

How to communicate effectively

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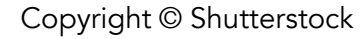
Outline

- 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



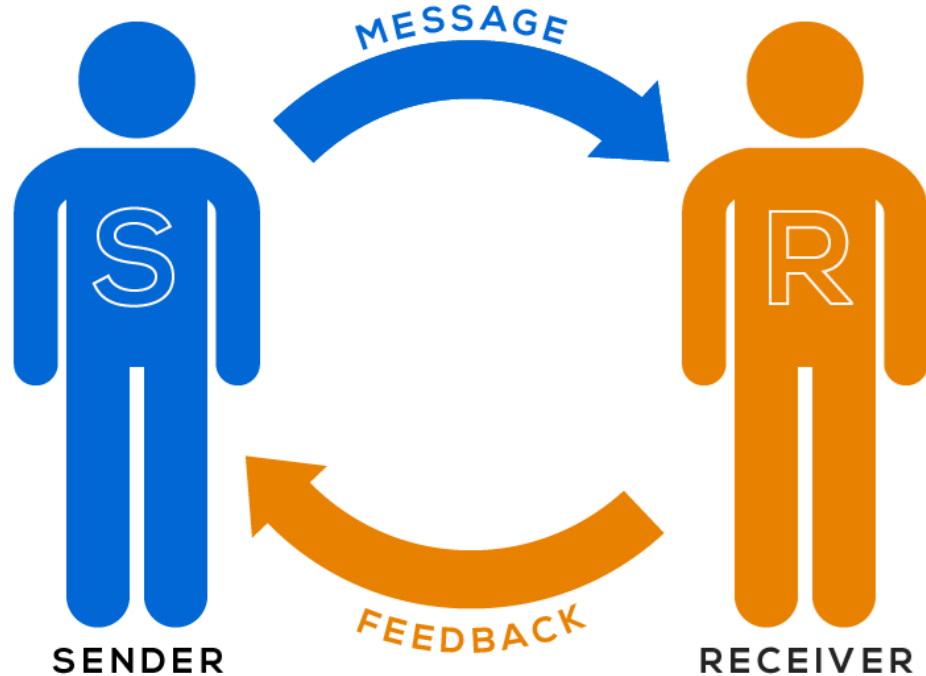


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The elements of the communication process

