

Communication Essentials For Professionals



Life Skills Unit



Information
Technology
Institute

Outline

- What is Communication?
- Basic Communication Process
- 7 Cs of Communication
- Communication Channels
- Types of Communication
- Barriers to Communication
- Storytelling - Effective Word



What Is Communication?

What is Communication?

Transferring and understanding of meaning.



"Transferring" means the message was received in a form that can be interpreted by the receiver.



"Understanding" the message is not the same as the receiver agreeing with the message.



Classifications Of Communication?

Classifications of Communication



Classifications of Communication

Cont'd

You must be able to communicate with yourself before you can communicate with others.

People cannot read your mind, you are the one that must translate the things you think of, so that other people can understand you.



Classifications of Communication

Cont'd



It is the process of exchanging and understanding messages between two or more people.

Classifications of Communication

Cont'd

All the patterns, network, and systems of communications within an organization.





Basic Communication Process

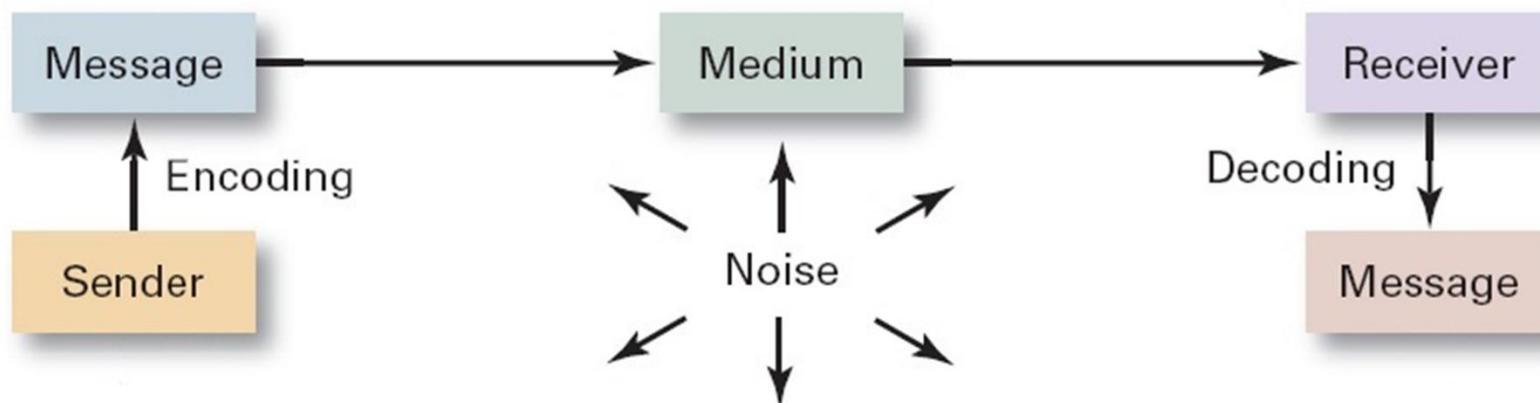
Basic Communication Process

“ Communication refers to the act by one or more persons of sending and receiving messages – distorted by noise- with some effect and some opportunity for feedback ”

