



PROFESSIONAL GUIDE: EFFECTIVE COMMUNICATION



PROMASTERS

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7 C's of Communication



1. COMPLETE

- Communication must be complete
- Convey all the facts
- Helps in better decision-making

Examples:

- Tomorrow we have a meeting at conference room 1
- Tomorrow we have a meeting at 10 AM in conference room 1

2. COURTESY

- Sender's expression and respect the receiver
- Message should be polite
- Use terms showing respect

Examples:

- John can you please come
- MR. John can you please come

3. CONCISE

- Necessity for effective communication
- Convey in least possible words
- Saves time

Examples:

- We wish to let you know that company is pleased with your performance
- Company is pleased with your performance

4. CONCENTRATE

- Concentrate on a specific message
- Clarity of thoughts improves the meaning of message
- Makes understanding clear

Examples:

- We invite all employees to join celebration
- All employees are requested to join the annual celebrations

5. CLEAR

- Implies no errors in communication
- Boosts up your confidence level
- Impact on readers/audience

Examples:

- I am in well, I hope you are also in well
- I am well, I hope you are also well

6. CONSIDERATION

- Takes the audience into consideration
- Level of education plays an important role
- Relate to the target group

Examples:

- When on an official tour, you are not approved first class fare
- When on an official tour, you will be travelling in tourist class

7. CREATIVITY

- Use creative words and sentences
- Draws reader's attention

Examples:

- Today at 5pm our company will be launching new product line

Communication Style

| Blue | Red | Green | Yellow |
|---------------|--------------|---------------|------------------|
| Daring | Enthusiastic | Satisfied | Diplomatic |
| Determined | Convincing | Good-natured | Cautious |
| Outspoken | Friendly | Conventional | Accurate |
| Decisive | Talkative | Moderate | Controlled |
| Adventurous | Outgoing | Gentle | Insightful |
| Dominant | Persuasive | Modest | Conscientious |
| Impatient | Expressive | Agreeable | Observant |
| Insistent | Inspiring | Kind | Tactful |
| Strong-Willed | Cheerful | Obliging | Reserved |
| Independent | Joyful | Considerate | Private |
| Firm | Playful | Obedient | Introspective |
| Stubborn | Charming | Loyal | Logical |
| Persistent | Animated | Even-Tempered | Well-Disciplined |
| Argumentative | Optimistic | Sympathetic | Precise |
| Direct | Extroverted | Easygoing | Systematic |
| Assertive | Impulsive | Helpful | Introverted |

Yellow

Style Strategies

May want personal autonomy, opportunity for careful planning, exact job descriptions, precise expectations.

- Take time to prepare your case in advance.
- Provide straight pros and cons of ideas.
- Support ideas with accurate data.
- Provide reassurance that no surprises will occur.
- Provide exact job description with precise explanation of how it fits into the big picture.
- Review recommendations to them in a systematic manner.
- If agreeing, be specific. If disagreeing, disagree with the facts rather than the person.

- Be prepared to provide explanations in a patient, persistent, diplomatic manner.

Style Limitations

Under pressure, people with strong characteristics of this style may:

- Seek feedback and direction from coaches.
- Be hesitant to act without precedent.
- Be bound by key procedures and methods.
- Get bogged down in the decision-making process.
- Resist delegating tasks.
- Want full explanation before changes are made.
- Yield their position to avoid controversy.
- Avoid involvement when threatened.
- Focus exclusively on their own tasks and accomplishments.

Blue

Style Strategies

May want authority, challenges, prestige, freedom, varied activities, growth assignments, “bottom-line” approach, and opportunity for advancement.

- Provide direct answers, be brief and to the point.
- Ask “what” questions, not “how.”
- Stick to business and results they desire.
- Outline possibilities for the person to get results, solve problems, and be in charge.
- Stress logical benefits of featured ideas and approaches.
- When in agreement, agree with facts and ideas rather than the person.

Style Limitations

Under pressure, people with strong characteristics of this style may:

- Overstep prerogatives.
- Act restlessly.
- Stimulate anxiety in others.
- Overrule people.
- Be blunt and sarcastic with others.
- Sulk when not in the limelight.
- Be critical and fault finding.
- Be inattentive to details and logic.
- Be dissatisfied with routine work.
- Resist participation as part of a team.

Green

Style Strategies

May want security of the situation, time to adjust to change, appreciation, identification with group, limited territory, and areas of specialization.

- Provide sincere interest in them as a person; provide a sincere, personal, and agreeable environment.
- Focus on answers to “how” questions to provide them with clarification.
- Be patient in drawing out their goals.
- Present ideas or departures from current practices in a nonthreatening manner; give them a chance to adjust.
- Clearly define goals, roles, or procedures and their place in the overall plan.
- Provide personal assurances of follow-up support.

Style Limitations

Under pressure, people with strong characteristics of this style may:

- Insist on maintaining status quo.
- Take a long time to adjust.
- Have trouble meeting multiple deadlines.
- Need help getting started on new, unstructured assignments.
- Have difficulty with innovation.
- Be content with things as they are.
- Continue to do things the way they were always done.
- Hold onto past experiences and feelings.
- Wait for orders before acting.

Red

Style Strategies

May want social recognition, popularity, people to talk to, freedom from control and detail, favorable working conditions, recognition of abilities, a chance to motivate people, and inclusion by others.

- Provide favorable, friendly environment.
- Provide chance for them to verbalize about ideas, people, and their intuition.
- Offer them ideas for transferring talk into action.
- Provide testimonials.
- Provide time for stimulating, sociable activities.
- Provide details in writing, but do not dwell on these.
- Provide a participative relationship.

Style Limitations

Under pressure, people with strong characteristics of this style may:

- Be more concerned with popularity than tangible results.
- Oversell.
- Act impulsively—heart over mind.
- Reach inconsistent conclusions.
- Make decisions solely on gut feelings.
- Be unrealistic in appraising people; trust people indiscriminately.
- Be inattentive to detail.
- Have difficulty planning and estimating time expenditure.
- Perform superficial analysis.

Tips To Make Communication Effective



Communicate with Influence

- Leading by example.
- Looking at the big picture and sharing that vision with others.
- Watching your own biases.
- Looking, listening, and watching.
- Practicing good communication skills.
- Stepping out-of-the-box and being creative.
- Creating an environment that supports team members.

Communicate with diplomacy

- A diplomatic communicator is someone who can get his/her message across and convince people to change without damaging the relationship.
- Diplomatic communicators use reason, kindness, and compassion. They show respect for the other person.
- Diplomatic communication is about being honest, but not brutally honest.
- It means communicating in a way that makes a person feel the interaction was respectful and positive.
- Learn to flex your communication style.
- Choose your words carefully.
- Listen, think, and be open.
- Relax your body and face.