

Can you make your own quote on this image?

Your speech can be a barrier between you and your success!



# Effective communication

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# Effective Communication

- Effective communication is essential in every aspect of our life; at home, at work, with our friends.
- A person who can communicate effectively will always have an advantage when dealing with people.
- There is a guideline that one can follow to implement the habit of effective communication.



**7 C's of communication**

# Which one do you think is the good example of a complete message? Why?

Hi,

Please make sure to carry all the items tomorrow for the meeting.

Regards

Hi,

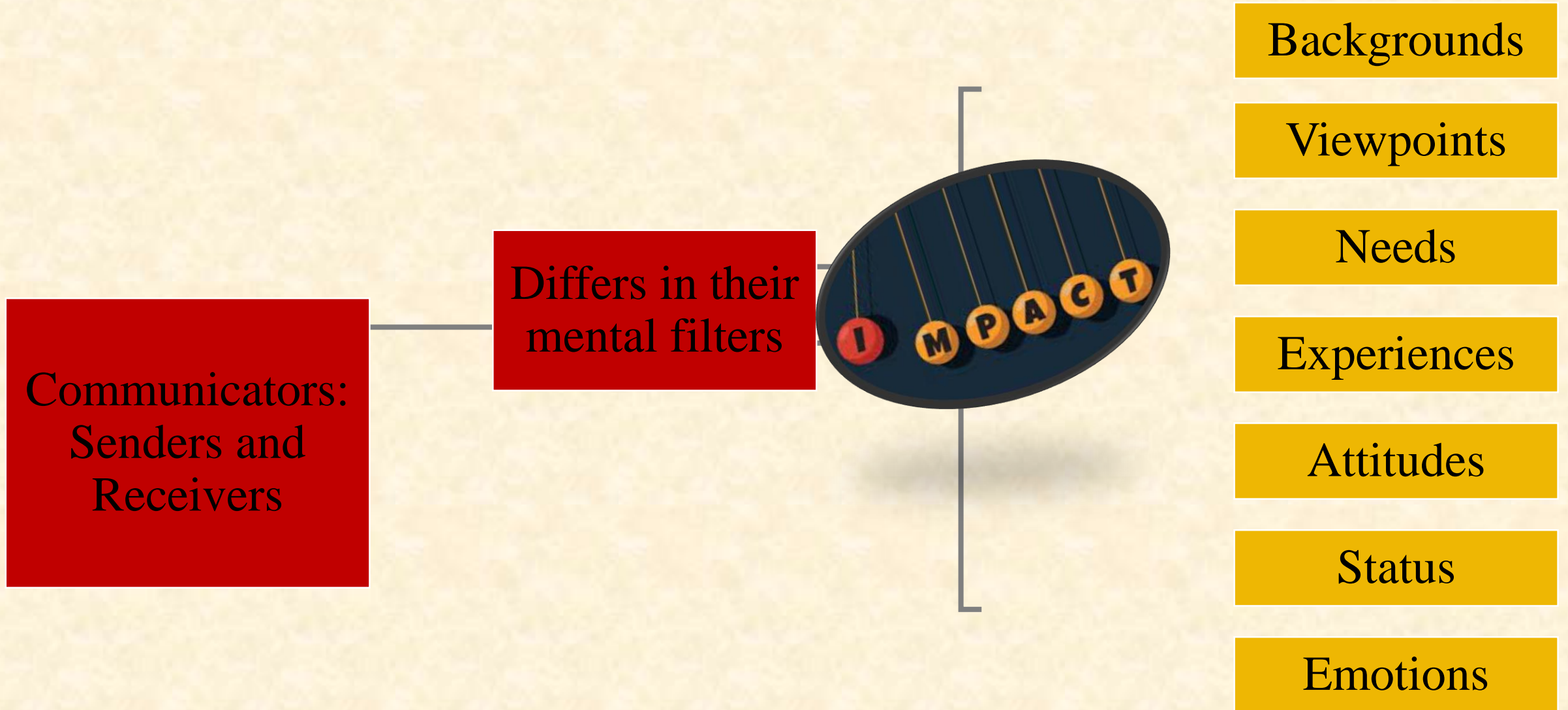
Just a reminder that we have a meeting scheduled at 10.00 am tomorrow to discuss the Britannia event. Please make sure you get all the event props that need to be presented to the client.

