

Developing effective communication skills



Objectives

- ❑ Understand the basic of effective communication
- ❑ The advantages of effective communication
- ❑ The barriers to effective communication
- ❑ Steps in planning effective communication
- ❑ Understand assertive communication

Basic Of Communication

- ❑ Communication is simply a two way process of exchanging ideas, information or transmitting verbal and non-verbal messages.



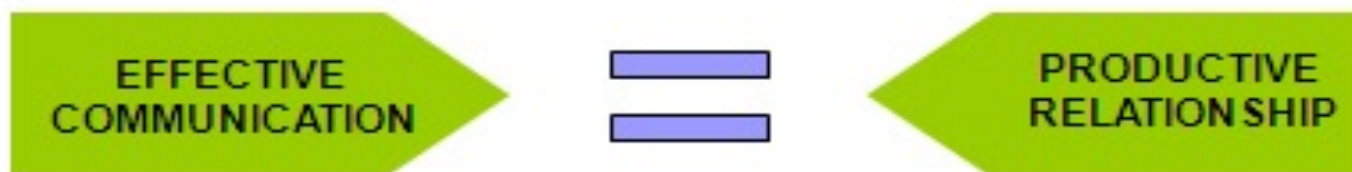
Basics of effective communication

- ❑ It matters not so much *what* you say as it does *how* you say it.
- ❑ Your communication style is a SET of various behaviors and methods of relaying information that impact all facets of life.

Basics of effective communication

- ❑ Learning all communication styles is important in order to avoid communicating in less effective ways *and* in order to recognize those styles in others so as to be able to deal with them.
- ❑ People are not difficult. They only seem difficult to the extent that *we* do not have the skills to deal with what they bring to the table. It is our lack of knowledge that makes the situation difficult.