Joseph Devito, "Communicology", 1978

Basic Communication Process

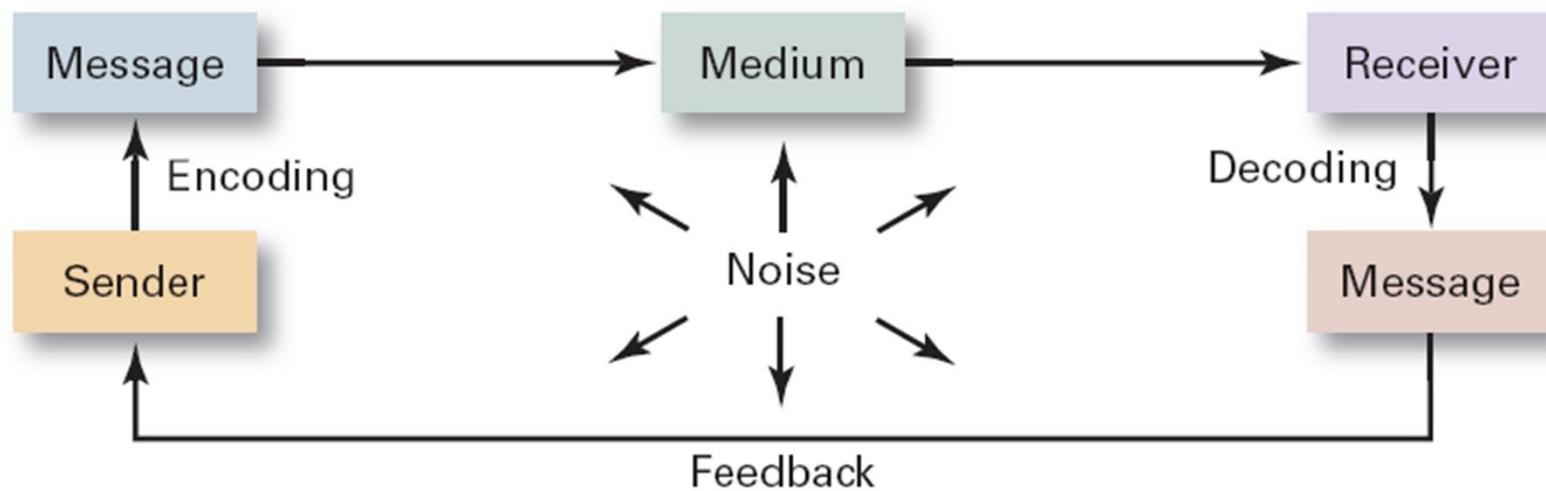
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The Interpersonal Communication Process Diagram

Basic Communication Process

Cont'd



The Interpersonal Communication Process Diagram

Basic Communication Process

Cont'd

Feedback could be acknowledgment, evaluation or another message.

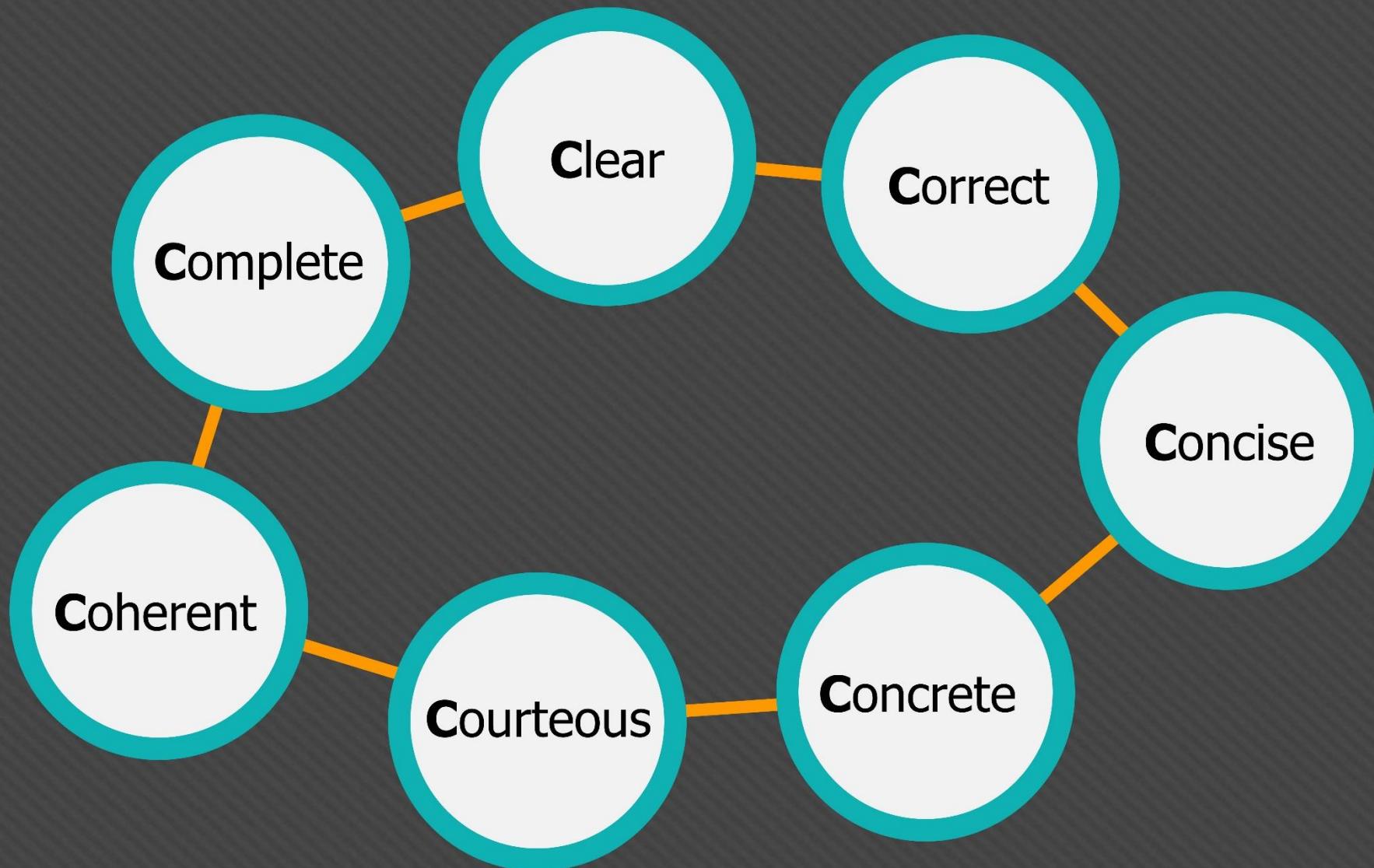
- Reply directly to the sender, don't use mid-person.
- Reply as soon as possible.
- Feedback needs to be objective and action-oriented.
- Where and when you send your feedback, and via which communication channel.
- Show respect and carefully choose your words.