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

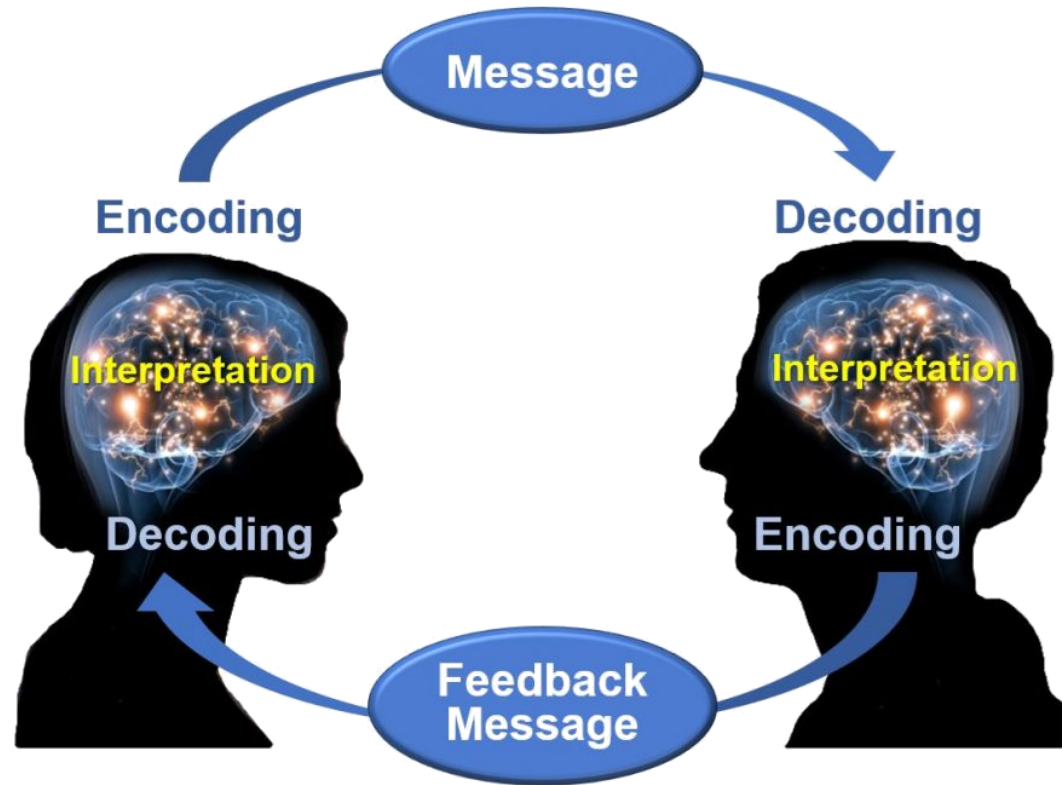


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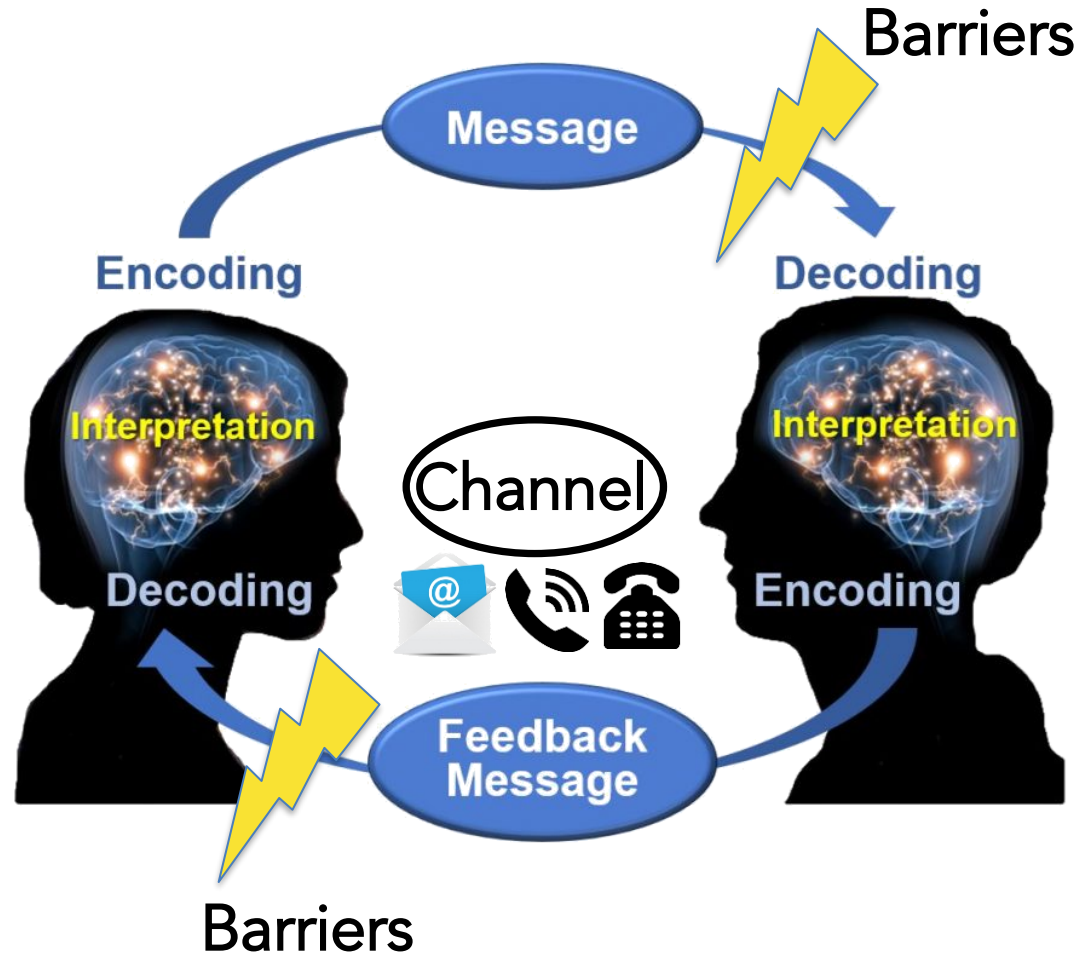


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The elements of the communication process

- Sender
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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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VOICE TONE



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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

