

## Introduction:-

### Communication to Impress:-

Communication Involves Intonation, Action, Body language, Facial Expressions, and other Non-verbal communication Devices.

In this Module, We Will Learn about

- i) Learn to communicate Effectively using a combination of Verbal and Non-verbal communication Methods.
- ii) Learn the ART of communicating Effectively.

Improve Interpersonal skills for better Results:- In this Module we Will Learn about the Importance of communication, describe the process of communication, Discuss the barriers of communication, use communication Effectively.

### Why communication skills?

Warren Buffett said "If you Improve your communication skills, I guarantee you that you will earn Fifty Percent More money over your Lifetime".

### Importance of communication:-

Communication is an act of sending Information from one person to Another. The definition may be simple but the process is complex

### Why should We communicate?

We communicate to-

- \* Give Information - eg:- Two people Talking to Each other / News from the Radio or Television
- \* Persuade - eg:- To sell a product or convince a person.
- \* Express need - eg:- Food when you are hungry / Need the Report for meeting.
- \* Form social bonds:- eg:- Greeting others.
- \* Share feelings:- eg:- share your happiness.

\* Types of communication:- communication can be

- a) Verbal
- b) Non-Verbal
- c) Visual
- d) Written

Many times, a combination of both methods are used. This makes the process of communication complex.

\* Process of communication:- It consists of different components and stages. It includes a sender, which encodes a message and sends it to a channel. The receiver decodes the message and gives a feedback based on understanding.

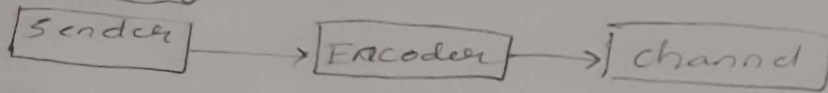
\* Case study:- for the process of communication. Let us understand the process with an example -

Sunil is a project manager and Rishi is a team lead who reports to Sunil. Sunil urgently requires the quarterly sales report for meeting with the vice president. Sunil requires monthly target v/s achieved report for the team and individual team member reports for the appraisals.

Sunil makes phone calls to Rishi & asks him to send his individual sales report for the quarter. Rishi is on a very busy street during the phone call. He is hardly able to hear anything but he hears sales report and assumes the sales report and assumes the rest and confirms he will do as asked.

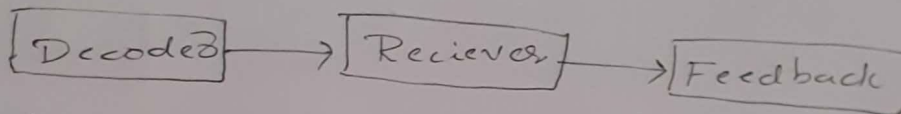
Rishi sends Sunil the last month's sales figures. Sunil is angry. Sunil is angry when he ~~sees~~ sees that he has not received what he asked for.

## Encoding:-



- \* Here Rishi is a sender. He is the source of message to be communicated.
- \* He converts the Message into Words. This process is called Encoding. A signal is in the form of words now.
- \* The signal is sent across to the Receiver using a channel. other Example of channel is Email, air, SMS.

## Decoding:-



- \* Rishi is the one Who is Receiving the message has to breakdown the Message & understand it. This process is called Decoding.
- \* He has Reply to Make a Reply. This the feedback he gave.
- \* Barriers to communication:- A communication barrier prevents the correct Message from Reaching the Receiver

The different Barriers of communication:- are

- i) physical
- ii) cultural
- iii) Gender
- iv) physiological
- v) Language
- vi) perceptual

- i) physical barriers :- are further classified into
  - a) separation barriers.
  - b) Distance barriers.
  - c) noise barriers.
  - d) Time barriers.



Separation barriers:- is a physical barrier in which communication is disrupted by a solid object's like Wall, Window, (or) glass.

Distance barriers:- is due to the distance b/n the Sender & Receiver. The Message did not reach the Receiver as they were too far.

Noise barriers:- A barking dog, Music, etc:- These are reasons for noise barriers.

Time barriers:- Time is the reason for the people who living in the different geographies. They may unable to talk bcoz of the difference in time, which becomes an obstacle in getting a message.

