



COMMUNICATION



# Communication Development Plan

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# AGENDA

## ☐ Introduction

## ☐ Current Assessment

- Leadership Communication Abilities Assessment
- Social Media Strategic Plan Assessment
- Emotional Intelligence Assessment
- Presentation techniques
- Email writing techniques
- DISC Assessment

## ☐ Communication Improvement Goals

## ☐ Planned strategies to achieve goals

## ☐ Plan to measure goal

## ☐ Impact of the Communication Development Plan



# INTRODUCTION

## Communication:

It is the method of imparting or exchanging of information or news from one person to another in a significant and effective manner.

## Leadership communication:

It is the ability to manage, lead, motivate, guide, and inspire other individuals or group to act on their work effectively and efficiently.

## Mode of Communication:

ORAL

WRITTEN



## Why it is required?

- Communication helps to analyze any problem and handle them tactically.
- Communication is the key to productive interaction and information exchange with the members of an organization at all levels.



# CURRENT ASSESSMENT FINDINGS

## 1. Leadership Communication Abilities Assessment



### Score

### Capability Area

3.41	Leadership Communication Ethos/Image
3	Audience analysis and strategy
4.14	Social media and other Written communication
3.54	Oral communication
2.83	Visual communication
3.42	Emotional Intelligence 1: Dealing with Own Feelings
3.2	Emotional Intelligence 2: Dealing with Others
3.57	Diversity and Intercultural Communication
3.40	Group and Team communication and dynamics
3.55	Organisational Communication
2.78	Transformational Leadership and Internal Communication
3.17	External Corporate Communication

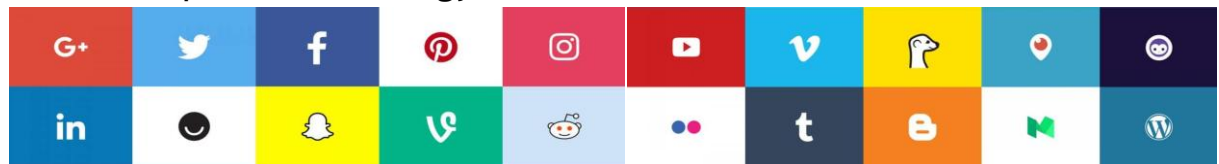


# CURRENT ASSESSMENT FINDINGS CONTINUE

## 2. Social Media Strategy Plan

*Key Factors to determine social media strategy plan:*

- Understand the customer.
- Set a goal
- Create mission statement
- Develop content strategy



## 3. Emotional Intelligence Assessment



- Opportunity to analyze certain incident from past, and how things could have been perceived differently.
- Be aware of your emotions.
- Effective leader know to control emotions and react based on circumstances.



# CURRENT ASSESSMENT FINDINGS CONTINUE

## 4. Presentation Techniques



- Essential for all the leaders.
- Two aspects of presentation-
  - Oral communication
  - Visual Communication
- Use multimedia to communicate with the audience.
- Understand the audience to give effective presentation.

## 5. Email writing techniques



- Email and meeting invitation techniques.
- Importance of language and content in the email.
- Defining agenda, objective, and subject in email.
- Time management for a host or organizer of the meeting.