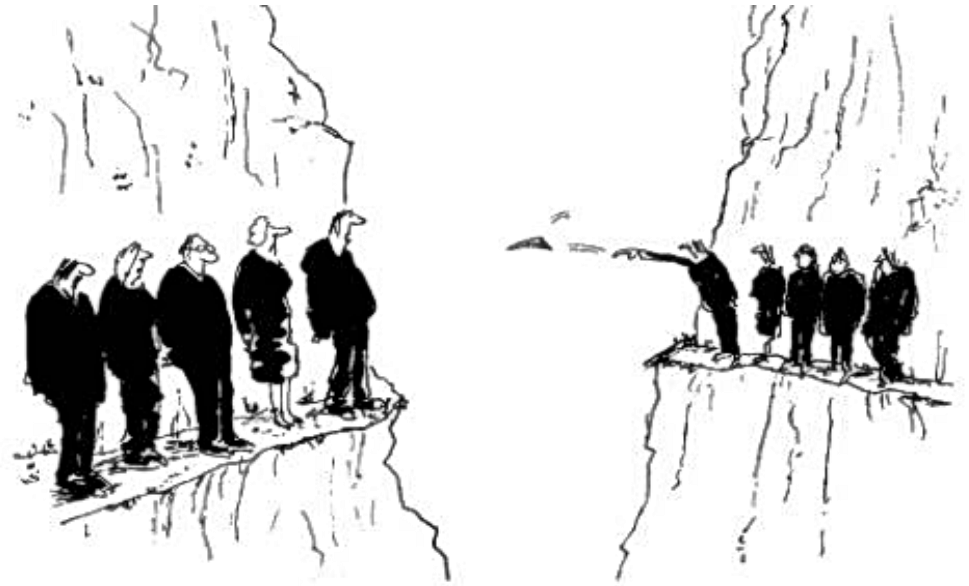
Verbal Communication	Non-verbal Communication
The message is transmitted with the use of words	The message is transmitted without the use of words
No time consuming	Time consuming
The delivery of a wrong message has a low probability to happen	Most of the times
Personal face-to-face presence is not required	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