Regards

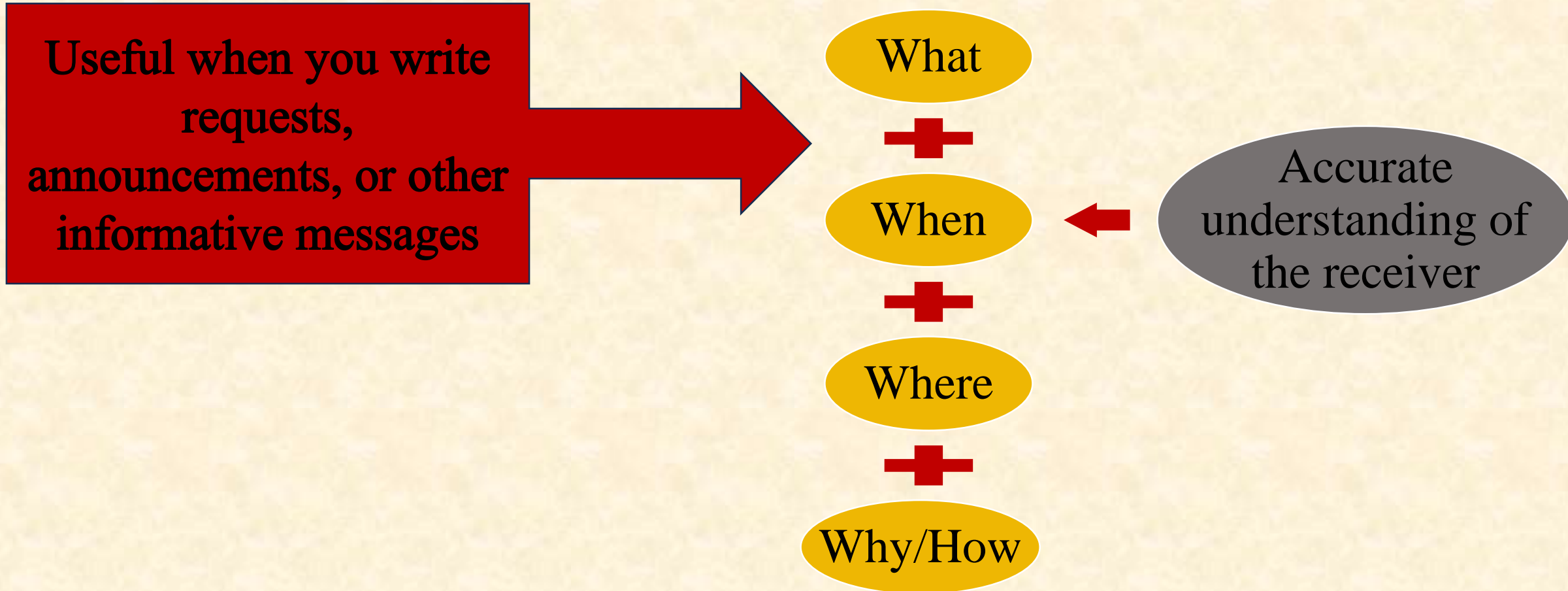
# Completeness

- A message is complete when it contains all facts the reader or listener needs for the reaction you desire.
- When your message is complete, your audience knows exactly what needs to be done.
- All necessary information relative to the intended message must be present.

# Remember!



# Provide all necessary information





# Provide all necessary information

To whom is it for



What you want



When you need it



Where it is to be sent



How payment will be made



Requesting  
merchandise



# Which one is the good example of a concise message? Why?

**Dear,**

**I wanted to discuss the video editing ideas we planned out yesterday. It would be better to add additional elements to the video in order to have a stronger impact on the client's message.**

**A dissolve transition would give a seamless flow to each movie and make the videos cleaner and appealing in the minds of the target audience.**

**What do you think?**

**Regards**

Dear,

I wanted to talk about the video editing ideas we sort of planned out the other day. Don't you think it would make a lot of sense to also add additional elements to the videos? I mean, I think that would sort of improve the quality of the videos as well as have a stronger impact on the client's message.

For instance, we could add a dissolve transition to each movie, which would then give it a seamless flow. This would then make the video cleaner and be more appealing in the minds of the people. The impact would just be a lot greater. This makes a lot more sense according to me.

What do you think?

Regards

# Conciseness

- To the point (without using a lot of words).
- Ask yourself if there are any unnecessary sentences/words and if you have written the same points multiple times.
- Being concise saves the time of both you and your reader and adds value to your message.