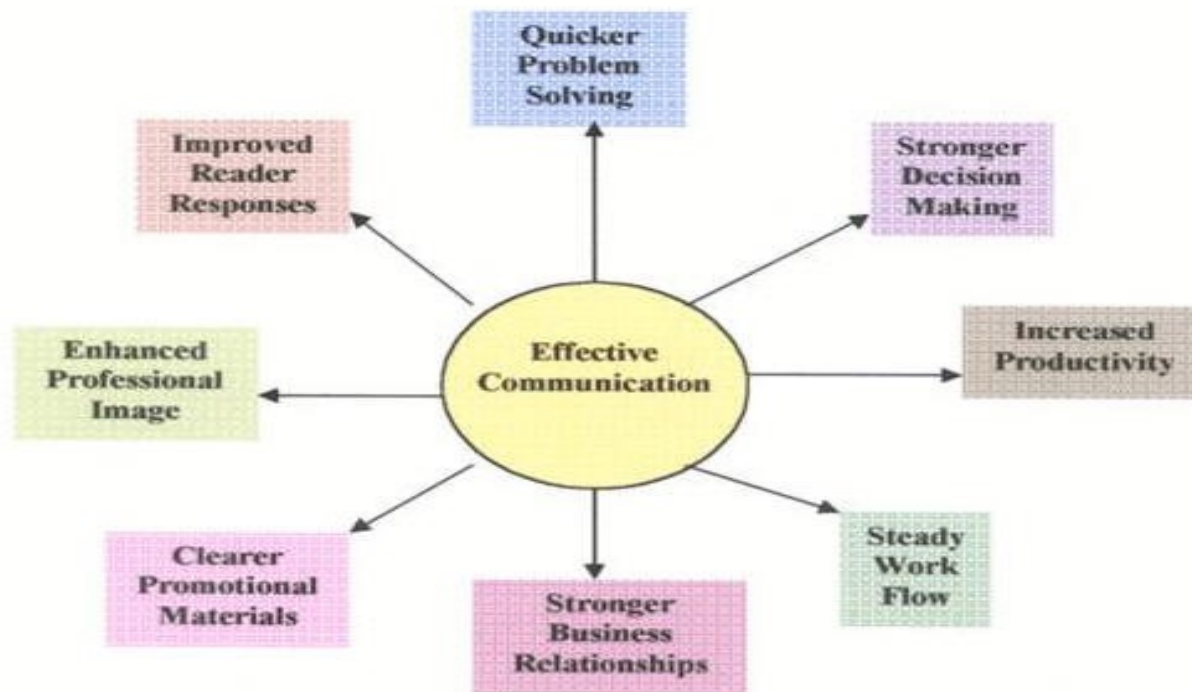
Effective communication



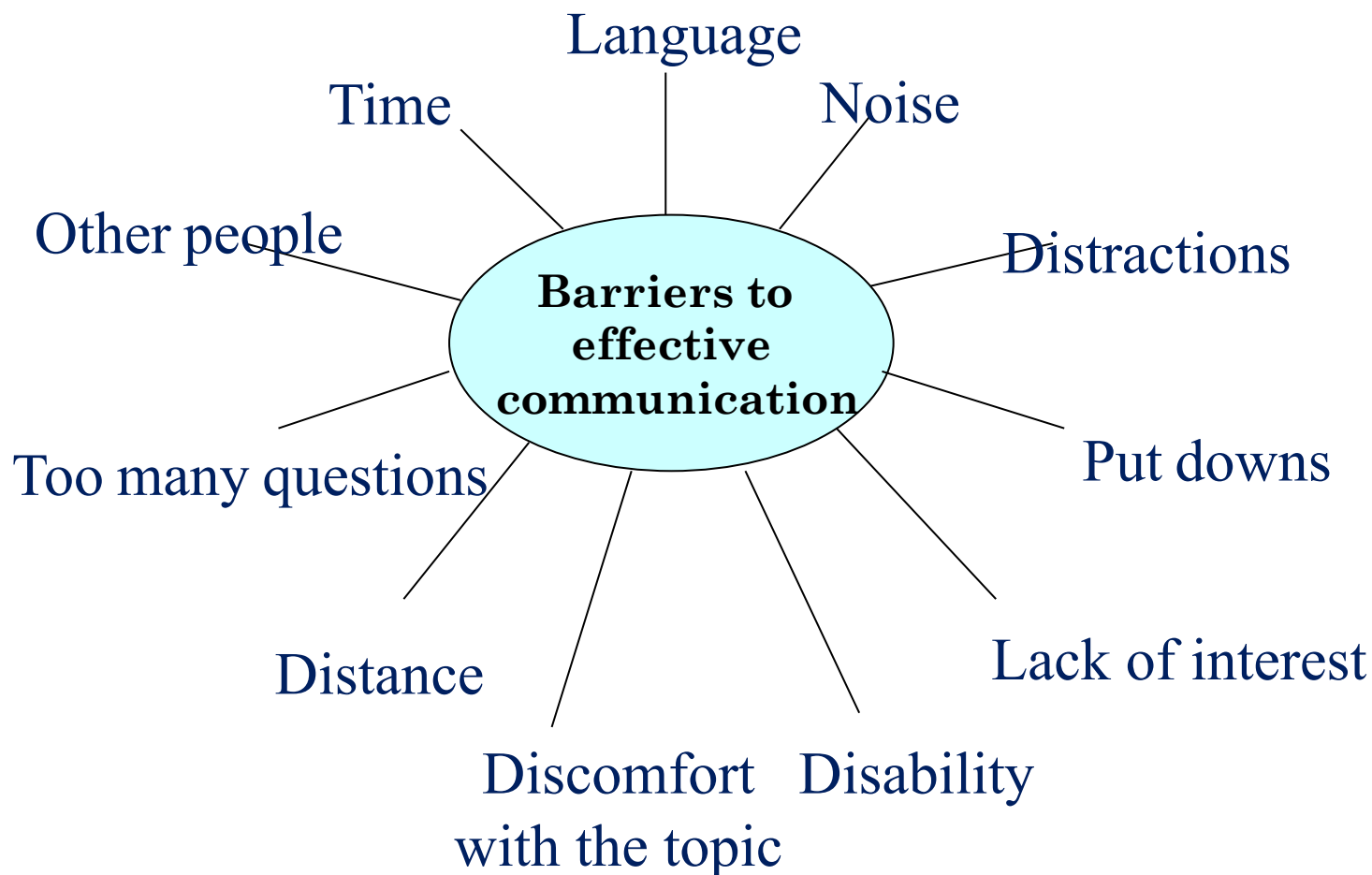
We communicate to...

- ☐ Get information
- ☐ Motivate
- ☐ Praise
- ☐ Get feedback
- ☐ Sell
- ☐ Greet
- ☐ Etc.

Advantages of effective communication



Barriers to effective communication



Steps in planning effective communication

□ Knowing the purpose of the message:

Purpose is the primary reason to write or speak. Its identification leads to determination of the contents of the message. Each message must have a specific purpose e.g. asking for rebate on defective goods, announcing clearance sale, awakening inactive amount, making inquiry, seeking job etc.