Cultural barriers:- Traditional practices cause cultural barriers. Interacting with people from other countries has its own barriers like

- \* Greeting:- people across the world have their own way of greeting each other.
- \* Stereotyping:- Humans have tendency to categorize people based on their Race, Nationality, age & Religion.
- \* Behaviour:- The way we conduct ourselves might not be acceptable in other cultures.
- \* Gestures:- our body actions especially our hand movements can be misinterpreted.

Gender barriers:- It occurs as men and women have different styles of communication.

- \* Men & women interpret the same topic in two ways.
- \* Women tend to be more emotional than men.
- \* Men are more direct in their communication.
- \* This difference can create barriers.

iv) Physiological barriers:- They are classified into

- \* Retention capability:- The Ability to Retend the Information is different in some people. They don't Retain Infor<sup>n</sup> as much as possible. This leads to the Inattentiveness, status, close Mind, source of communic<sup>n</sup>, Emotional Attitude & opinion.

v) Language barriers:- It is Divided into :-

- \* Semantic.
- \* Jargon.
- \* Accent.

vi) Perceptual barriers:-

Perception is how we Look at our surroundings From our own perspective. A perceptual barriers arise When We percieve the Information given to us from a point of View. Many a Time This leads changes the Meaning of the Information given Leading to Misunderstanding and Miss communication.

Ex:- A friend doesn't Reply to your Message and you Assume that she is Angry With you.

\* Types of communication:- It can be of two types:-

- a) Verbal
- b) Non-verbal

- \* Non-verbal communication plays a bigger Role in our day-day life. It has more Weightage than Verbal communication.

\* Different Types of Non-verbal communication:- It is in the form of

- Facial Expression
- Paralanguage
- Gestures
- Postures
- Eye contact &
- Appearance.

a) Facial Expressions:- It plays a Important in conveying a Message.

- \* For Example:- If a person looks sad but say's "I am fine" Nobody will believe that person is fine".

- \* There has to be synchronization b/n your Expressions and What you say, Else people will subconsciously Respond to the Facial Expression.

b) Paralanguage:- Involves Tone, clarity, pace, Volume.

c) Gestures:- are physical Action's Which communicate With the onlookers.

- \* Gestures are made by Moving parts of your body, arms & hands.

- \* For Example A common gesture like a shrug of the shoulder shows "I don't know",

- \* other common gestures are "hello", "good bye".

d) Posture:- is how you sit (or) stand. Based on your posture, a person Looking at u can determine how you feel.

e) Eye contact:- Making Eye contact during a conversation signals that you are Interested in the Topic and are paying Attention.

- \* Eye contact Makes you Look Attentive, Interested & Credible.

- \* Effective Mode of Verbal Communication.

f) Appearance:- The clothes you wear plays an Important Role in the non-verbal communication.

- \* Your clothes will define your personality.

- \* They also send across a Message about the person's Economic & social status.

- \* Dressing Demonstrates a person's value, cultural Inclination, level of confidence, rationality & Good.



b) Verbal communication:- \*It plays an Important Role in Effective communication and Make sure that the sender's Message Reaches the Receiver Without too Many barriers.

\* It consists of Face To Face, Written, & Telephonic Communication.

Effective communication:- It Arises When Verbal & Non-Verbal Communication Works Together.

For Example:-

- \* Speaking With a Right choice of Words, Tone and Volume will have the Required Effect.
- \* Being Well-dressed Along with open body language helps in a sales pitch

DO:-

- \* Maintain your Eye contact.
- \* Dress for the Occasion.
- \* Speak with clarity.
- \* Right tone of voice.
- \* Correct posture.
- \* Positive gesture.
- \* Positive Facial Expression.

Avoid:-

- \* checking your phone While conversation.
- \* Dressing shabbily.
- \* Fumbling, using too many filler words While Talking.
- \* Speaking Ruddy.
- \* slouching & Looking Nervous.
- \* Looking Disinterested.

Summary\*- Communication is An Art of sending and Receiving Information. It can be classified as Verbal & Non-Verbal. Effective Communication is an harmony b/n

## ② Deliver presentation's with Impact:-

Attractive presentation

+

Audience contact

+

Audience Interaction

= Great Presentation.