7 Cs Of Effective Communication

7 Cs of Effective Communication

Cont'd





Communication Channels

Communication Channels

Face-to-face



Presentation



Videoconference



Telephone



Communication Channels

Cont'd

Text Message



Fax



Bulletin Board/ Memo/ Publication



E-mail





Communication Channels

Cont'd

Common communication channels for remote workers:

- Chat
- Video calls
- Screen sharing
- Common dashboard



Types Of Communication

Types of Communication

A- Verbal Communication

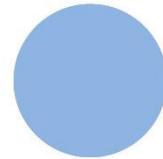
Oral Communication



Examples: Conversation, speeches, telephone calls and videoconferences



Advantages: Vivid, stimulating, difficult to ignore, flexible and adaptive



Disadvantages: Transitory and subject to misinterpretation

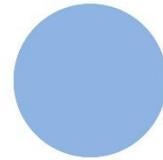
Types of Communication

A- Verbal Communication

Oral Communication – Online



For **remote workers** and **freelancers**, always use video calls when possible to enrich communication.

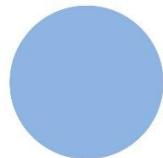


Be ready for voice or video calls during working hours.

Types of Communication

A- Verbal Communication

Oral and Written Communication



Oral and written communication complete each other.



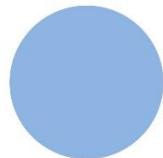
Always summarize and confirm phone call, video call and meeting with written messages (e.g. follow-up e-mail)

Types of Communication

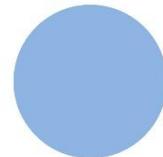
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A- Verbal Communication

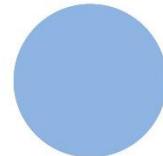
Written Communication



Examples: Letters, reports, text messages, e-mails and fax



Advantages: Less misinterpretation and precise



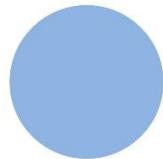
Disadvantages: Time consuming, inflexible and easier to ignore

Types of Communication

Cont'd

B- Nonverbal Communication

Communication that is transmitted without words



Sounds with specific meanings or warnings



Images that control or encourage behaviors



Situational behaviors that convey meanings



Clothing and **physical surroundings** that imply status

Types of Communication

Cont'd

B- Nonverbal Communication

Communication that is transmitted without words



Body Language: Gestures, facial expressions, and other body movements that convey meaning.

