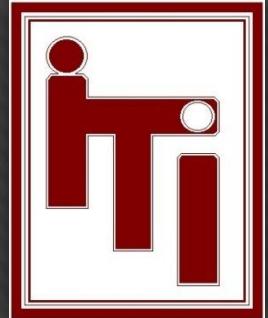


Effective Communication Skills

Skills House



Course Duration**12 Hours****Course Assessment**

- 10% Attendance
- 90% Class Participation

Corrective Assessment

- Written Exam

Recommendations

N/A

Effective Communication Skills



Agenda

- **What is Communication?**
- **Classifications & Functions of Communication**
- **Basic Communication Process**
- **Communication Channels**
- **Types of Communication**
- **Barriers to Communication**
- **Active Listening**
- **Techniques of Communication**
- **Credibility**
- **Perception**
- **Ladder of Inference**
- **Organizational Communication**
- **Personality Types**



What is Communication?

Transfer and understanding of meaning.



Transfer means the message was received in a form that can be interpreted by the receiver.



Understanding the message is not the same as the receiver agreeing with the message.

Classifications of Communication



Classifications of Communication

Cont'd

You must be able to communicate with yourself before you can communicate with others.

People cannot read your mind, you are the one that must translate the things you think so that the other people can understand you.



Classifications of Communication

Cont'd



It is the process of exchanging and understanding messages between two or more people.

