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**Importance of Communication Skills at Professional Scale**

**What are Communication Skills?**

Communication skills are abilities you use when giving and receiving different kinds of information. Some examples include communicating ideas, feelings or what’s happening around you. Communication skills involve listening, speaking, observing and empathizing. It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communications, like email and social media.

**Why Communication Skills are Important?**

Communication skills are needed to speak appropriately with a wide **variety** of people whilst maintaining good eye contact, demonstrate a varied **vocabulary** and tailor your language to your audience, listen effectively, present your ideas appropriately, write clearly and concisely, and work well in a group.

**What is Effective Communication Skill and why it is important?**

It is crucial to **communicate effectively** in negotiations to ensure you achieve your goals. **Communication** is also **important** within the business. **Effective communication** can help to foster a good working relationship between you and your staff, which can in turn improve morale and efficiency.

**Fields in which Communication skills are used**

1. Clinical psychologists
2. Counselling psychologists
3. Customer service representatives
4. Doctors
5. Financial advisers
6. Human services assistants
7. Lawyers
8. Market research analysts
9. Medical assistants
10. Nurses
11. Occupational therapists
12. Pharmacists
13. Physical therapists
14. Public relations specialists
15. Radiologic technicians and technologists
16. Sales representatives
17. School counsellor
18. Social workers
19. Teachers
20. Training and development specialists

**Types of Communication Skills**

* **VERBAL COMMUNICATION**

Verbal communication occurs when we engage in speaking with others. It can be face-to-face, over the telephone, via Skype or Zoom, etc. Some verbal engagements are informal, such as chatting with a friend over coffee or in the office kitchen, while others are more formal, such as a scheduled meeting.

## NON-VERBAL COMMUNICATION

## Non-verbal communication includes facial expressions, posture, eye contact, hand movements, and touch. For example, if you’re engaged in a conversation with your boss about your cost-saving idea, it is important to pay attention to both the their words and their non-verbal communication. Your boss might be in agreement with your idea verbally, but their nonverbal cues: avoiding eye contact, sighing, scrunched up face, etc. indicate something different.

## LISTENING

## The [act of listening](https://drexel.edu/goodwin/professional-studies-blog/overview/2019/August/tips-for-better-active-listening/) does not often make its way onto the list of types of communication. Active listening, however, is perhaps one of the most important types of communication because if we cannot listen to the person sitting across from us, we cannot effectively engage with them. Think about a negotiation – part of the process is to assess what the opposition wants and needs. Without listening, it is impossible to assess that, which makes it difficult to achieve a win/win outcome.

## VISUAL COMMUNICATION

## We are a visual society. Think about it, televisions are running 24/7, Facebook is visual with memes, videos, images, etc., Instagram is an image-only platform, and advertisers use imagery to sell products and ideas. Think about from a personal perspective – the images we post on social media are meant to convey meaning – to communicate a message. In some cases that message might be, look at me, I’m in Italy or I just won an award. Others are carefully curated to tug on our heartstrings – injured animals, crying children, etc.

## We communicate continually throughout each and every day. We do it without thinking – we operate on communication autopilot.

## What are the Importance of Communication skills at professional place?

### **Effective communication enhances your professional success**

Regardless of the industry you are in, or the level you’re at, being a skilled communicator will boost your credibility and reputation.

You may be surprised to learn that communication skills topped the list as the ‘most important asset for prospective employees’ in a [survey](https://www.mbanews.com.au/communication-skills-valued-employers/) of Australian business leaders entitled, *The Future of Talent*. This was seen as even more important than problem solving, collaboration or leadership skills. And as people scale the organisational ladder, the ability to communicate well becomes central to progress.

In a[dataset](https://hbr.org/2014/07/the-skills-leaders-need-at-every-level) collated by Harvard Business Review, over 300,000 respondents were asked to rank their most important executive skill. Regardless of the management level, the ability to ‘Inspire and Motivate Others’, and ‘Communicate Powerfully and Prolifically’ were in the top 5 leadership skills needed the most.