- Using the fewest possible words without violating other C qualities.
- A concise message is complete without **being wordy.**

# How to achieve conciseness?

## Eliminate wordy expressions

Use single word  
instead of phrases

Wordy: At this time

Concise: Now

Omit unnecessary  
expressions

Wordy: Allow me to  
say how helpful your  
response was

Concise: Your  
response was helpful.

Avoid overusing  
phrases

Wordy: There are  
four rules that should  
be observed

Concise: Four rules  
should be observed.

# How to achieve conciseness?

## Eliminate wordy expressions

### Omit 'which' and 'that' clauses

Wordy: She bought desks that are of the executive type.

Concise: She bought executive type desks.

### Eliminate unnecessary prepositional phrases

Wordy: In most cases the date of the policy is indicated in the upper right corner.

Concise: The policy date is in the upper right corner.

### Limit use of the passive voice

Wordy: The reports are to be submitted by employees prior to 5:00, at which time they will be received by Mr. Jones.

Concise: Please submit your reports to Mr. Jones by 5:00.

# How to achieve conciseness?

## Include only relevant material

Stick to the purpose of the message

Delete irrelevant words and rambling sentences

Omit information obvious to the receiver

Avoid long intro, unnecessary explanation, excessive adjective and prep, gushy politeness

Get to the important point tactfully and concisely

Wordy: We hereby wish to let you know that our company is pleased with the confidence you have reposed in us.

Concise: We appreciate your confidence.

# How to achieve conciseness?

## Avoid unnecessary repetition

Use shorter name

Use pronouns or  
initials

Look at the example on page 41  
and 42

Remove all needless repetition  
of phrases and sentences

Concise the wordy  
sentences/expressions

Second task on page  
68



# Consideration

- Consideration means preparing every message with the message receivers in mind; try to put yourself in their place. You are considerate, you do not lose your temper, you do not accuse and you do not charge them without facts. the thoughtful consideration is also called “you-attitude”.
- Focus on “You” instead of “I” and “We”.
- Show audience benefit or interest in the receiver.
- Emphasize positive, pleasant facts.



# Focus on “You” instead of “I” and “We”:

## We and You-Attitude

We-Attitude: I am delighted to announce that we will be extending our hours to make shopping more convenient.

You-Attitude: You will be able to shop evenings with the extended hours.

## We and You-Attitude

We-Attitude: We're sure you must be frustrated by the length of time it has taken to ship your order for Hp Printer.

You-Attitude: The Hp Printer you ordered will reach you within a week.

# Insensitivity in negative situations

## Insensitive

You failed to enclose your check in the envelop.