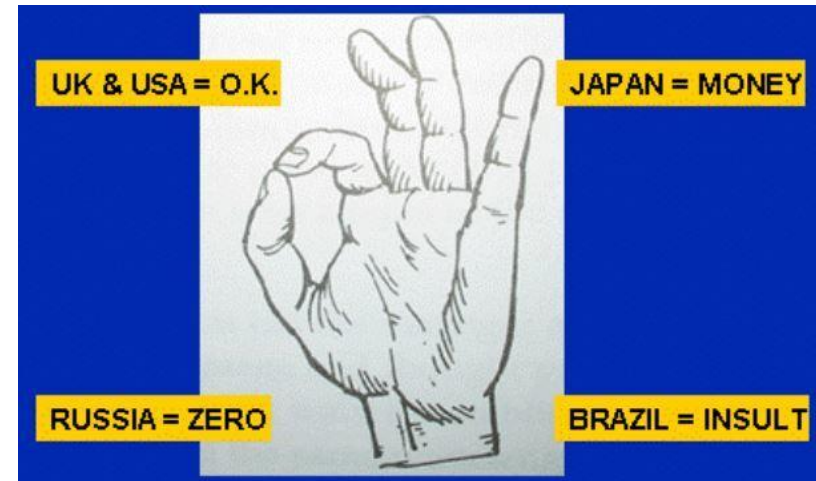
Barriers to effective communication

- Semantic & Cultural



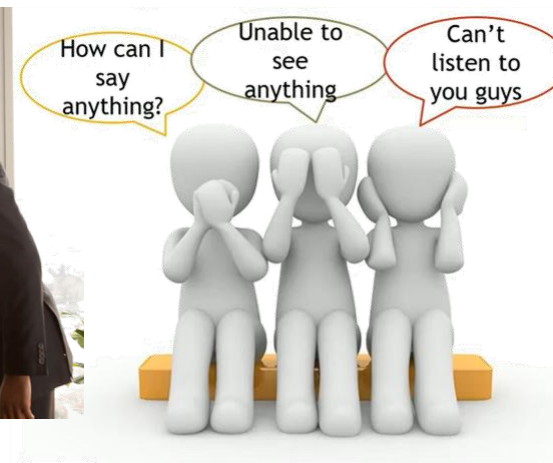
Barriers to effective communication

- Semantic & Cultural



Barriers to effective communication

- Psychological/Emotional & Physiological



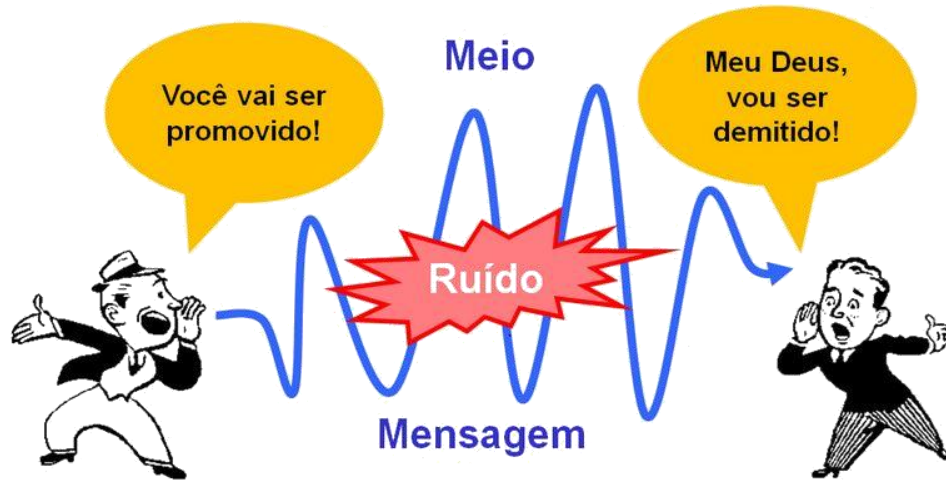
Barriers to effective communication

- Organizational



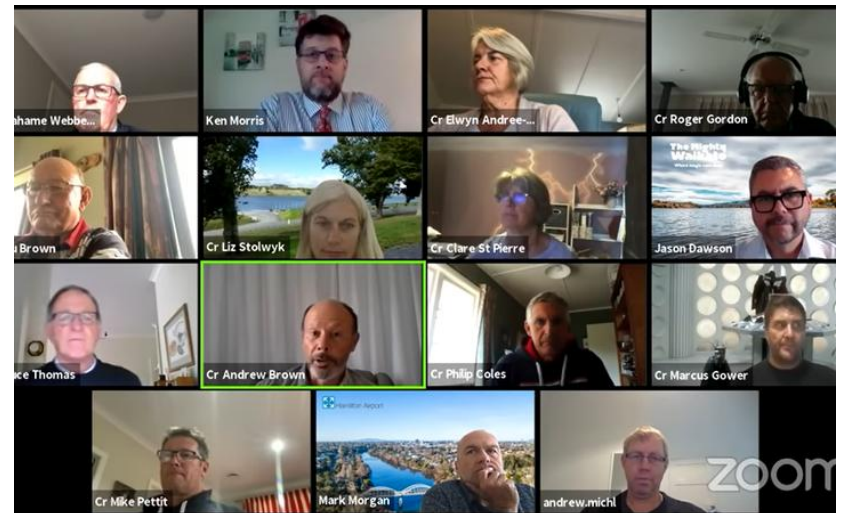
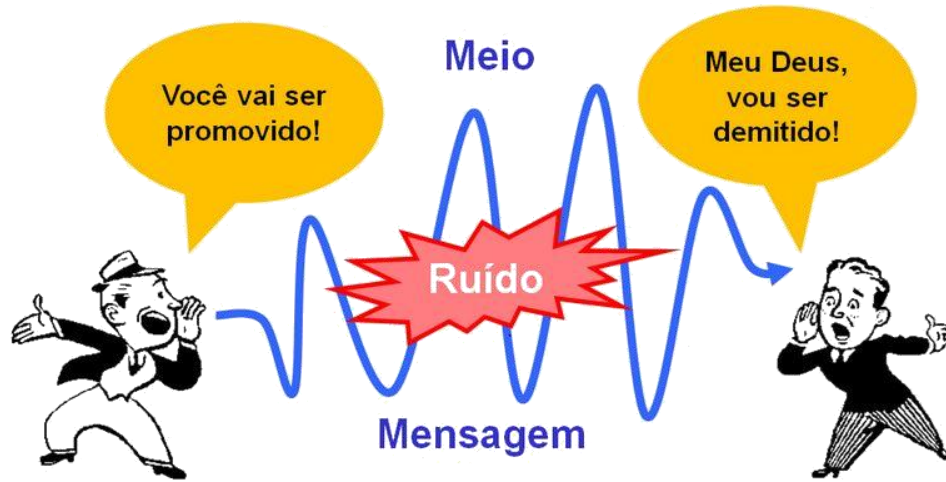
Barriers to effective communication

- Physical



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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