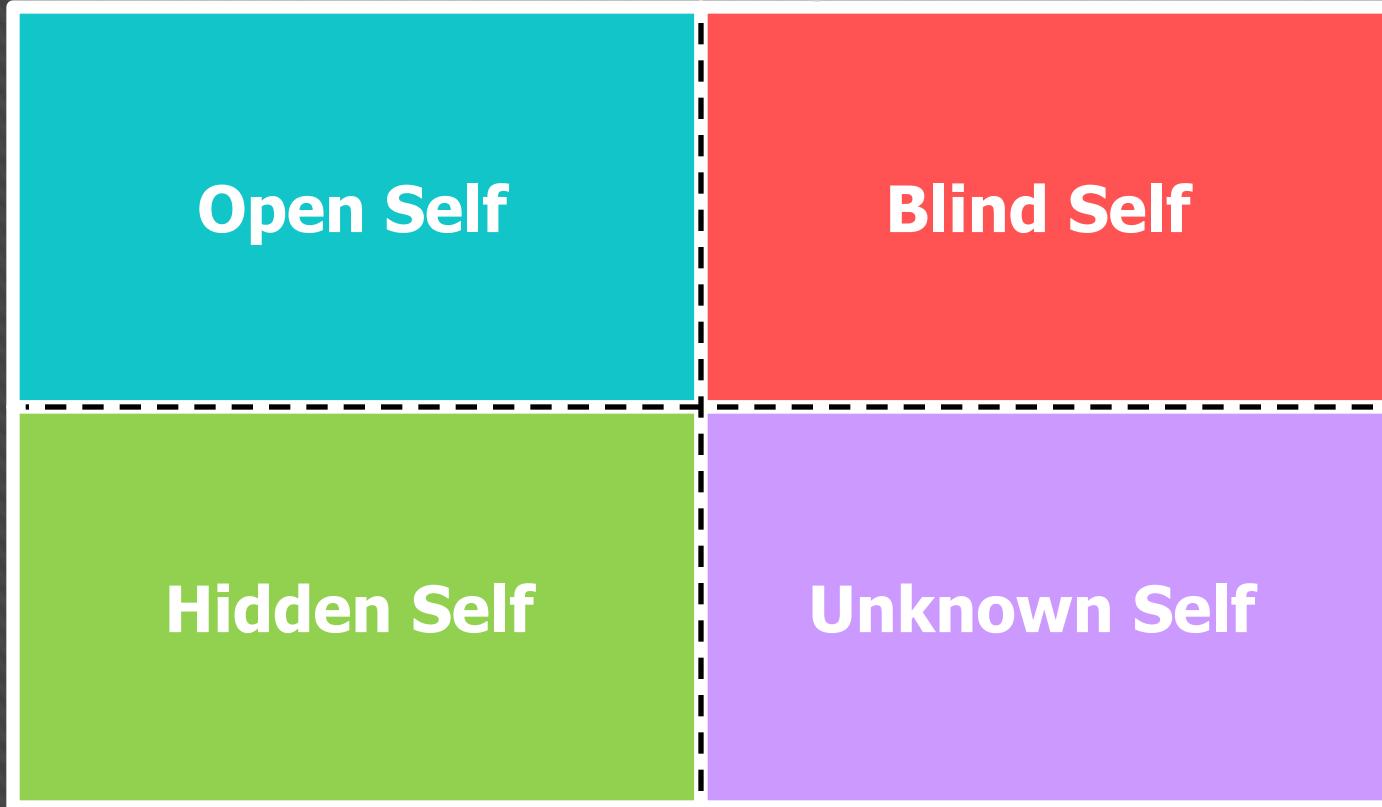
Classifications of Communication

Cont'd

All the patterns, network, and systems of communications within an organization

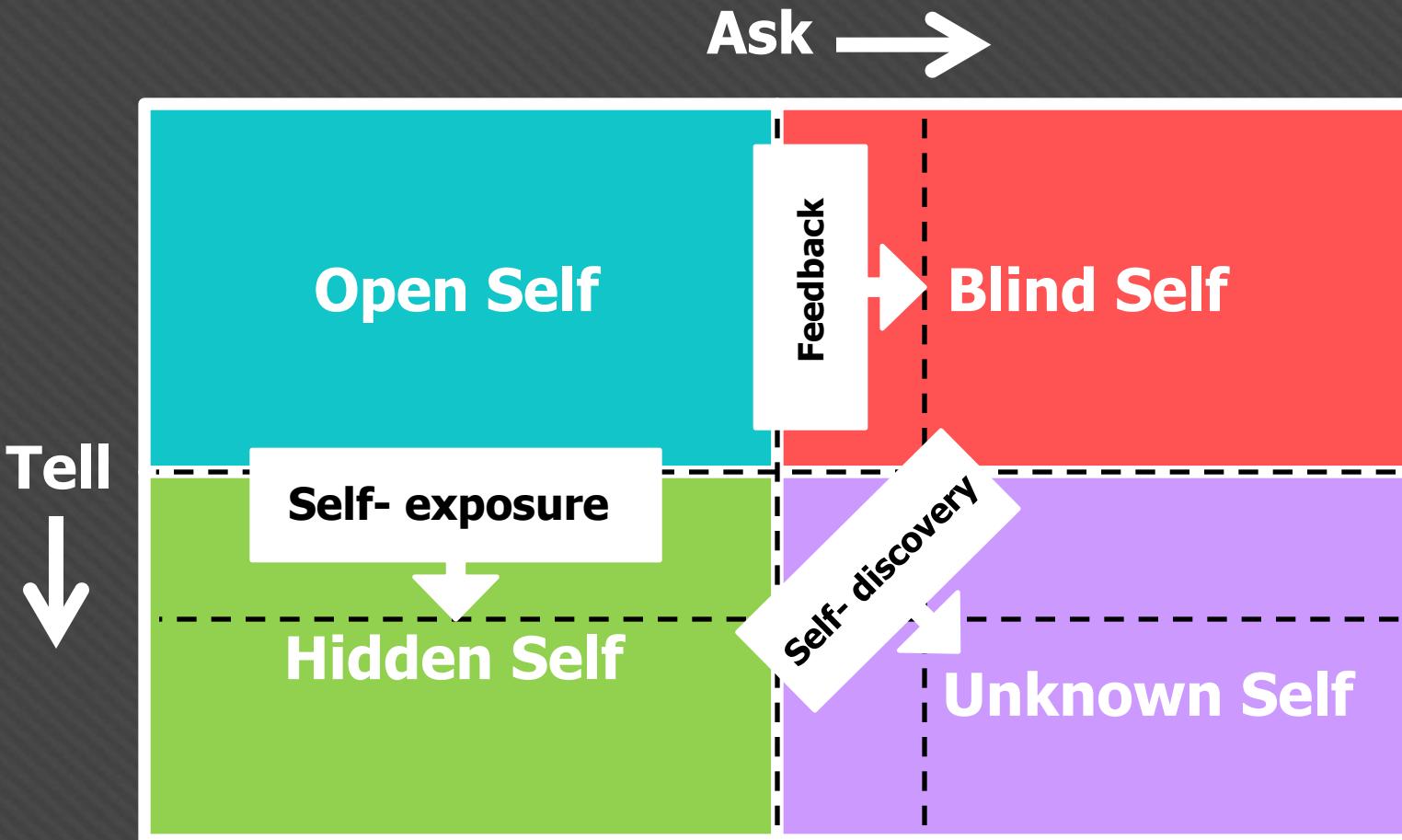


JOHARI Window

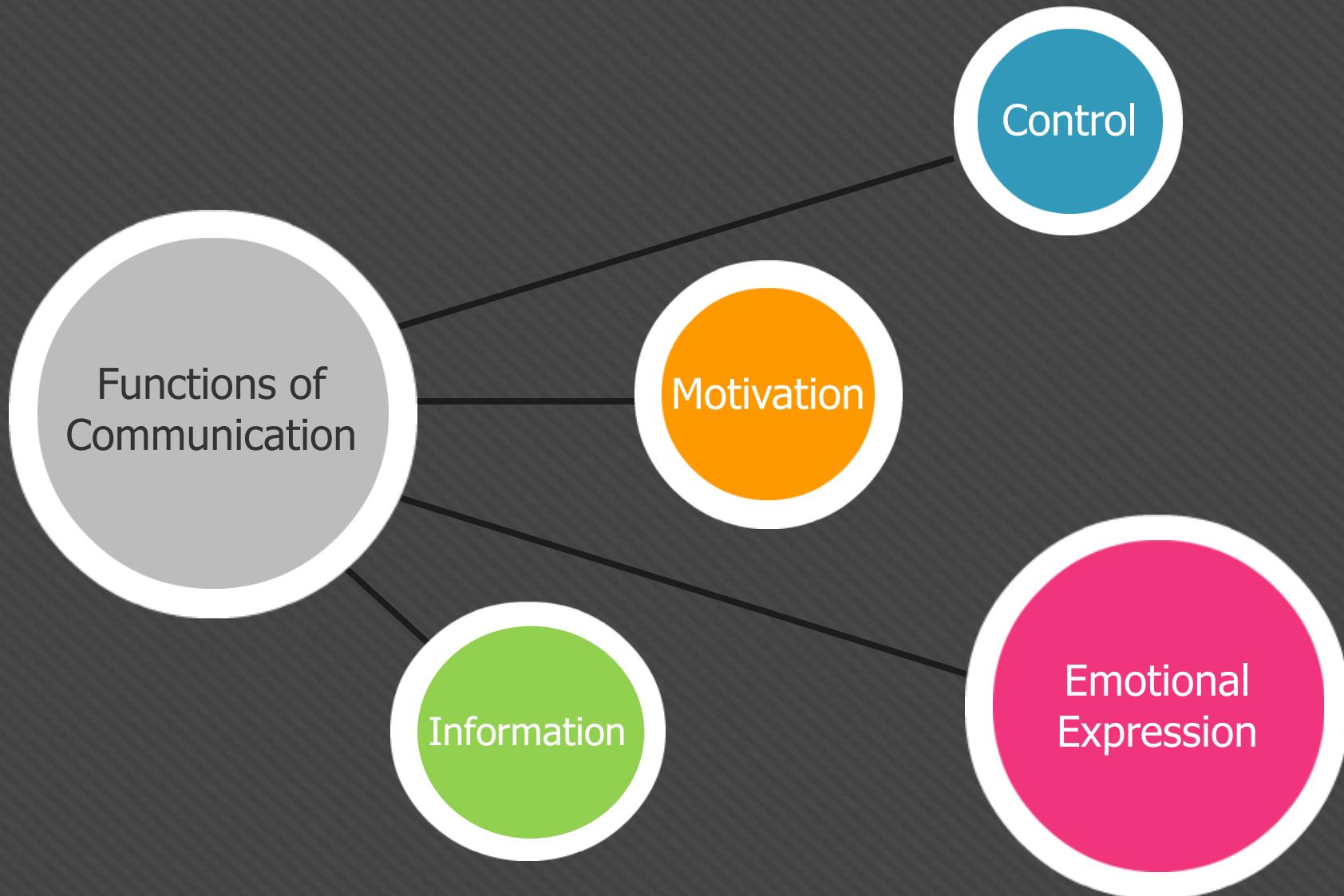


JOHARI Window

Cont'd



Four Functions of Communication



Four Functions of Communication

Cont'd

Control

Formal and informal communications act to control individuals' behaviors in organizations.

Motivation

Communications clarify for employees what is to be done, how well they have done it, and what can be done to improve performance.

Emotional Expression

Social interaction in the form of work group communications provides a way for employees to express themselves.

Information

Individuals and work groups need information to make decisions or to do their work.



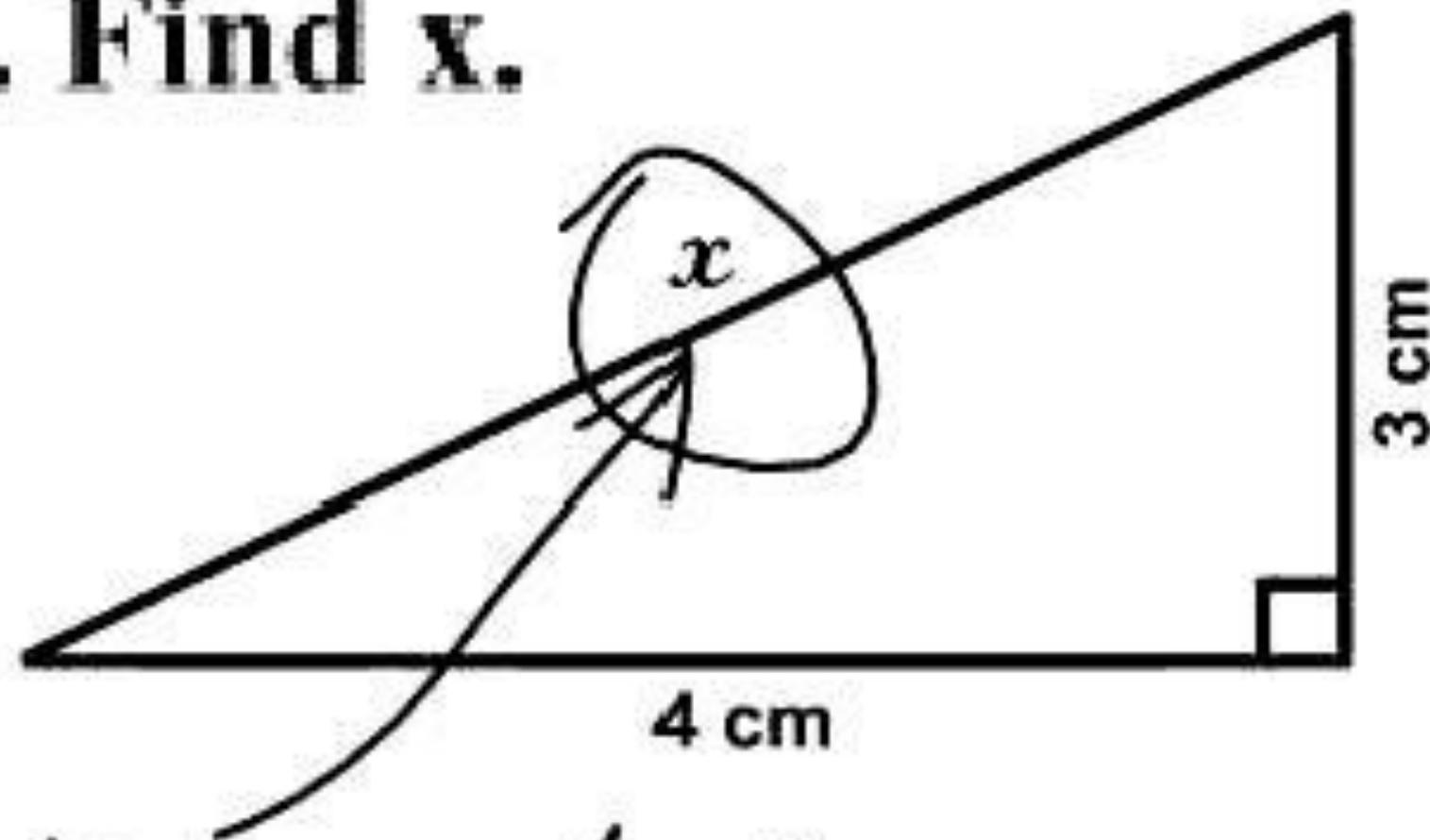
Do you want the cancer?

-The what?
-Do you want the cancer?

The cancer?

The can, sir?

3. Find x .



Here it is

You're like a coin,

Aww.. Valuable?

No, two-faced.

● Doctor



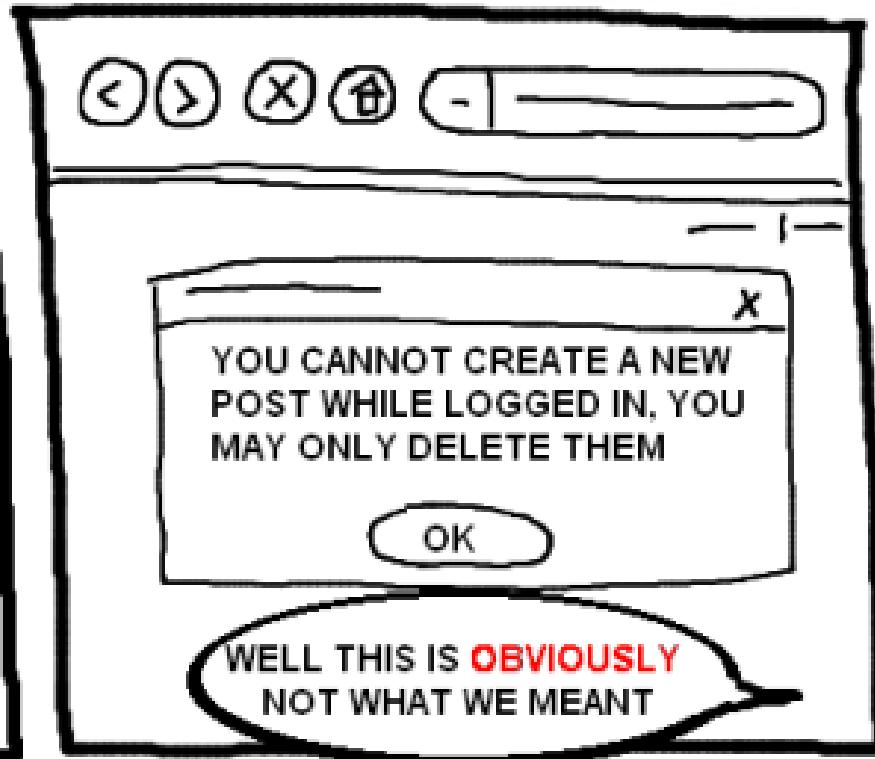
How are you doctor ?



