

# Introduction to Communication Skills Unit 1.1



### What is meant by Communication?

- Communication is the transmission of knowledge and meaning from one individual or group to another.
- Communication may be defined as giving, receiving or exchanging information, opinions or ideas by writing, speech or visual means, so that the message communicated is completely understood by the recipient(s).



## **Benefits of Effective Communication**

- Productivity
- Persuasive skills
- Better work culture
- Professional skills
- Corporate success
- Proper feedback
- Strong decision making and problem-solving skills



### Steps to develop Communication

- Define goals and expectations
- Choose your medium carefully
- Clearly deliver your message
- Keep everyone involved
- Listen and show empathy



### **Required Communication Skills**

- Interpersonal Skills
- Non-verbal Communication Skills
- Presentation Skills
- Listening Skills
- Writing Skills