Objectives:- In this Module, we will learn about

- \* Create Attractive presentation.
- \* How to Engage Audience.
- \* DO's & Don'ts.
- \* Art of Handling questions.

i) Designing Effective Presentation:- Before creating a presentation we should go through these 5W's:-

The 5 W's:- are What, Who, Why, Where, When.

ii) Number of slides:- \* Make do a Minimum no. of slides.  
\* The larger the no. of slide it gets more complex & the Attention of participants lost.

iii) Fewer words:- use single words (as) sentence.

iv) Simple Language:- Jargon and slang should be Avoided. The language used should be simple and understood by all.

v) A Few Images per slide:- Adding too many Images will ~~confuse~~ cause confusion & distraction.

\* The presenter & the Audience may lose their flow of Thoughts.



v) One though per slide

vi) Effective use of Quotations:- powerful Quotations can do the trick for conveying faster & is an Efficient manner.

\* This helps to Reduce No. of slides

\* The final slide:- Include an FAQ Where relevant & Thank you slide.

\* Readable Font:- The size & Font type should be Readable

\* Avoid all uppercase:- use of all uppercase letters makes it look jumbled & difficult to read.

\* Attractive slides:- use templates matching the need of the project.

\* use Images to simplify content:- Images speak louder than words while explaining the complex scenarios.

use Images / Flow charts to simplify the subjects.

\* Background:- It should be simple. Avoid slides with Dark text & Dark background. They should be complementary to each other.

i) Make an effective Presentation:- Make Notes, Rehearse the Presentation & Gather all Materials & Feedback.

Formal Conference:- decide whether to use podium / walk around. If it is a large audience & a big place a microphone will be needed. use a clicker / remote control unit to navigate slides. Make sure you are formally dressed.

Team Meeting:- Limited to only Team members of a project. This is a less formal setup. usually conducted in a board Room / Any other private space. It is a presentation Along with a discussion session. White board may be used & in Yaker.

Brain storming:- Involves a lot of discussions around the presentation. We should be prepared for questions & Disagreement to your Ideas.

Do's While Making a presentation:-

Before presentation:-

- \* Arrive early
- \* Check scaling & alignment.
- \* Keep prompt cards ready.
- \* Proof read
- \* All Handouts must be Ready.

During presentation:-

- \* Maintain time
- \* Explain the points via Anecdotes.
- \* Be Aware of your body language.
- \* Maintain eye contact.

Don'ts While Making a presentation

- \* Don't read directly from slides
- \* Don't use complicated words keep it simple.
- \* Don't use too many short forms.
- \* Don't stand at one place.
- \* Don't use small fonts.
- \* Don't Apologize unnecessarily.

### ③ Develop soft skill's for the Hloer's space:-

Objectives:- Importance of soft skills, Difference b/n Hard & soft skills

Soft skills are people skills that are difficult to quantify & measure. These skills help you to maintain healthy relationships. These include communication skills, Time Management, Negotiation skills, Critical Thinking, self-confidence, Business etiquette, Goal setting, Team work. Soft skill's is an Integral of any Job profile.

#### Importance of soft skills:-

- \* Express the thoughts effectively
- \* Team work. (Soft skills helps us to do our work in a Team irrespective of any factors).
- \* Interview handling. (During an interview, a candidate has to convince the interviewer that he is the right person for the job. Soft skill's help a candidate to crack the interview).
- \* Ability to empathize
- \* Self awareness.
- \* Learning & sharing (Soft skill teaches you to learn new things with a positive attitude & share with others).
- \* Interpersonal skills (These skills help you to interact with other persons)
- \* Builds confidence (Having a soft skills, builds your confidence)
- \* Good work ethic.

#### Difference b/n Hard skills & Soft skills

Hard skills are Tangible, whereas soft skills are Intangible. Ex for Hard skills are Accounting, welding, Nursing etc:-  
Examples for Soft skills are self confidence, Interpersonal skills, empathy etc:- Hard skills are not common to all sectors of work, whereas soft skills are applied to all the sectors.