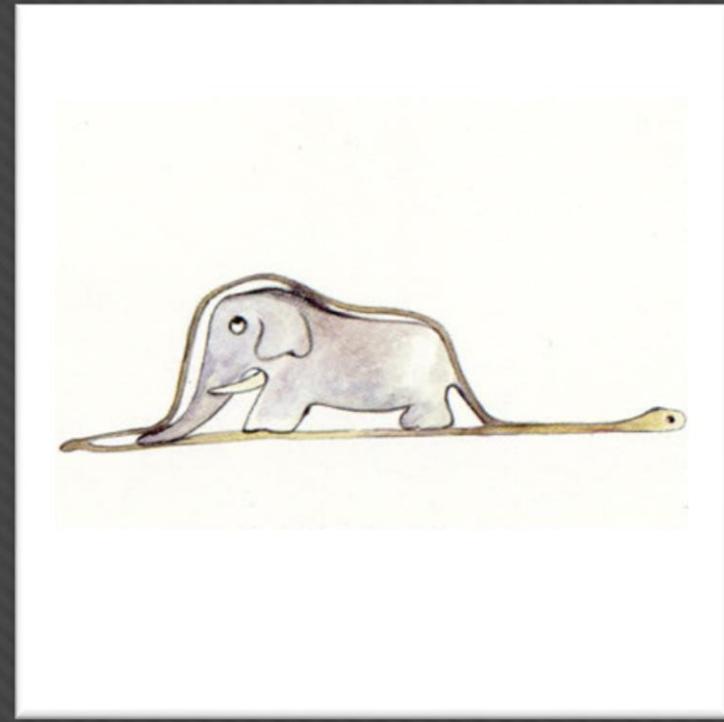
~~~~~G'++1LJ



|



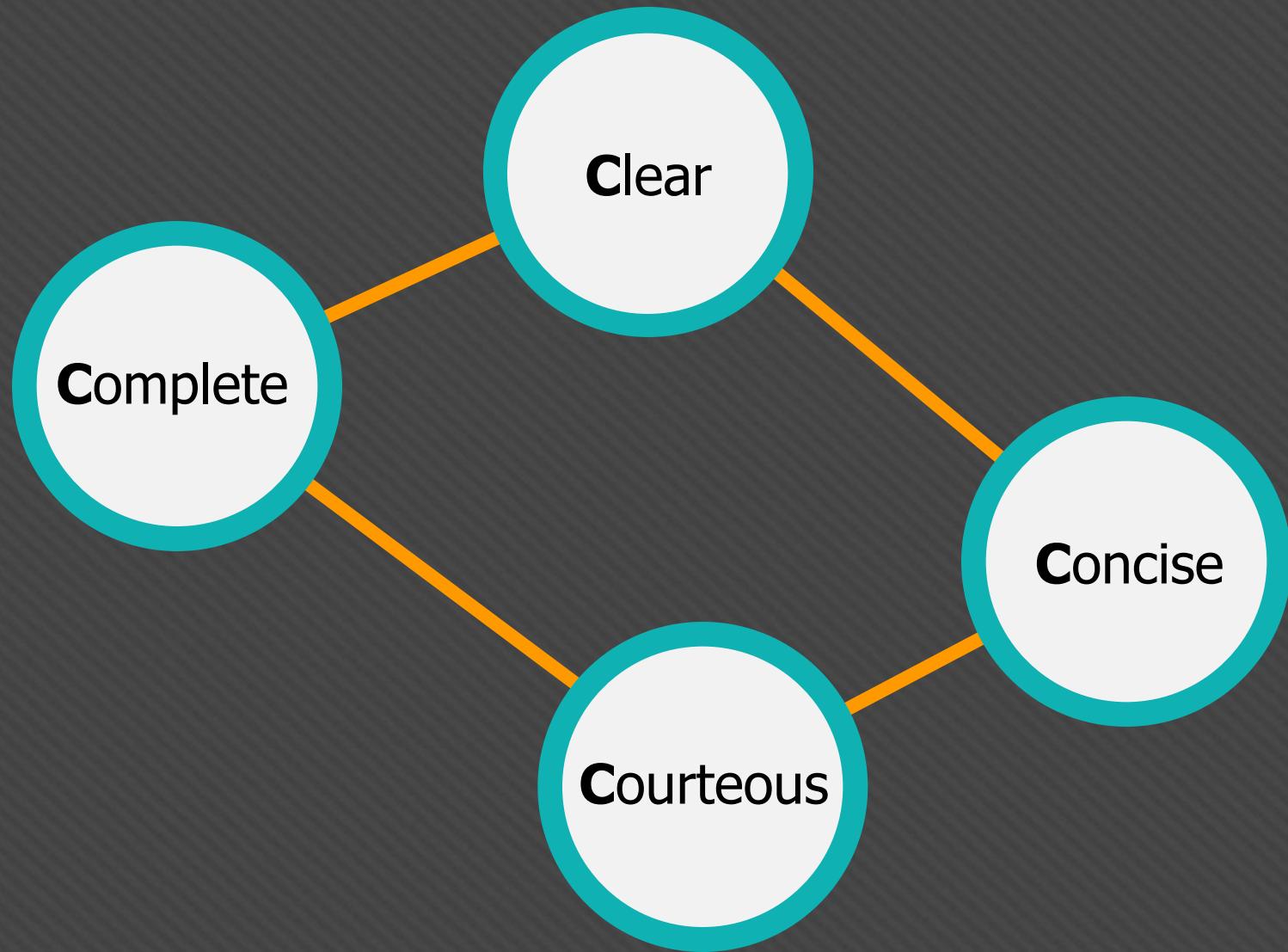
# ● 4 Cs of Effective Communication



“The Little Prince”, *Antoine de Saint Exupery*

# 4 Cs of Effective Communication

Cont'd



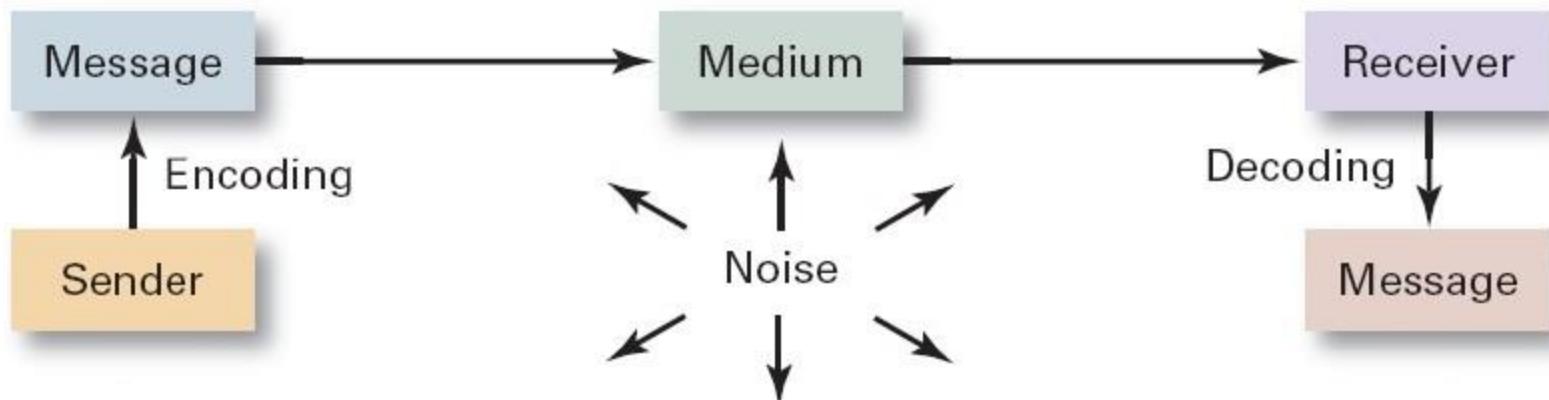
# Basic Communication Process

“ Communication refers to the act by one or more persons of sending and receiving messages – distorted by noise- with some effect and some opportunity for feedback ”

*Joseph Devito, " Communicology ", 1978*

# Basic Communication Process

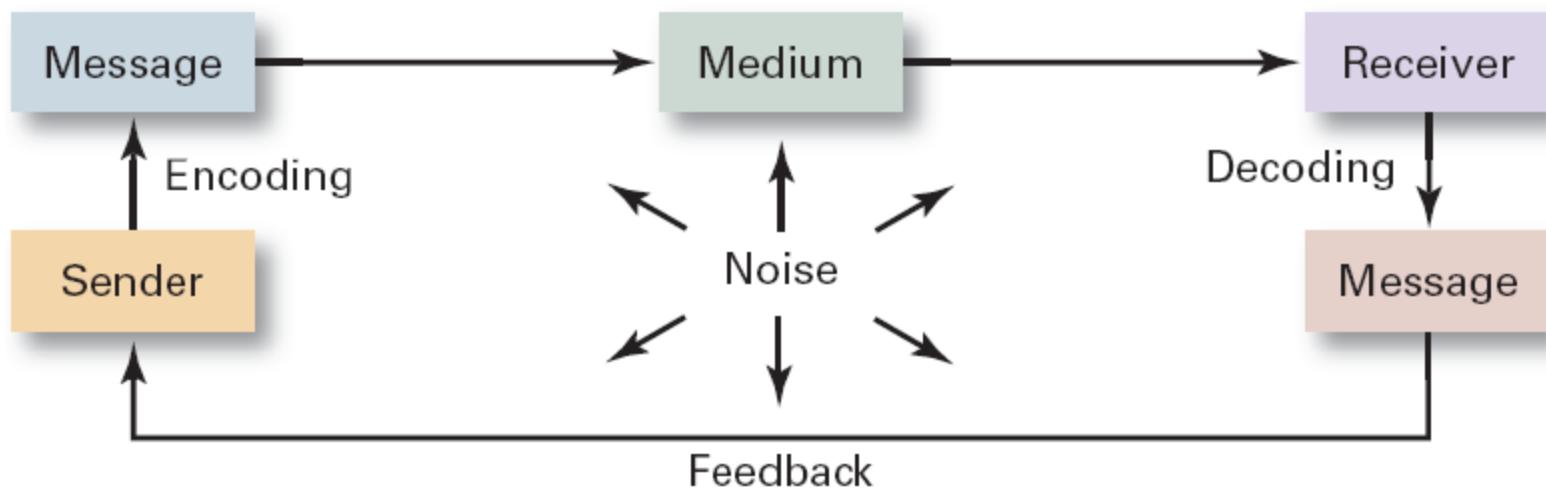
Cont'd



The Interpersonal Communication Process Diagram

# Basic Communication Process

Cont'd



The Interpersonal Communication Process Diagram

# Basic Communication Process

Cont'd

## Message

- Source: sender's intended meaning

## Encoding

- The message converted to symbolic form

## Channel

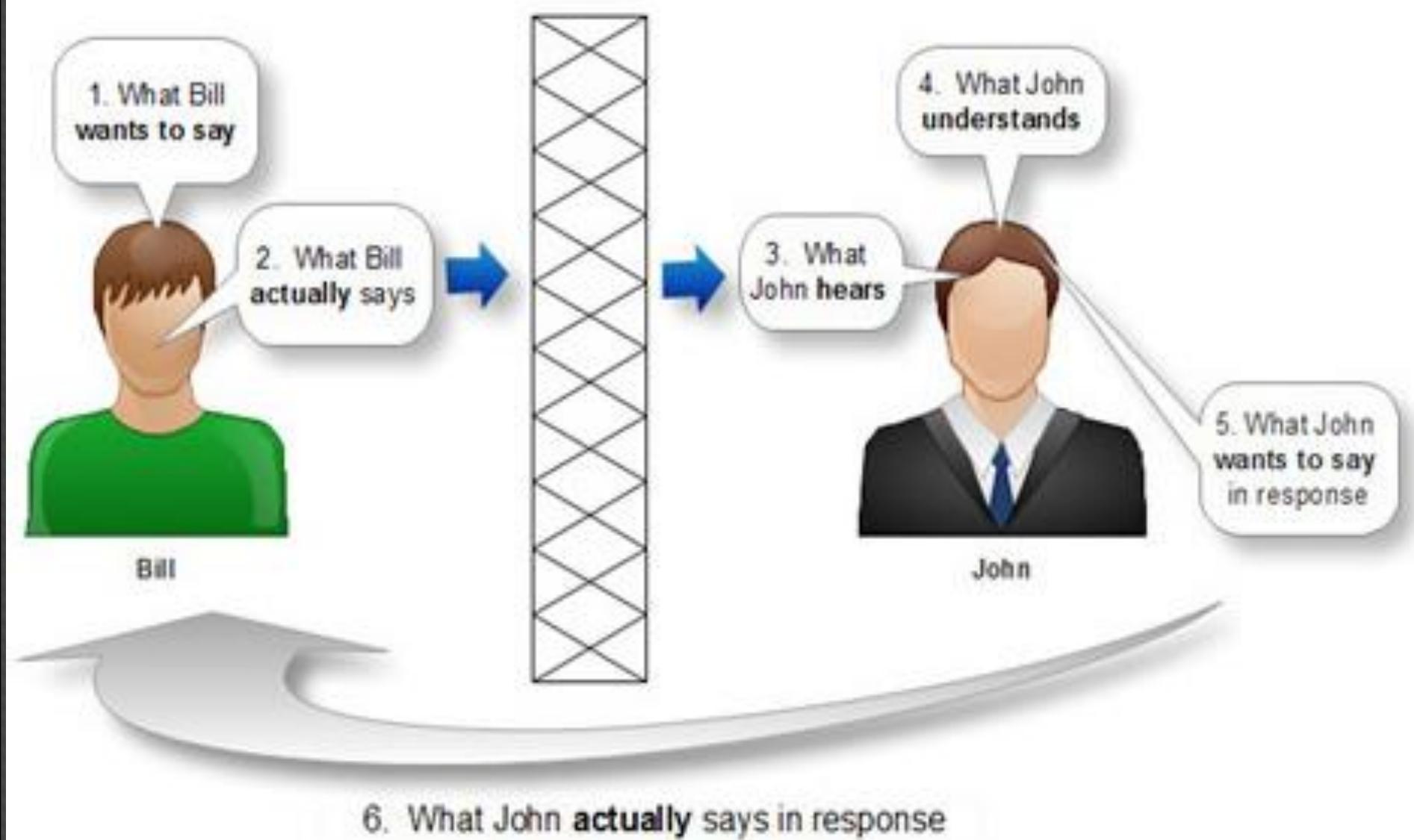
- The medium through which the message travels

## Decoding

- The receiver's retranslation of the message

## Noise

- Disturbances that interfere with communications





# Communication Channels



# Communication Channels

**Face-to-face**



**Meeting**



**Presentation**



**Telephone**



# Communication Channels

Cont'd

## Videoconference



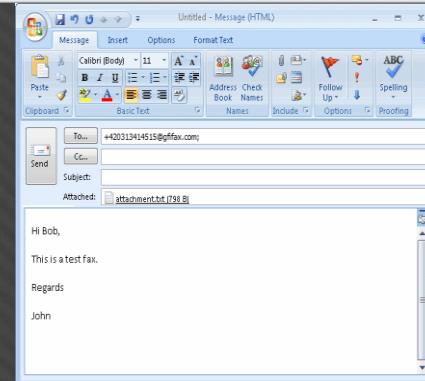
## Fax



## Bulletin Board/ Memo



## E-mail



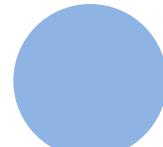
# Types of Communication

## A- Verbal Communication

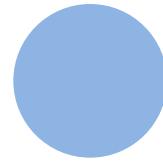
### Oral Communication



**Examples:** Conversation, speeches, telephone calls and videoconferences



**Advantages:** Vivid, stimulating, difficult to ignore, flexible and adaptive



**Disadvantages:** Transitory and subject to misinterpretation

# Types of Communication

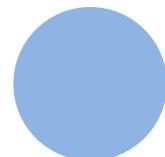
Cont'd

## A- Verbal Communication

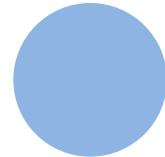