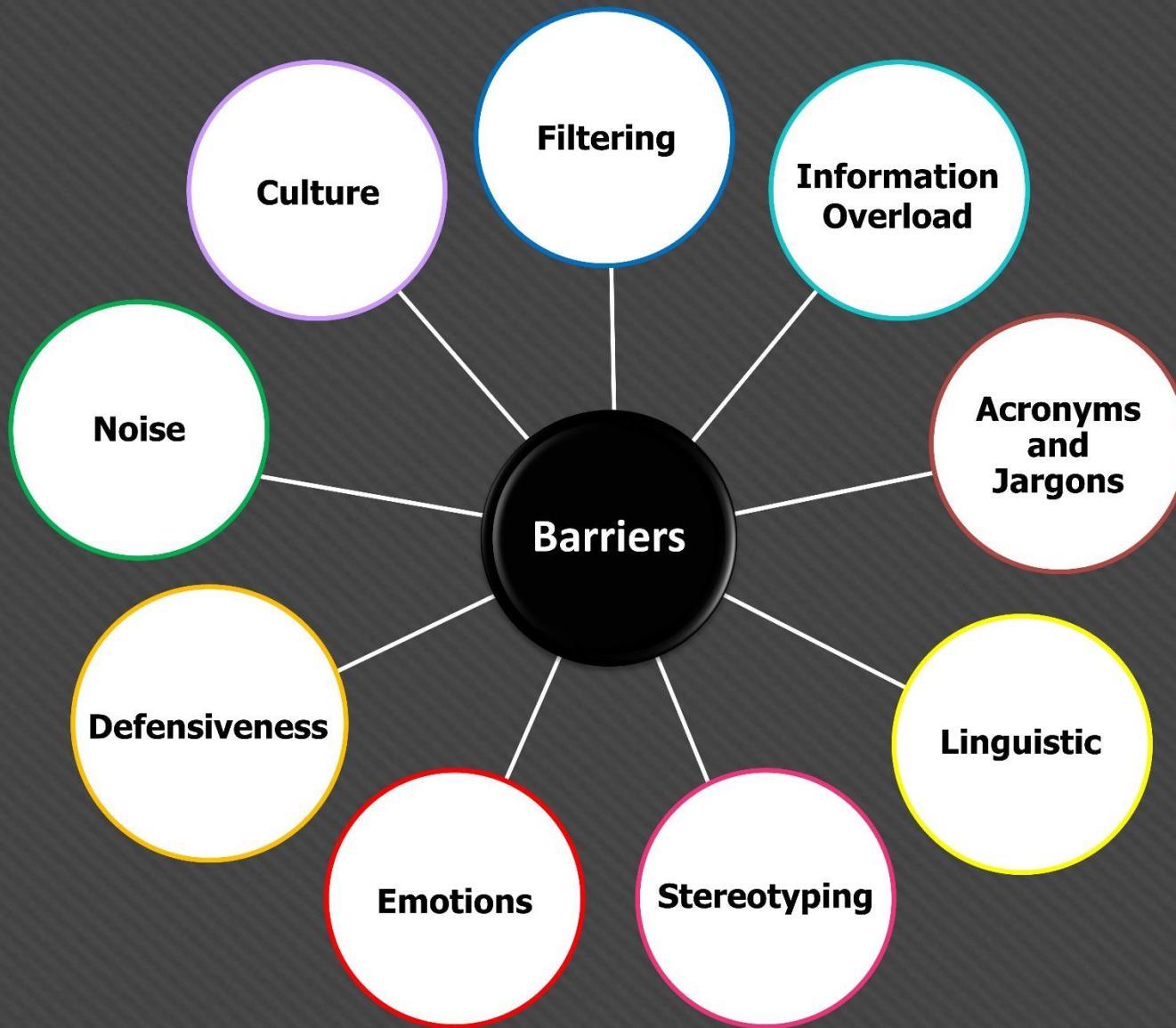


Verbal Intonation: Emphasis that a speaker gives to certain words or phrases that conveys meaning.



Barriers To Communication

Barriers to Communication



Barriers to Communication

Cont'd

Filtering

The manipulation of information to make it appear more favorable to the receiver.

Information Overload

Being confronted with a quantity of information that exceeds an individual's capacity to process it.

Acronyms and Jargons

Using abbreviations formed from the initial letters of other words and pronounced as a word (e.g. *FIFA*, *NASA*).

Or using special words or expressions used by a profession or group that are difficult for others to understand.

Barriers to Communication

Cont'd

Linguistic

The different meanings of, specialized ways in which senders use words and distinct accents can cause receivers to misinterpret their messages.

Stereotyping

Generalizations, or assumptions, that people make about the characteristics of someone or something.

Emotions

Disregarding rational and objective thinking processes and substituting emotional judgments when interpreting messages.



