



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Soft Skills

Lecture 03

Effective Communication Skills

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The greatest problem in communication is the illusion that it has been accomplished.

- George Bernard Shaw



Communication Skills

- Effective communication skills play a vital role in life as well as in business.
- To communicate is to express an idea, desire, or expectations.

Communication

- A word of Latin origin
- We communicate through symbols.
- Words are our indicators.
- A common frame of reference.

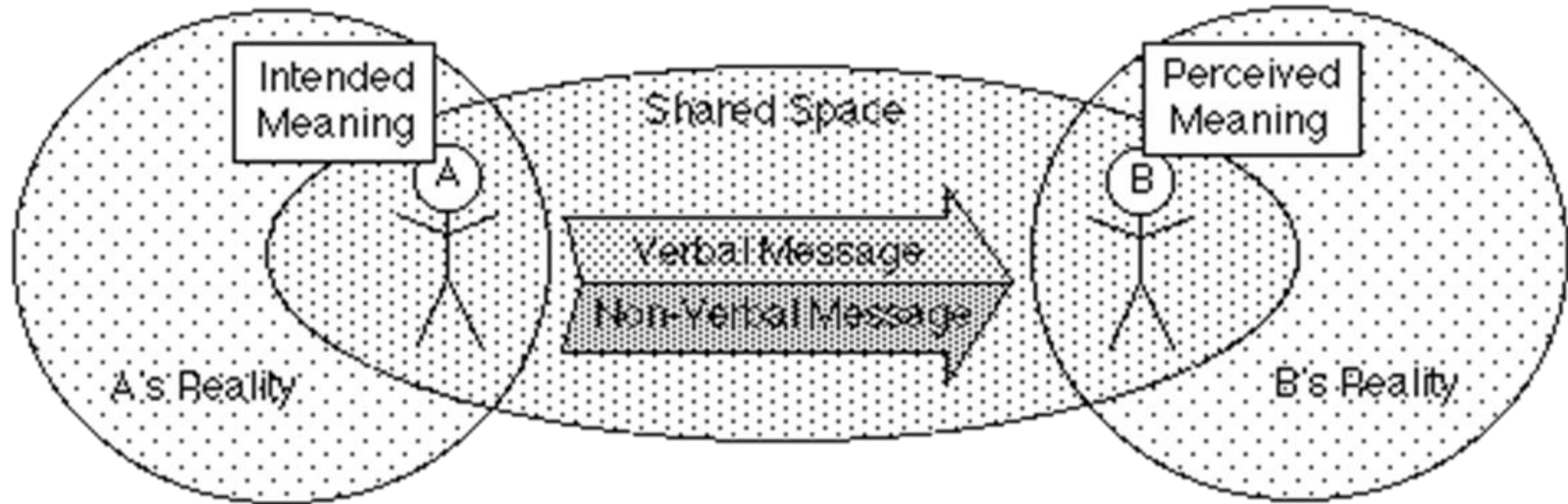


Communication as Process

- ❖ Sender has an idea.
- ❖ Sender encodes idea in message.
- ❖ Message travels over channel.
- ❖ Receiver decodes message.
- ❖ Feedback travels to sender.



Communication Model



Making our communication effective

- ☐ Proper formulation of message
- ☐ Background of receiver
- ☐ Language
- ☐ Perception



Contd.

- ☐ Suitable environment
- ☐ Co-operation between two parties
- ☐ Medium
 - Oral and Written

There is no moment when we do not communicate.

Seven Cs of Effective Communication

- ❖ Candidness
- ❖ Clarity
- ❖ Completeness
- ❖ Conciseness
- ❖ Correctness
- ❖ Courtesy
- ❖ Concreteness

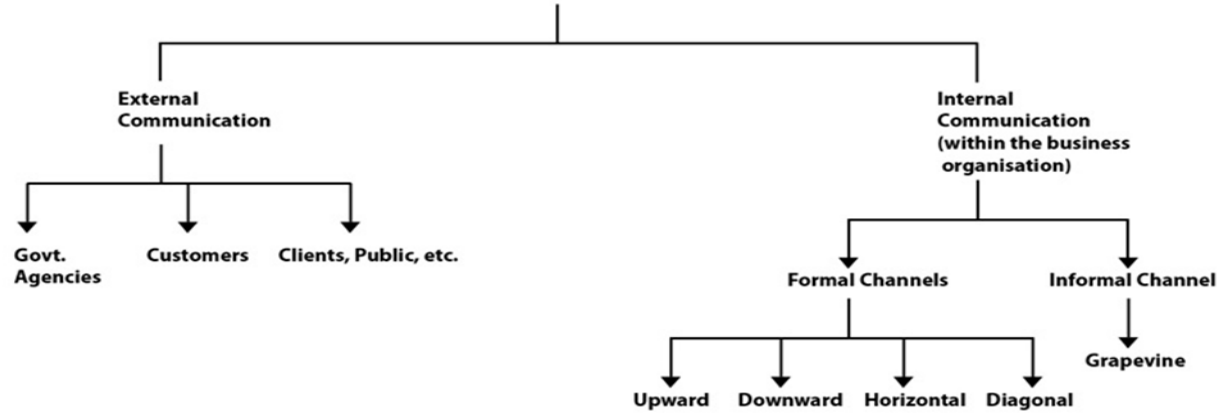


Communication in Organizations

- ❖ Variety of individuals having various roles to play.
- ❖ Work as a team
- ❖ Specific goal



Types



Internal Communication in Organization

- Within the organization
- Mostly planned in order to run the organization
- To carry out the objectives
- Through phone, mail, fax, office memos, company intranet etc.



External Communication

- ✓ Answer queries about products or services.
- ✓ Persuade customers to buy.
- ✓ Clarify supplier specification.
- ✓ Issue credit/Collect bills.
- ✓ Respond to government agencies.
- ✓ Promote a positive image.

Informal Communication Network

➤ Grapevine:

- An informal channel
- May be on rumor based
- Not authentic always
- As negative but crucial information / office politics.
- Managers/executives to utilize intelligibly



Flow of Information

- Downward
- Upward
- Horizontal



Flow

- Through letters, pamphlets
- Internet/ company website