### Written Communication



**Examples:** Letters, memos, reports, e-mail and fax



**Advantages:** Decrease misinterpretation and precise



**Disadvantages:** Precision loss in translation, inflexible and easier to ignore



# Types of Communication

Cont'd

## B- Nonverbal Communication

Communication that is transmitted without words



Sounds with specific meanings or warnings



Images that control or encourage behaviors



Situational behaviors that convey meanings



Clothing and physical surroundings that imply status

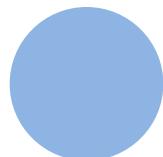


# Types of Communication

Cont'd

## B- Nonverbal Communication

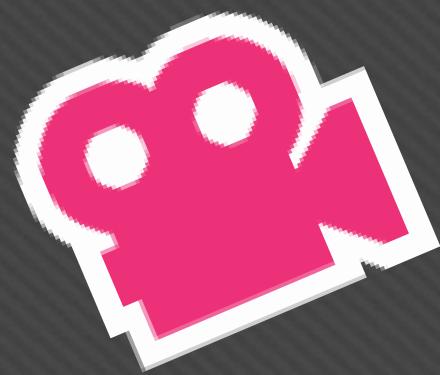
Communication that is transmitted without words



**Body Language:** Gestures, facial expressions, and other body movements that convey meaning.



**Verbal Intonation:** Emphasis that a speaker gives to certain words or phrases that conveys meaning.



# Activity

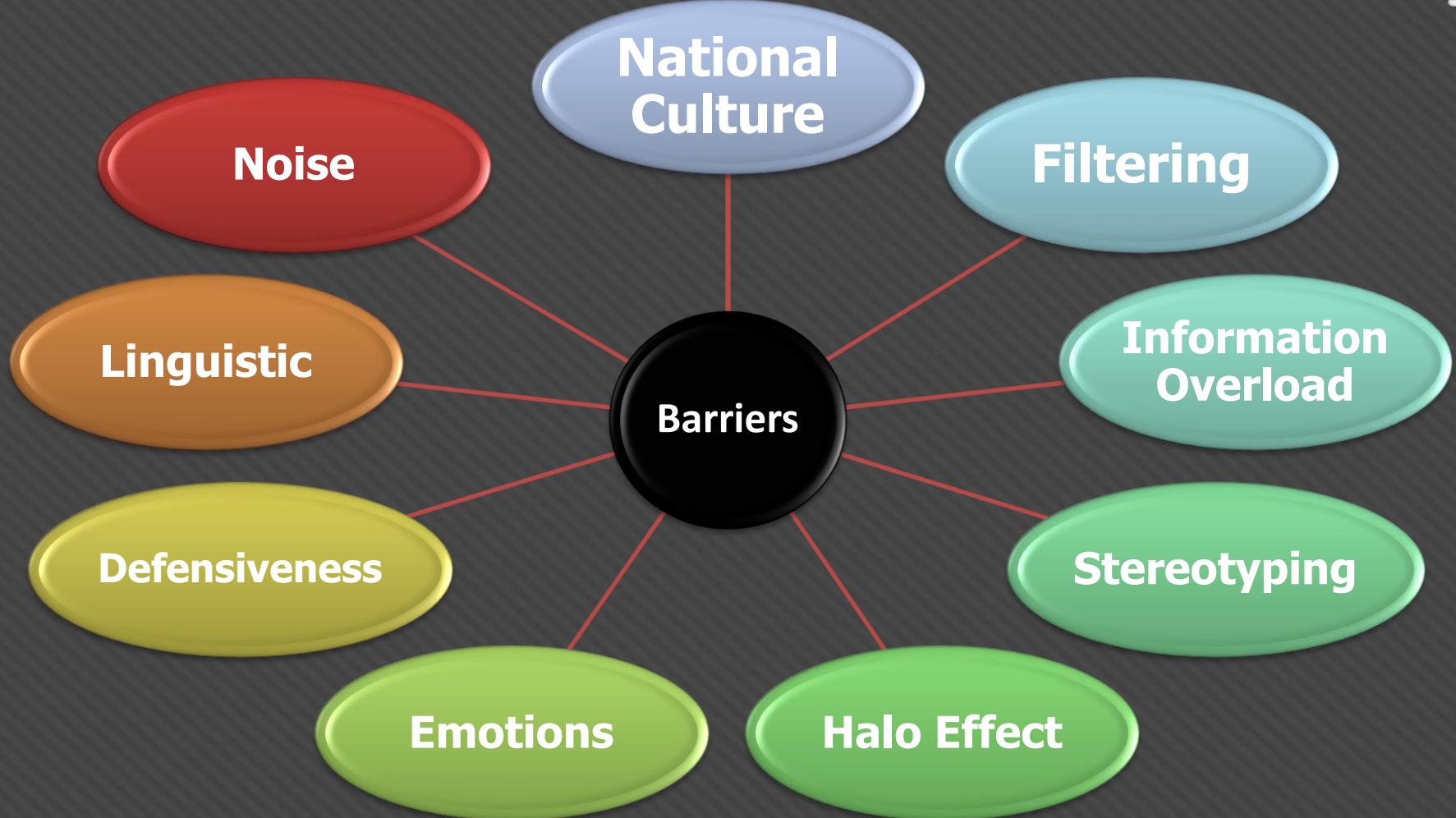


**What is your Birthday?**





# Barriers to Communication





# Barriers to Communication

Cont'd

## Filtering

The deliberate manipulation of information to make it appear more favorable to the receiver.

## Emotions

Disregarding rational and objective thinking processes and substituting emotional judgments when interpreting messages.

## Information Overload

Being confronted with a quantity of information that exceeds an individual's capacity to process it.



# Barriers to Communication

Cont'd

## Defensiveness

When threatened, reacting in a way that reduces the ability to achieve mutual understanding.

## Linguistic

The different meanings of and specialized ways (jargon) in which senders use words can cause receivers to misinterpret their messages.

## National Culture

Culture influences the form, formality, openness, patterns and use of information in communications.

# Barriers to Communication

Cont'd

## Stereotyping

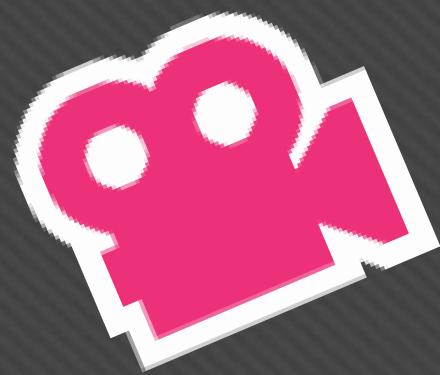
Generalizations, or assumptions, that people make about the characteristics of someone or something.