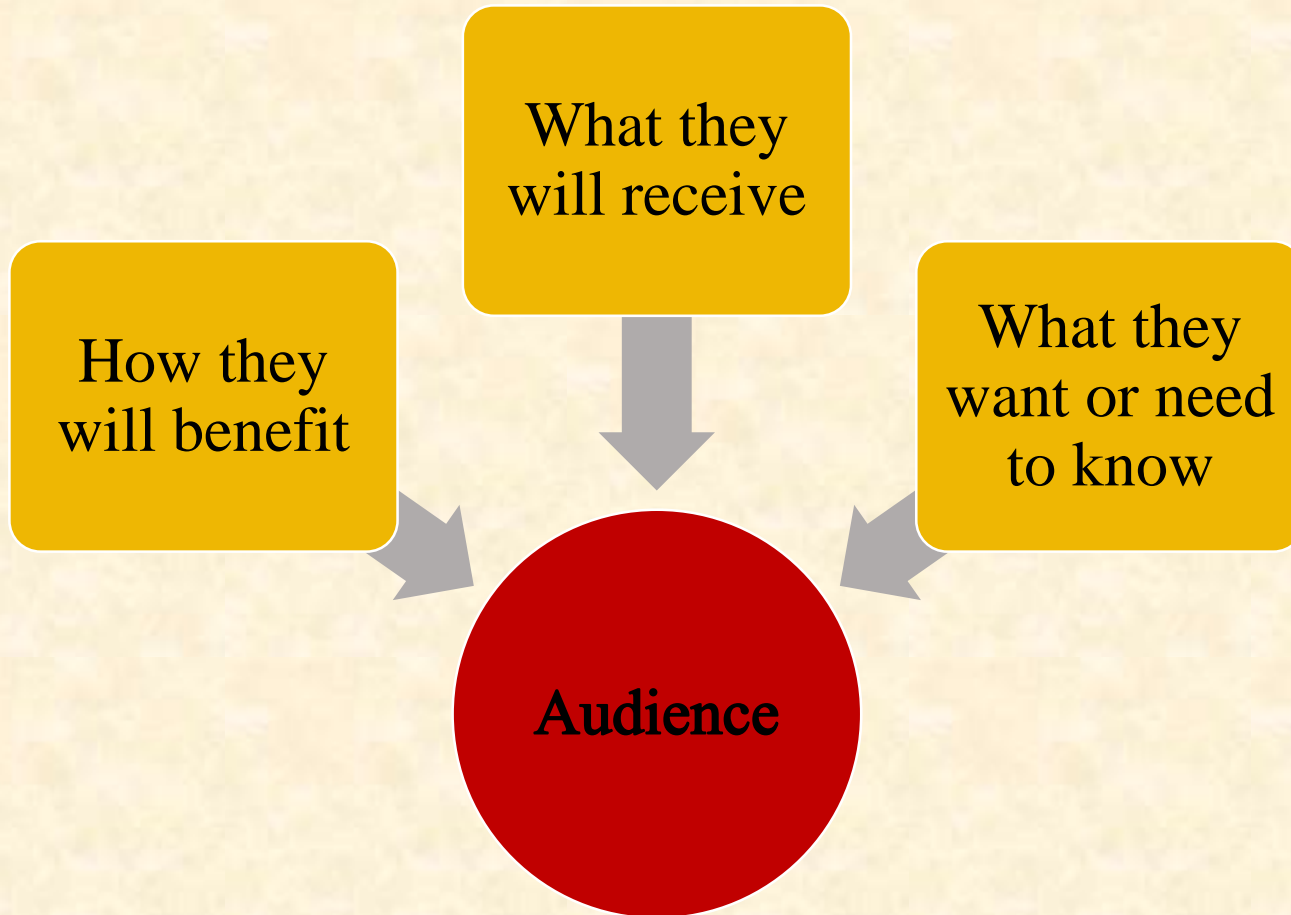
You are completely off base in your proposal.

## Considerate

The envelop we received did not have a check in it.

The proposed plan has three aspects that need clarification.

# Audience-oriented messages



- Benefits must meet:
  - ✓ Recipients' needs
  - ✓ Address their concerns
  - ✓ Offer them rewards

# Consideration: Case Study

- A leader grabbing the attention of the masses during election campaign/political rallies etc.
- *Imran Khan says Pakistan will plant 10 billion trees. You should plant a tree for fighting environmental hazards.*
- *Founder of the Nation Qaid-e-Azam:*
- *You are free; you are free to go to your temples. You are free to go to your mosques or to any other places of worship in this State of Pakistan. You may belong to any religion, caste or creed—that has nothing to do with the business of the state”*

# Emphasize positive, pleasant facts

Accent the positive: stress on what can be done instead of what cannot



Negative-Unpleasant: It is impossible to open an account for you today



Positive-Pleasant: As soon as your signature card reaches us, we will gladly open an account.

Make John's reply objective and professional

Second task on page 69

# Concreteness

- Communicating concretely means being specific, definite, and vivid rather than vague and general.
- The following guidelines should help you compose concrete, convincing message;
  - Use specific facts and figures.
  - Put action in your verbs.
  - Choose vivid, image building words. (Read further explanation on page 48 and 49)