Barriers to Communication

Cont'd

Defensiveness

When threatened, reacting in a way that reduces the ability to achieve mutual understanding.

Noise

Is the kind of noise that is caused by some physical objects.

Culture

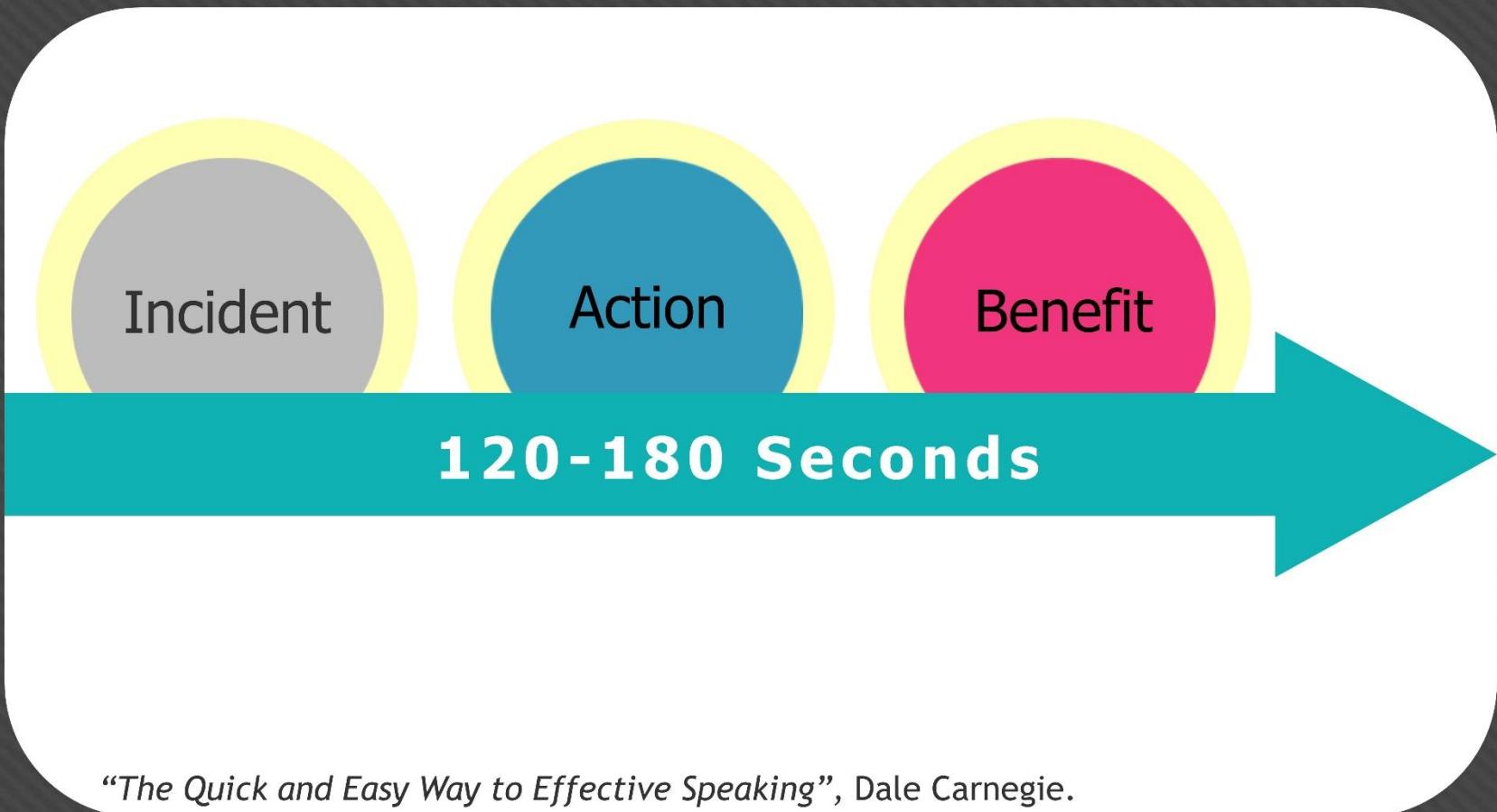
Culture influences the form, formality, openness, patterns and use of information in communications.





Storytelling - Effective Word

Effective Word



Thank You