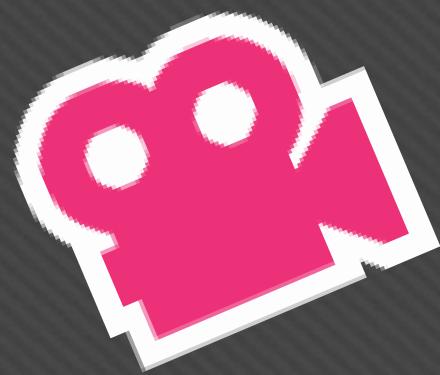
## Halo Effect

The halo effect is a cognitive bias whereby the perception of one trait (i.e. a characteristic of a person or object) is influenced by the perception of another trait (or several traits) of that person or object.

## Physical Noise

Is the kind of noise that is caused by some physical objects.





# Activity



**What is your Metaphor?**





# Active Listening

# Active Listening



**What is the difference between hearing and listening?**



**There are three levels of listening:**

- Hearing but not listening
- On & off
- Physically & emotionally involved



**Active listening**



## Techniques of Communication

Increasing the Effectiveness of Communication

- 1- Art of Questioning
- 2- Effective Word

# 1- Art of Questioning

## Closed Ended Questions

- How old are you?
- What is the temperature for today?
- How many continents in the world?

## Open Ended Questions

- How was the instructor?
- What is your opinion about work-life balance?
- How can we save energy?



# Credibility

# Types of Credibility

## Derived Credibility:

- Believable people are those who share '*common grounds with us*'.
- Based on what takes place during the communication.
- Evolves around the way we present information, attitude, honesty.

## Initial Credibility:

Often is derived from the person's title or position.

## Terminal Credibility:

- Follows the communication process.
- Is a product of the initial and the derived credibility.



# Dimensions of Credibility

## 1. Competence

- The more intelligent or knowledgeable a person the more credible he/she appears
- Competence is subject-centered

## 2. Character

- Believable people possess ‘high moral’ characters – those we can trust

## 3. Sociability

- Pleasing personality people are often believed
- Negative and “unpleasant personalities” are less believed



# Dimensions of Credibility

Cont'd