# Concreteness: Use Specific Facts and Figures

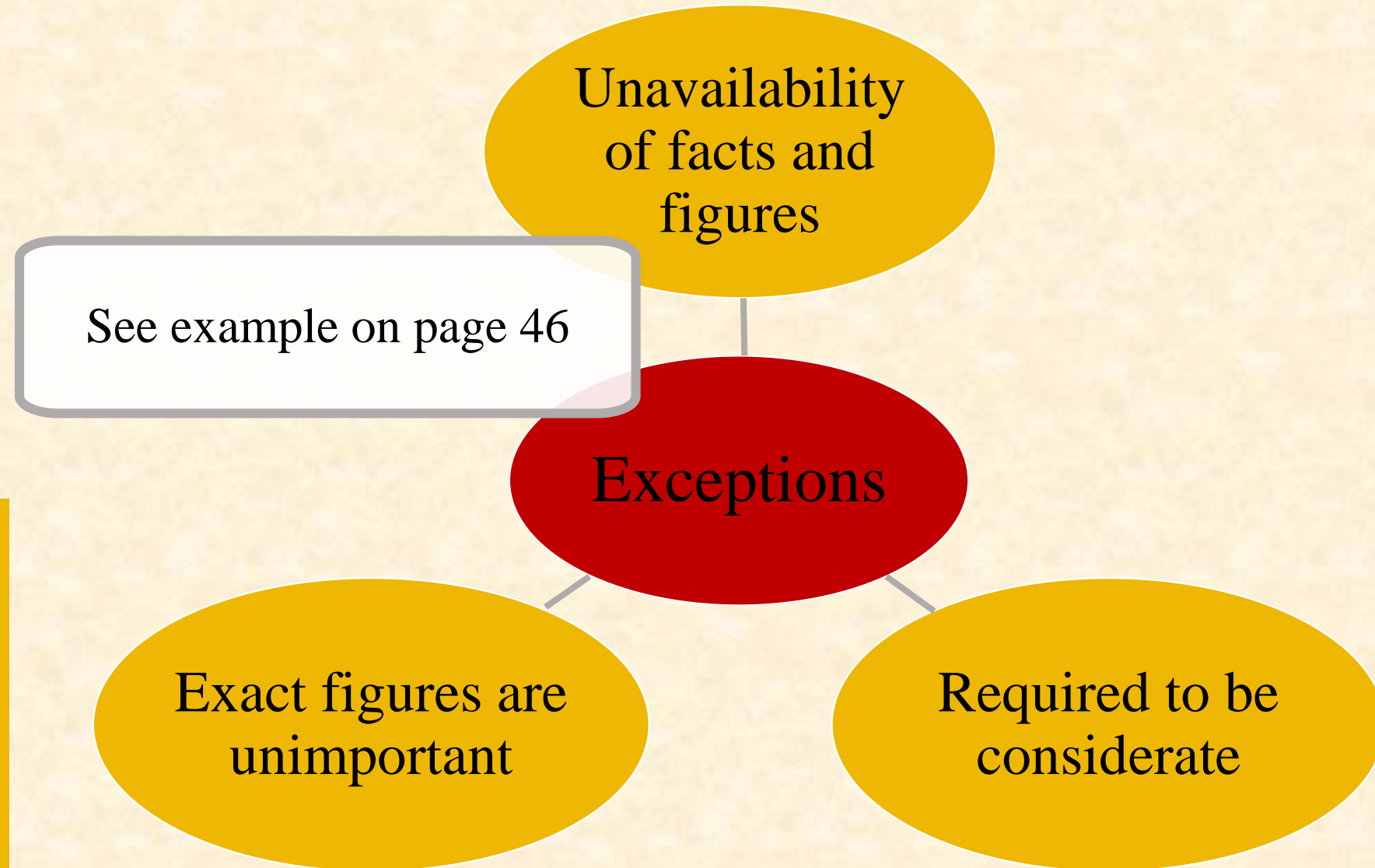
- It is desirable to be precise and concrete in both written and oral business communication.

## Vague, General, Indefinite

**Students' GMAT scores are higher.**

## Concrete, Precise

**In 1996**, the GMAT scores **averaged 600**; **by 1997** they had risen to **610**.





# Task

- Rewrite the following in concrete form as the sentences are too general and vague.
- Our product has won several prizes.
- These brakes stop a car within a short distance.
- The fire that broke out last week destroyed most of the important records of the office.

# Concreteness: Put Actions in your Verbs

Verbs can activate other words and help make your sentences alive: Dynamic Sentences



Use active rather than passive verbs



Put action in your verbs rather than in nouns and infinitives

# Concreteness: Why use active voice/active verbs?

**Specific**

A decision  
has been  
made

The dean  
decided

**Personal**

It will be  
noted

You will  
note

**Concise**

It is shown  
by figures

Figures  
show

**Emphatic**

A contest  
was held by  
the students

The  
students  
held a  
contest

# But! Passive voice may be preferred when . . .

- You want to avoid personal, blunt accusations or comments.
- You want to stress the object of the action
- The doer is unimportant in the sentence

See examples on page 47 & 48

# Put actions in verbs, not in . .

With nouns and prepositions



## Nouns: Quiet nouns

The function of this office **is** the collection of payments and the compilation of statements.