Your technical skills will only take you so far in your career.  If you want to be seen as a (future) leader, being a skilled communicator is critical.

### **When you communicate well, you motivate others to act**

Being able to convey your message with confidence and clarity significantly impacts your ability to [influence and persuade others](http://www.secondnature.com.au/blog/the-limits-of-persuasion/) to follow your lead. Whether you are looking to inspire your colleagues to collaborate on a tough project, win stakeholder support for a new idea, or persuade clients to buy your latest solution/service, how you present your message is critical to your success.

Alastair Cox, chief executive at Hays, [said recently](https://www.hays.com.au/blog/nick-deligiannis/HAYS_1912525) that he looks for talent who have a clear plan and bright ideas for the future – and who (more importantly) can effectively communicate these ideas to others.

Effective communication is more than telling people what they want or need to hear. To [fully connect with your audience](http://www.secondnature.com.au/blog/why-knowing-your-audience-will-make-a-profound-difference-to-the-impact-of-your-presentations/) and influence them with your message takes skilled communication on all levels – verbal, written,[body language](http://www.secondnature.com.au/blog/body-language-when-youre-in-youre-on/) and of course effective listening.

Good communication skills can help you become more influential, inspiring and impressive professionally as well as personally.

### **Good communication improves your negotiation and persuasion skills**

In an[analysis](https://careerswithstem.com.au/employability-skills/) of four key reports that looked at the most sought-after employability skills in Australia, communication topped the list, and negotiating and persuading came in at number seven. Both are important skills to cultivate, and by improving your communication effectiveness, you’ll also become a better and more confident negotiator in the process.

**The**Every job involves some degree of negotiation – be it internally with your team and management or externally with vendors, clients or partners. Being a good negotiator is a valuable skill that can help you find a solution that’s acceptable to all and maintain positive working relationships.

### **High-level communication skills can fast-track your career progression**

If you are scanning the current job vacancies or talking to recruitment agencies, you will likely find that many employers are now seeking professional skills such as communication, teamwork and planning. In fact, a recent [report](https://www.businessinsider.com.au/jobs-australia-skills-required-2019-3) that analysed job advertisements in Australia over a six-month period found that 31.3% of all advertisements requested strong communication skills.

This was by far the most requested skill! More than triple the next best which was teamwork/collaboration at 11.8%.

For those who are looking for a promotion, another[recent survey](https://www.forbes.com/sites/lisaroepe/2017/08/18/why-soft-skills-will-help-you-get-the-job-and-then-promoted/#1243571d54b8) of recruiting professionals found that 94% believed employees with stronger soft skills were more likely to be promoted than those with more experience but weaker soft skills.

The LinkedIn APAC Future of Skills 2019 [Report](https://business.linkedin.com/talent-solutions/cx/19/06/future-of-skills-for-asia-pacific-2019/future-of-skills-2019-au) echoes this. As AI and automation become prevalent, soft skills are becoming more valuable.

### **Confident communicators are better business networkers**

Love it or hate it, networking is a big part of business today. However, if you are a poor communicator, networking can be painful! On the other hand, if you’re[confident in your presentation](http://www.secondnature.com.au/blog/how-to-present-more-confidently/) and communication skills, you can make the most of networking events and the opportunities they provide.

If you’re looking for an edge over the competition, taking part in professional development activities such as networking is a great way to stand out. However, you won’t see the benefits unless you have the confidence and skills to start and hold conversations with the influential people in the room. If you hang back because you don’t know what to say or how to say it, you’ll miss your chance.

Forming long-lasting professional relationships is highly important for your career progression – it’s how you learn about new opportunities, find mentors, and become recognised in your industry.

Ability to communicate well can play an important role in the making or breaking of career. Well-developed presentation and communication skills will enhance professional reputation, increase the ability to influence others, enables us to progress your career faster and give us the confidence to network successfully.