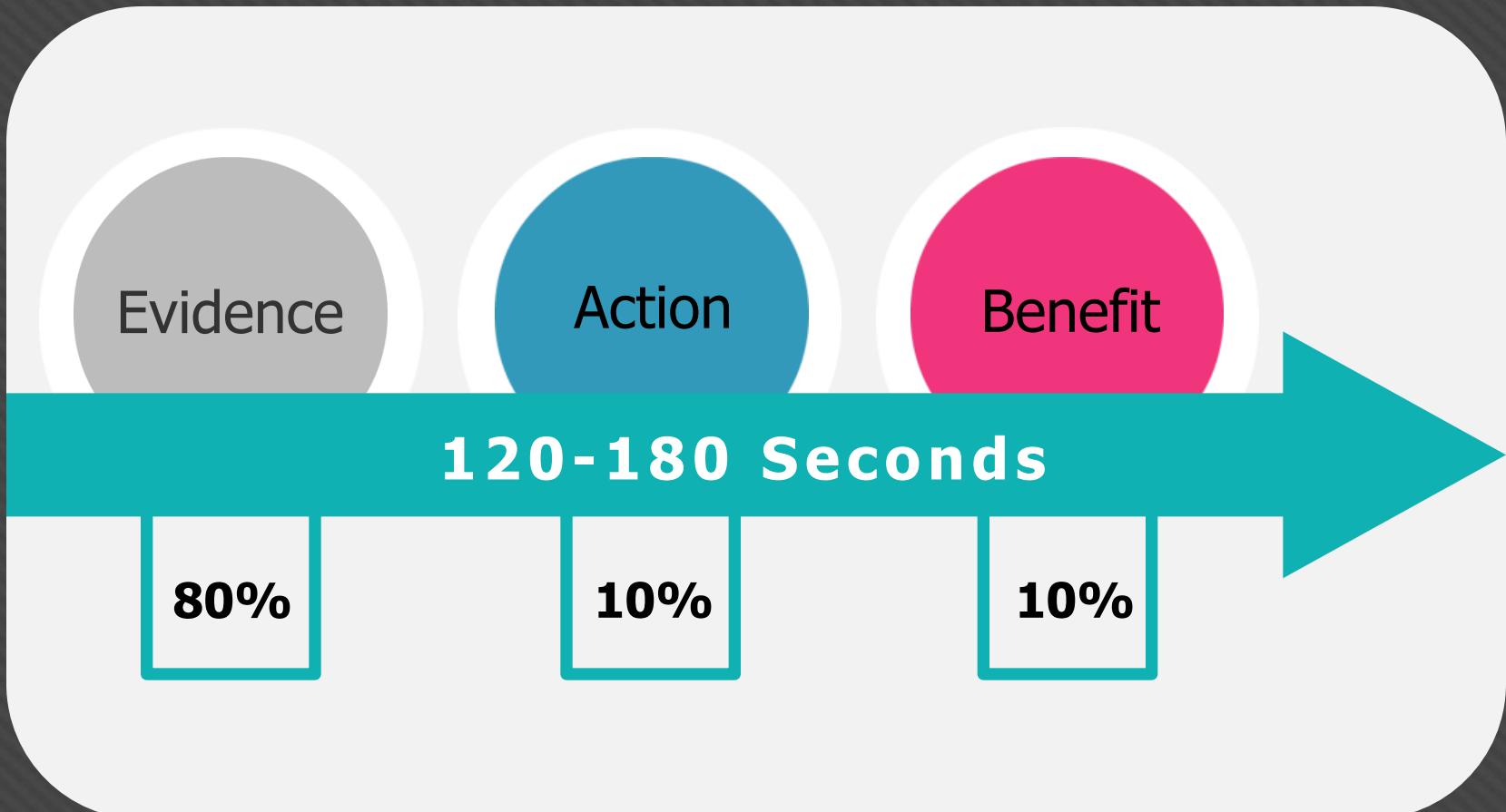
## 4. Intention

- Motives are important in determining credibility
- Salesperson's attempts are often doubted because intentions are perceived as 'selfish'

## 5. Dynamism

- Shy, introverted people are less credible
- General Perception : Dynamic people express their opinions openly and honestly

## 2- Effective Word



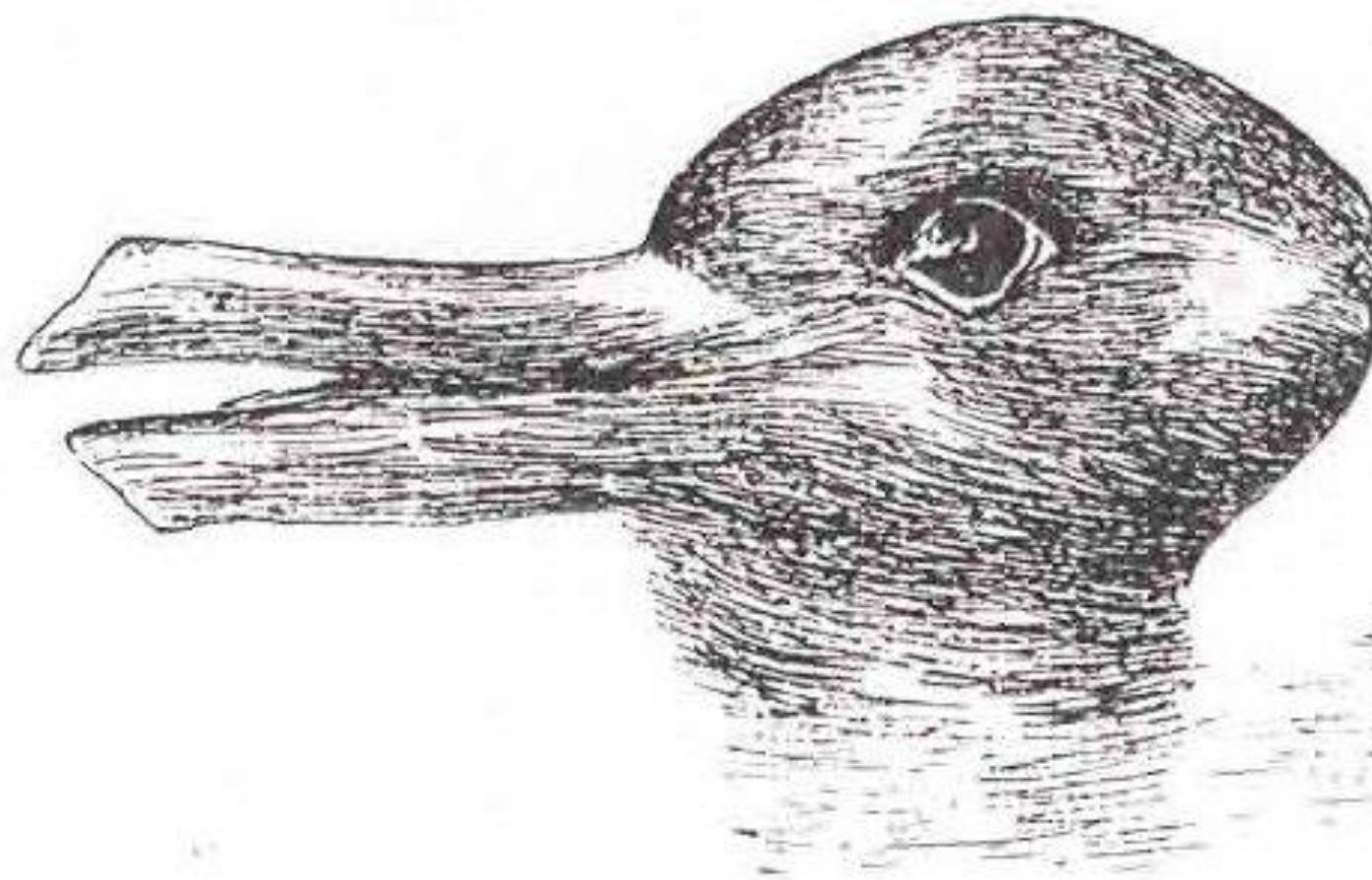


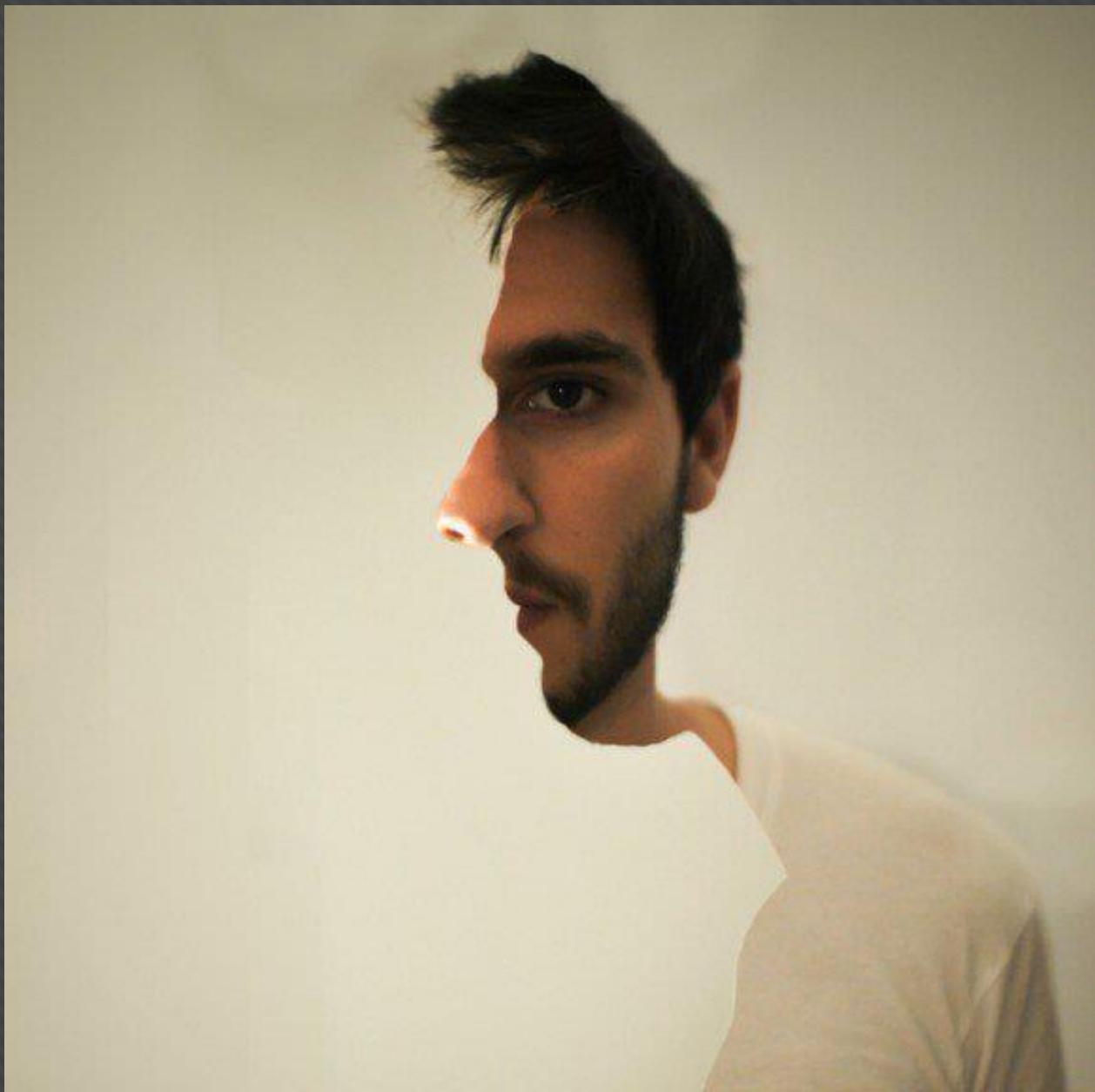
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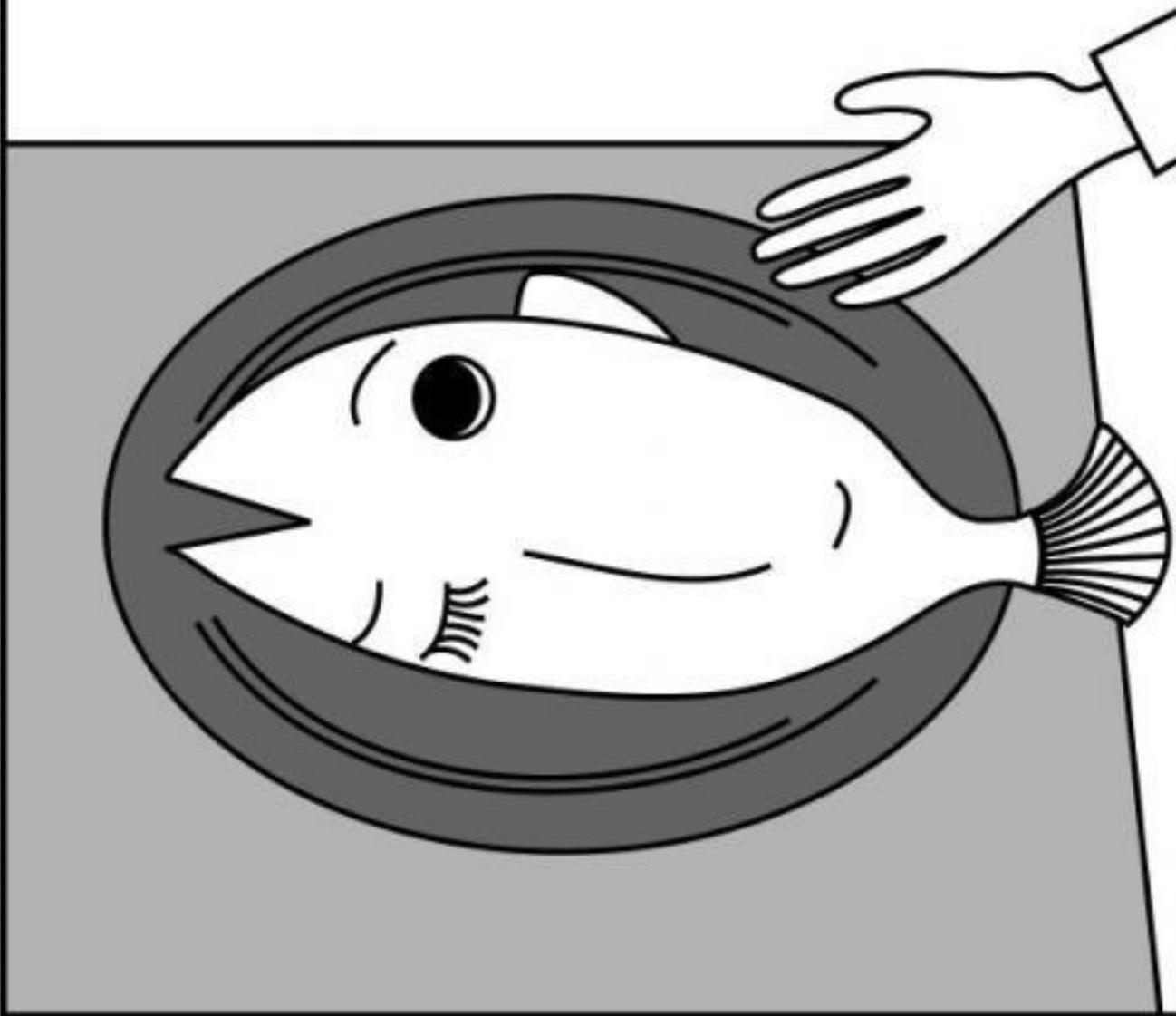


The word "Teach" is displayed in a large, three-dimensional font. The letters are primarily white with a blue base, and they have a gold-colored outline. The "T" has a gold base, while the "e", "a", "c", and "h" have blue bases. The "Teach" text is set against a light blue oval background, which is centered on a dark blue rectangular background.

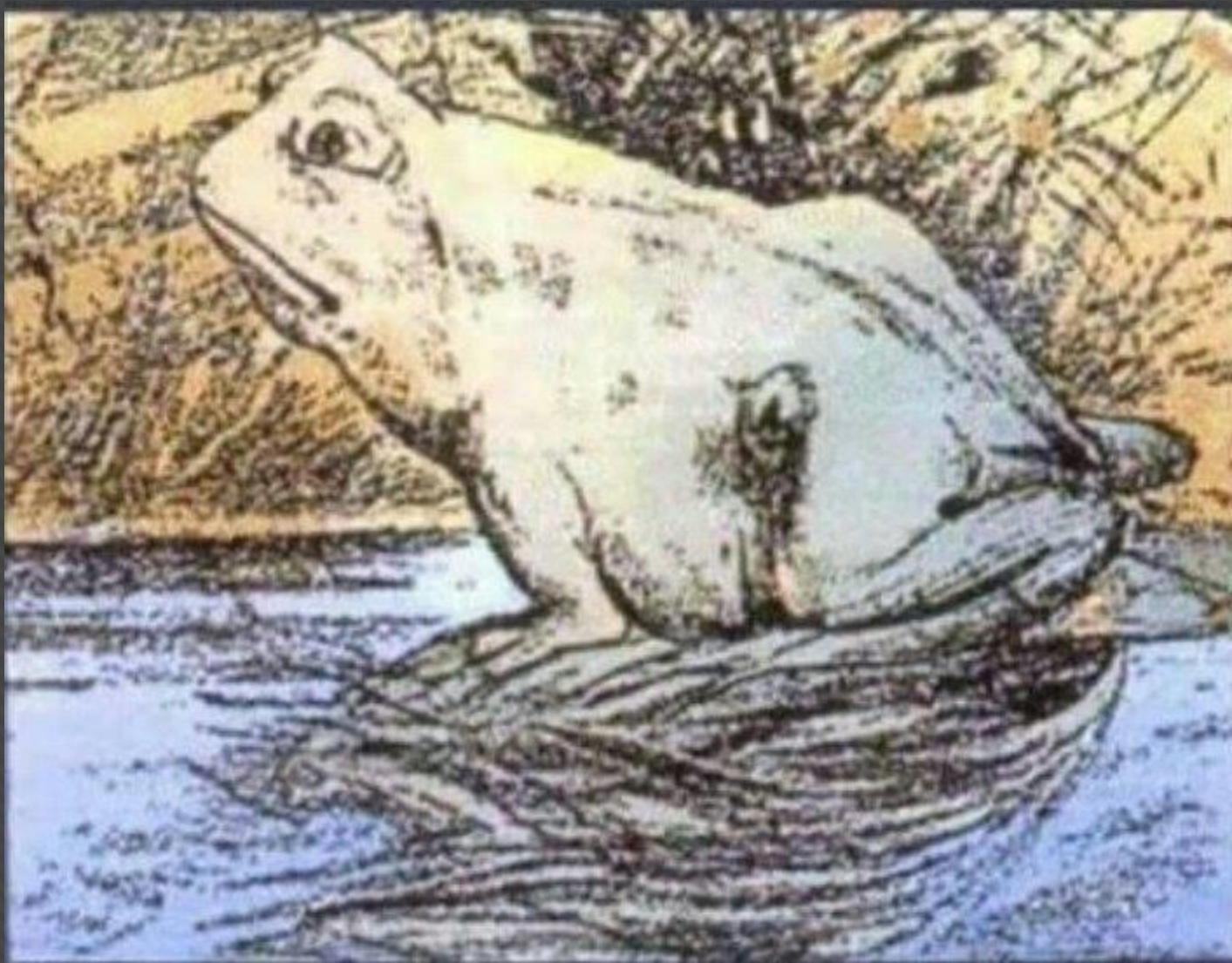
Teach

ALST

8R





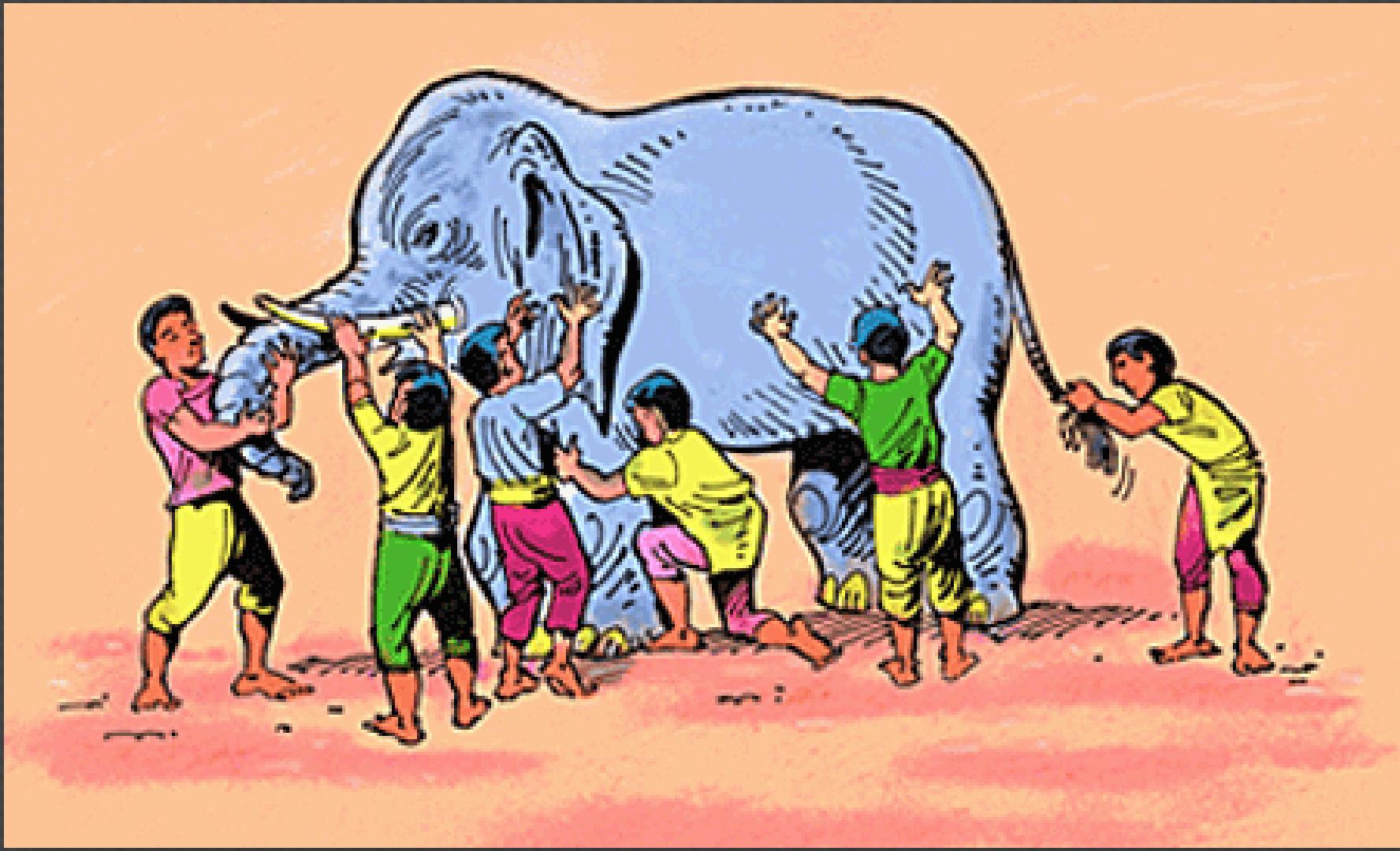


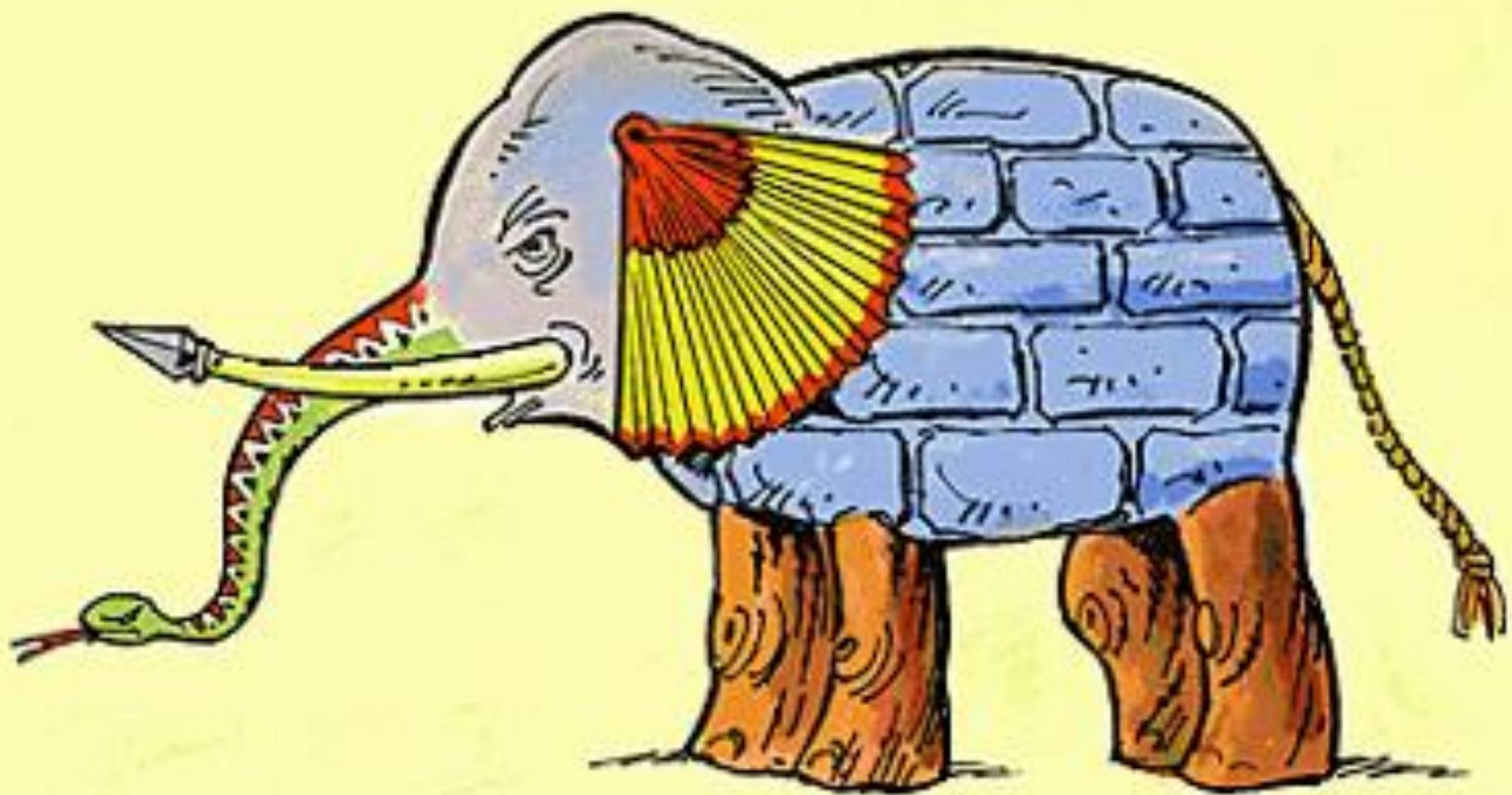






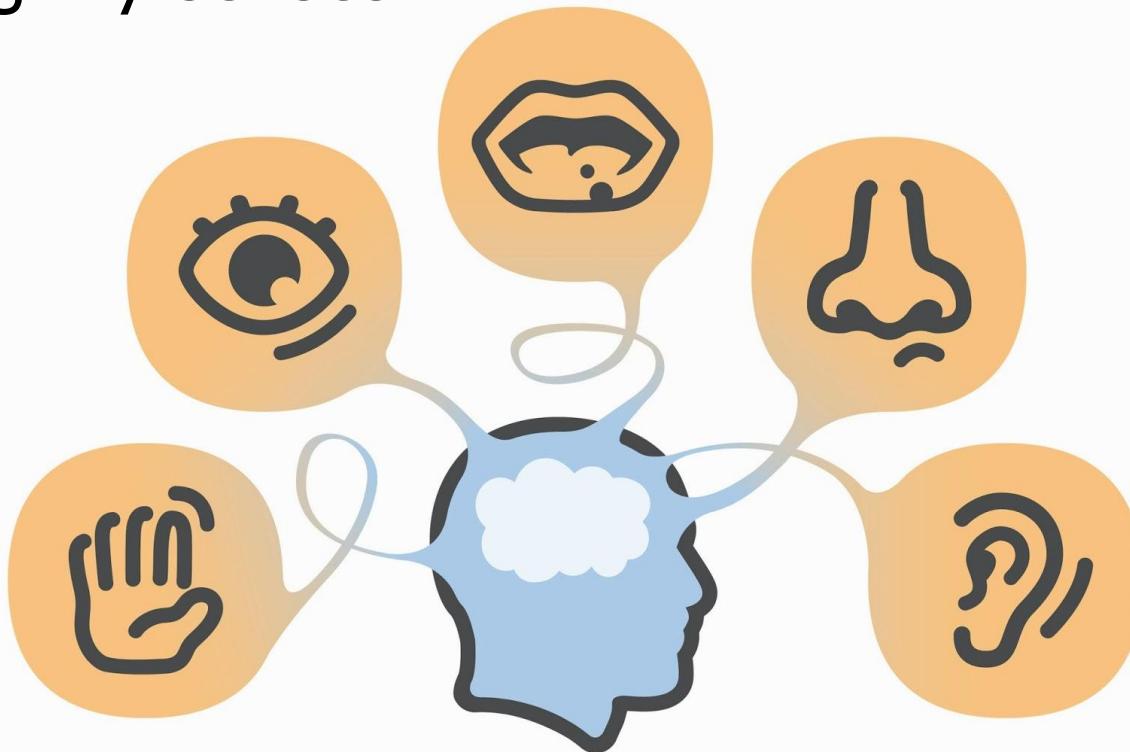
# Perception



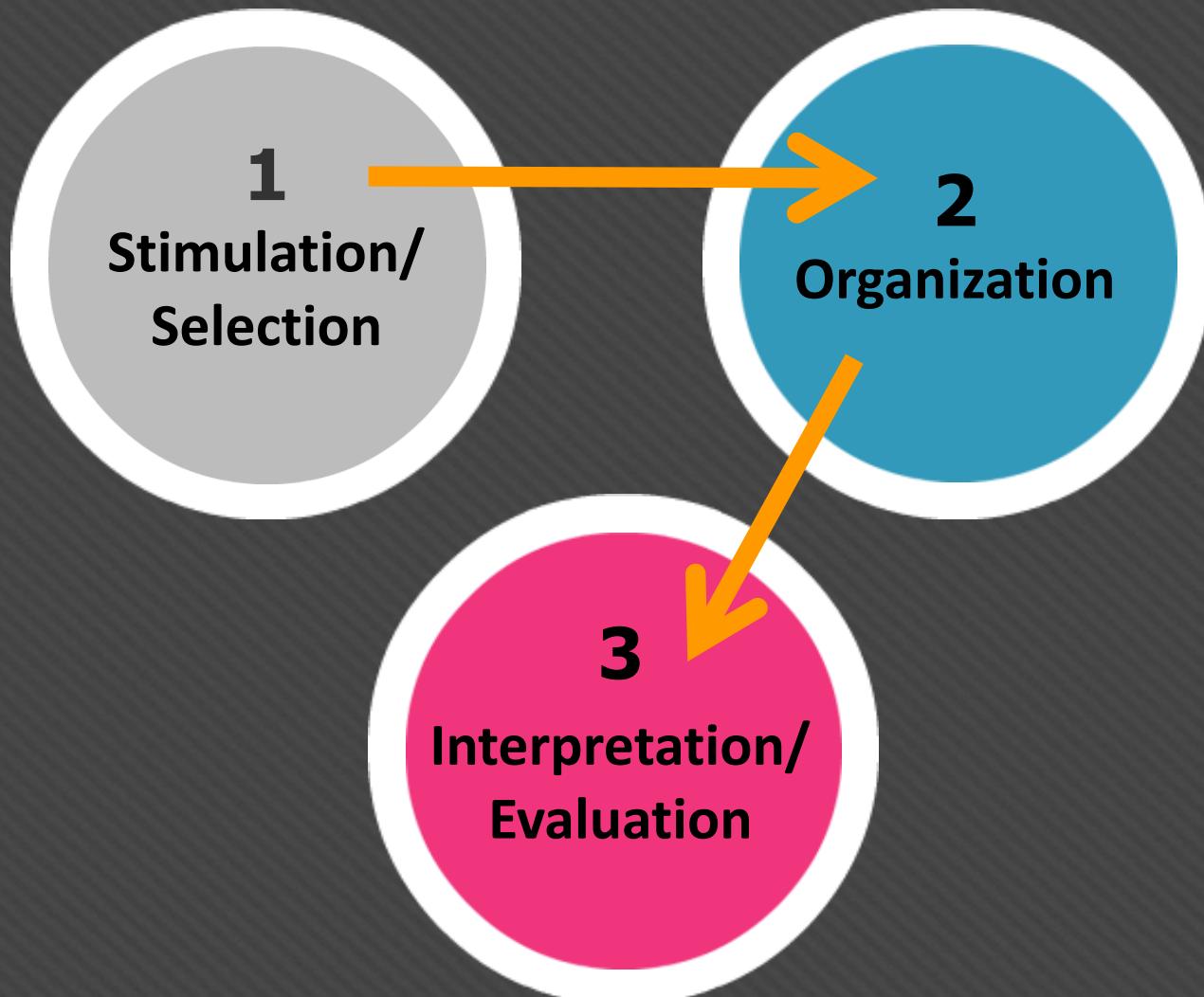


# Perception

The process of interpreting the environment using my senses.



# Stages of Perception





# Stages of Perception

- **Stimulation:** While walking in the market, you **smell** fresh bread (sense of smell).
- **Selection:** You **focus** on the smell because it **attracts you**, ignoring other vendors' sounds.
- **Organization:** You recall **smelling** the same scent at a special bakery **before**.
- **Interpretation/Evaluation:** You associate the **smell** with **quality** and deliciousness, deciding the bread is fresh and tasty.
- **Response:** You decide to **buy** the bread.

# Perception Quality

Factors affecting the quality of perception:

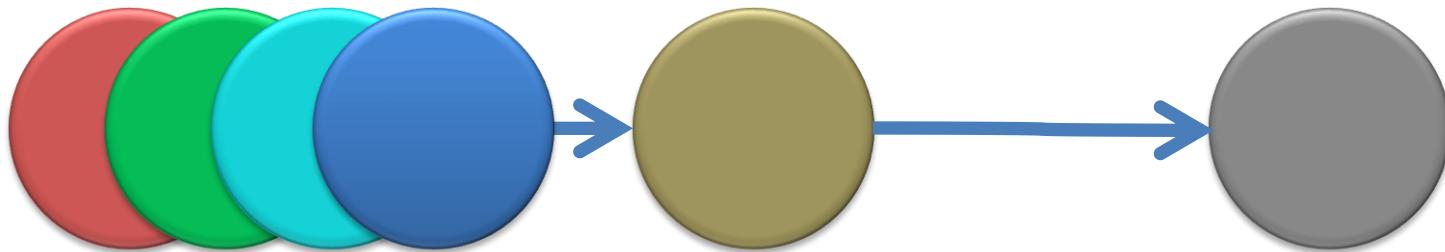
- Experience
- Motivational state
- Emotional State
- Ambiguity
- Social status
- Culture
- Education