This office collects payments and compiles statements.

## Infinitives

The duty of a secretary is to check all incoming mail and to record it.

A secretary checks and records all incoming mail.

# Exercise

Put action into the words by using active instead of passive voice.

- Tests were made by us
- A full report will be sent to you by the supervisor.
- The contract had a requirement ....
- Mr. Singh will give consideration to the report ....

# Clarity

- Convey your message in an easy-to-understand manner.
- Use short simple sentences while speaking or writing.
- Share your thoughts and ideas with utmost clarity.



Choose precise, concrete and familiar words.

Getting the meaning from your head to the head of your reader (accurately) is the purpose of clarity.



# Choose Precise, Concrete, and Familiar Words

- Clarity is achieved in part through a balance between precise language and familiar language. Precise words need not be pretentious.

Familiar	Pretentious
After	Subsequent
Home	Domicile
Pay	Remuneration

# Which one is the good example of clarity?

Hi

I would like to schedule a meeting with you in regards to yesterday's conversation. The topics you covered were great, and I'd like to speak about them in detail. Please let me know when you would like to have this meet.

Regards

Hi

I would like to schedule a meeting with you in regards to your presentation on email marketing. The topics you covered were great, and I would like to discuss implementation on our current clients. Please let me know when you have the time so that we can discuss it in detail.

Regards

# Courtesy

- True courtesy involves being aware not only of the perspective of others, but also their feelings. Courtesy stems from a sincere you-attitude.

Following suggestions for generating a courteous tone;

- Be sincerely tactful, thoughtful, and appreciative.
- Use expressions that show respect.
- Choose nondiscriminatory expressions.

# Which one is the good example of courtesy?

Dear,

I have noticed that there are always delays in the orders. You need to focus on the orders department as a priority. Please get all the orders cleared ASAP!

Regards

Dear,

Thank you for your work at the book fair. I have noticed that there are orders pending which need to be cleared on priority. I would appreciate it if you could focus on getting these cleared so that we can avoid any delays to the customer.

Thanks a lot, and please let me know if you have any questions regarding the same.

Best,

# Use expressions that show respect

No reader wants to receive messages that offend.

## Omit irritation expressions



- You failed to
- You have to
- Inexcusable
- We must insist
- We don't believe

## Omit Questionable Humour



- See example on page 57

# Be sincerely tactful, thoughtful, and appreciative

## Tact

Though few people are intentionally abrupt or blunt, these negative traits are a common cause of discourtesy.

Stupid letter; I can't understand any of it.

**It's my understanding...**

## Thoughtfulness and appreciation

Sending cordial, courteous messages of deserved congratulations and appreciation help build goodwill.

I appreciate . .

It was very thoughtful of . . .

Thankyou for . . .

My sincere appreciation



# Choose Nondiscriminatory Expressions

- Another requirement for courtesy is the use of nondiscriminatory language that reflects equal treatment of people regardless of gender, race, ethnic origin, and physical features.

Questionable	More Desirable
Freshman	Entering students; first year student.
Manpower	Workers; employees; work force personnel



# Task: Show courtesy by avoiding tactless & blunt language

- Your letter is not clear at all.
- Please rephrase the highlighted phrases in your letter for clarity.
- Obviously, if you would read your policy carefully you will be able to answer these questions yourself.
- Kindly read the policy for your clarification to the queries.
- Apparently you already forgotten what I wrote you two weeks ago.
- I believe you might have missed the earlier message I wrote two weeks ago.

Do Task 8 on page 66.

# Correctness

- Make sure all your facts and figures are accurate with no grammatical errors.
- Always proofread your work before presenting it.
- A correct message with viable facts will add credibility to your work.

# Is this message syntactically correct?

Hi,

It was wonderful meeting you last week. I had a good time. I'm sure we will be able to do some great work on this project. Let me know whether you need any supplies from the company and I'll get them delivered as soon as possible.

Thanks again, speak to you soon!

Regards

# Conclusion

- The way we communicate is a huge factor in how successful we are in life.
- If we communicate effectively, it gives us more credibility in our jobs as well as personal life.
- Using the 7 C's of communication, that is when you're clear, concise, concrete, correct, consider the speaker, complete and courteous, with your message, you will become an effective communicator and find more success in your interactions with people.