barriers.



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