# Perception Checking

Observation . . . Evaluation

**Clarification**

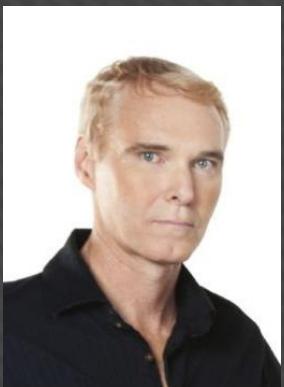




























## Ladder of Inference

# Ladder of Inference

Cont'd



I take actions based on my beliefs

I adopt beliefs about the world

I make assumptions based on these meanings

I add meanings

I select some of this to focus on

I observe actions and speech

Our beliefs affect the data we select next time

*Figure.. Ladder of Inference. Based on Ross (1994) p. 243*

- **I observe actions and speech:** I hear a colleague say, "I don't like long meetings.«
- **I select some to focus on:** I focus on his tone, which sounds annoyed.
- **I add meanings:** I interpret this as him disliking meetings due to time constraints.
- **I make assumptions:** I assume he doesn't care about the meeting's content.
- **I adopt beliefs:** I believe my colleague is not committed to work responsibilities.
- **I take actions:** I decide to talk to him to understand his perspective or adjust the meeting format

# Ladder of Inference

I am standing before the executive team, making a presentation. They all seem engaged and alert, except for *Larry*, at the end of the table, who seems bored out of his mind. He turns his dark, morose eyes away from me and puts his hand to his mouth.

He doesn't ask any questions until I'm almost done, when he breaks in: "I think we should ask for a full report." In this culture, that typically means, "Let's move on." Everyone starts to shuffle their papers and put their notes away. *Larry* obviously thinks that I'm incompetent - which is a shame, because these ideas are exactly what his department needs. Now that I think of it, he's never liked my ideas. Clearly, *Larry* is a power-hungry idiot. By the time I've returned to my seat, I've made a decision: I'm not going to include anything in my report that *Larry* can use. He wouldn't read it, or, worse still, he'd just use it against me. It's too bad I have an enemy who's so prominent in the company.