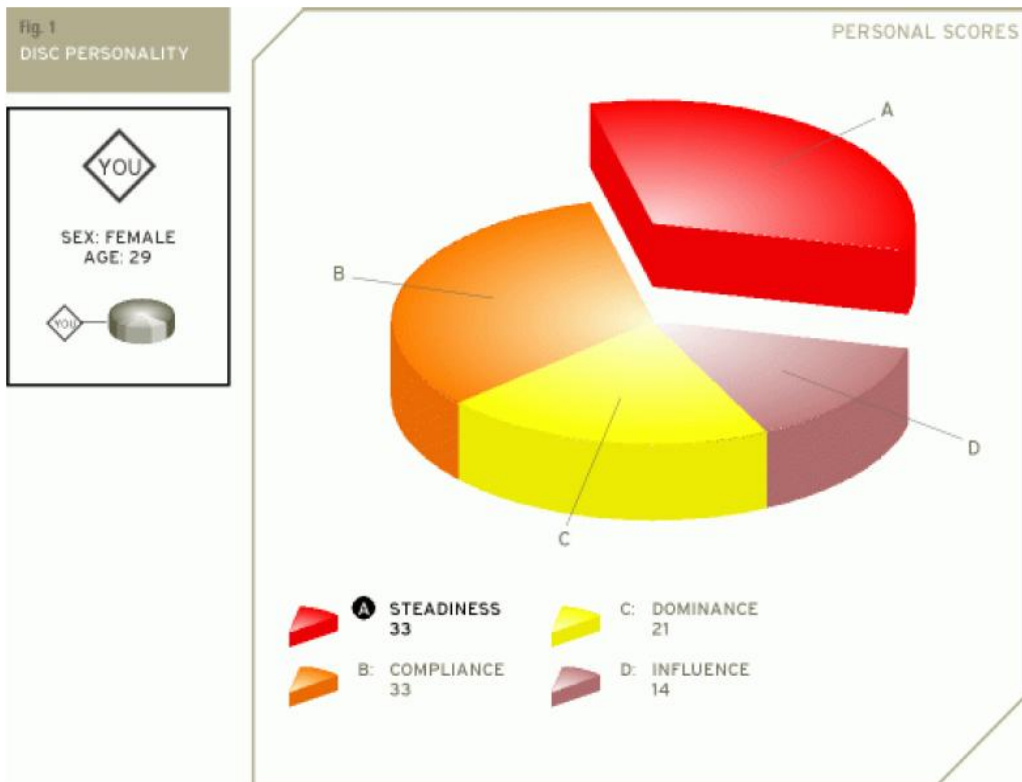




# CURRENT ASSESSMENT FINDINGS CONTINUE

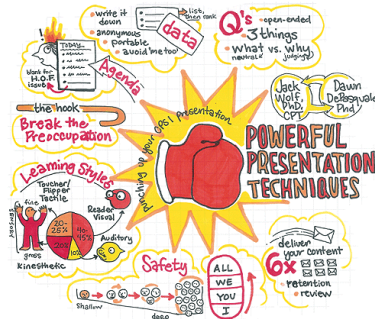
## 6. DISC Assessment

**Dominance**  
**Influence**  
**Steadiness**  
**Compliance**





A graphic featuring a silhouette of a human head in profile, facing left. The head is composed of several overlapping circles in various colors (red, yellow, green, blue, purple). Above the head, a large dark circle contains the text "EMOTIONAL INTELLIGENCE" in white, uppercase letters. This central circle is also surrounded by other overlapping circles in various colors, creating a cloud-like effect.



- Have maximum control over my emotions.
- Respect and understand other's feelings
- Make effective decision

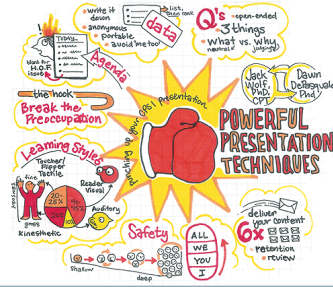
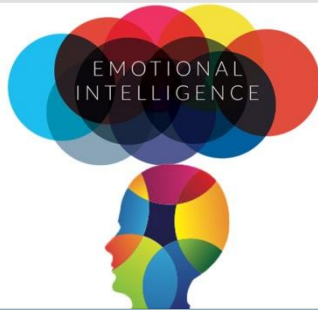
- Make better presentation
- Do not feel pressure or stress while presenting
- Take feedback
- Give presentation to bigger audience

- Connect with social media companies and news websites as a member.
- Increase my followers on Facebook and Twitter
- Learn social media advertisement techniques





# PLANNED STRATEGY TO ACHIEVE GOALS



## Emotional Intelligence

- Read more content
- Listen to other's view
- Be aware of emotions
- Help others in expressing feelings
- Control owns emotions
- Understand non-verbal communication

## Presentation Techniques

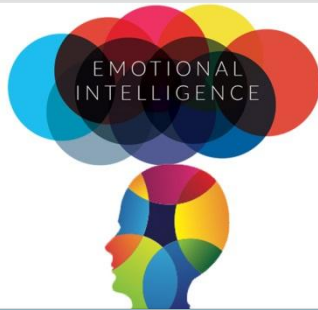
- Learn about layouts, slide formatting, animation, and SmartArt in PowerPoint presentation.
- Practice and present more.
- Learn writing short and accurate notes

## Social Media Communication

- Start blogging
- Become more active in social media
- Start YouTube channel
- Learn about advertisement over internet.
- Identify new social media platform and use them.

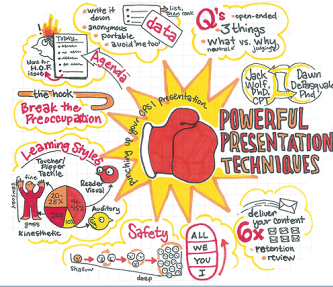


# STRATEGY TO MEASURING THE GOALS



## Emotional Intelligence

- Retake the Self-Assessment of Leadership Communication Capabilities every six months.
- Take feedback from family, friends, and my peers on specific incidents



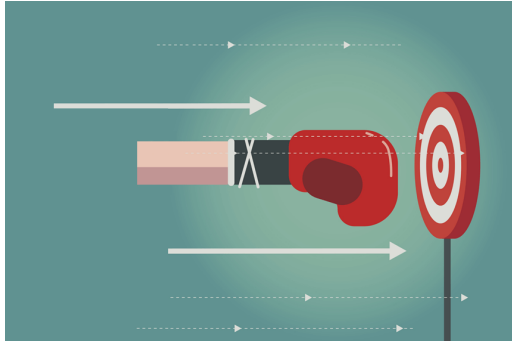
## Presentation Techniques

- Take review comments from my tutors and colleagues.
- Request for feedback from the audiences.
- Create custom feedback form for the audiences.



## Social Media Communication

- Check the feedback on my post, blogs, tweets, and advertisements.
- Count the number of subscribers, followers, and readers every month.
- Monitor the increase or decrease in the visitor traffic to my blogs, or my social media pages.



# IMPACT OF COMMUNICATION DEVELOPMENT PLAN

**Communication development plan can help me become a effective leader by :**

- Improve my communication skills, resulting in effective interaction with all my colleagues and supervisors.
- Understanding other's feelings.
- Become familiar to various cultures and customs.
- Become more confident in presenting myself.
- Handle stress situations with efficiency.
- Learn to make correct decision which is positive for me and the organization both.
- Effective people management.



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