- **Observable:**
  - Larry is seated at the end, appears bored, turns his eyes away, and puts his hand to his mouth. , He asks for a full report near the end.
- **Selected:**
  - Focus is placed on Larry's lack of engagement and the cultural meaning of asking for a "full report."
- **Assumptions:**
  - Larry thinks the presenter is incompetent. Larry doesn't like the presenter's ideas.
- **Beliefs:**
  - Larry is a power-hungry idiot who dislikes the presenter.
  - Larry is an enemy within the company and uses reports against the presenter.
- **Actions:**
  - The presenter decides to exclude anything Larry can use in the report



## Organizational Communication

# Organizational Communication

All the patterns, network, and systems of communications within an organization.

1. Formal Communication
2. Informal Communication

## Formal Communication:

- Communication that follows the official chain of command or is part of the communication required to do one's job.
- Examples?



# Organizational Communication

Cont'd

All the patterns, network, and systems of communications within an organization.

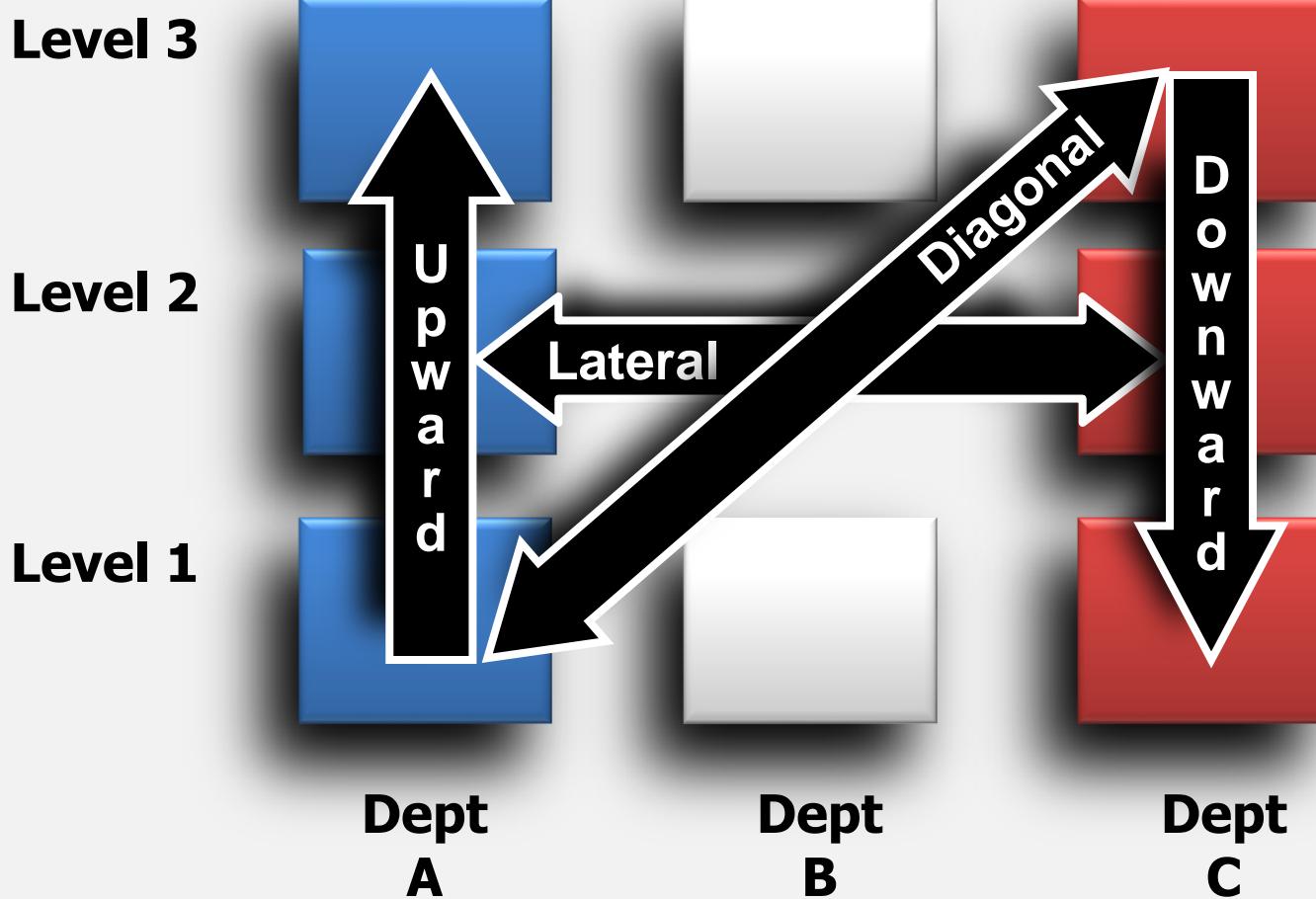
1. Formal Communication
2. Informal Communication

## Informal Communication:

- Is communication that is not defined by the organization's hierarchy.
- Permits employees to satisfy their need for social interaction.
- Can improve an organization's performance by creating faster and more effective channels of communication, especially in case of emergency.
- Examples?



# Organizational Flows





## Personality Types

# Personality Types Theories

## Activity

1

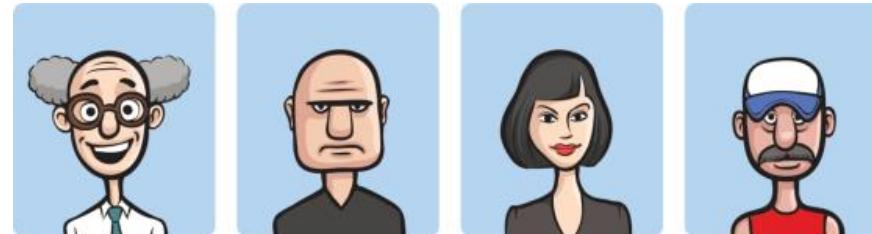
**MBTI,**  
*[The Myers & Briggs ]*

2

**Type A and Type B  
personality theory**

3

**Social Style Theory,**  
*[Janice & Joseph  
Lukas]*



4

**The Nine  
Enneagram  
Personality Types**



5

**Holland's Six  
Personality Types**  
*[John Holland's theory]*



# THANK YOU