Steps in planning effective communication

❑ Visualizing the Reader:

It is very important to adapt the message to the reader's views. But writer often does not know much about the reader.

Steps in planning effective communication

❑ Choosing the Ideas:

The next step is to choose the ideas. The ideas to include depend upon the message being communicated. For example- A welcome letter to a customer, should include the following ideas:

- a. Welcoming and thanking the reader for opening the account.
- b. Stating the services and facilities offered to regular customers.
- c. Mentioning the working hours.

Steps in planning effective communication

□ Getting all the Facts:

The facts and figures to be stated in a message may be certain names, dates, address, percentages, statements etc. For some messages all the facts may be in the writer's mind, but for others extensive primary and / or secondary research may be needed for collecting the required data.

Steps in planning effective communication

□ Outlining and Organizing the Message:

Before writing a message, it should be outlined and organized either on paper or mentally. There are four different organizational plans- the direct request, good news, bad news and persuasive request.

Steps in planning effective communication

□ Revising and Editing and Proof Reading:

- a. The draft should be read paragraph by paragraph, sentence by sentence and word by word to check the continuity of ideas and grammatical, punctuation and spelling mistakes.
- b. While revising and editing the message it must be ensured that the message meets all the principles of good business communication.

- a. A careful proof reading is essential after the revised and edited message has been finally typewritten.
- b. Before it is mailed, it should be read by responsible and reliable person, because errors, if left un-corrected, may result in loss of goodwill, sales, income and even lives.

Passive communication

- ❑ Allowing our own rights to be violated by failing to express our honest feelings.
- ❑ The goal of being a passive communicator is to avoid conflict no matter what.
- ❑ Little risk involved – very safe.
- ❑ Little eye contact, often defers to others' opinions, usually quiet tone, may suddenly explode after being passive too long.

Examples of passive communication

- ❑ “I don’t know.”
- ❑ “Whatever you think.”
- ❑ “You have more experience than I. You decide.”
- ❑ “I’ll go with whatever the group decides.”
- ❑ “I don’t care. It doesn’t matter to me.”
- ❑ “Yes, yes, yes, yes, yes, yes, yes. . . NO!”

Aggressive communication

- ❑ Protecting one's own rights at the expense of others' rights – no exceptions.
- ❑ The goal of the aggressor is to win at all costs; to be right.
- ❑ Does not consider actions a risk because this person thinks they will always get their way. It is risky in terms of relationships
- ❑ Eye contact is angry and intimidating; lots of energy; loud and belittling; never defers to others, or at least does not admit to; manipulative and controlling. Often uses violent gestures or verbal abuse.

Examples of aggressive communication

- ❑ I don't know why you can't see that this is the right way to do it."
- ❑ "It's going to be my way or not at all."
- ❑ "You're just stupid if you think that will work."
- ❑ " "Who cares what you *feel*. We're talking about making things work here."

Assertive communication

- ❑ Protecting your own rights without violating the rights of others.
- ❑ The goal of the assertive person is to communicate with respect and to understand each other; to find a solution to the problem.
- ❑ Takes a risk with others in the short run, but in the long run relationships are much stronger.
- ❑ Eye contact maintained; listens and validates others; confident and strong, yet also flexible; objective and unemotional; presents wishes clearly and respectfully.

Examples of assertive communication

- ❑ “So what you’re saying is. . . .”
- ❑ “I can see that this is important to you, and it is also important to me. Perhaps we can talk more respectfully and try to solve the problem.”
- ❑ “I think. . . I feel. . . I believe that. . . .”
- ❑ “I would appreciate it if you. . . .”
- ❑ Let me understand your thoughts on this...

Which is the best style?

- ❑ All styles have their proper place and use.
- ❑ Assertive communication is the healthiest.
 - Boundaries of all parties are respected.
 - Easier to solve problem;
 - fewer emotional outbursts.
 - It requires skills and a philosophy change, as well as lots of practice and hard work.
 - When both parties do it, no one is hurt in any way and all parties win on some level

Effective communication

❑ <https://www.youtube.com/watch?v=XLQ>

[4v2-R3KM](#)

❑ <https://www.youtube.com/watch?v=V0O>

[OYR1-_vA](#)

Using effective communication a unison case study

This case study looks at the communication activities of UNISON, Britain's biggest trade union. It shows how it uses a range of methods to help its members deal with the many issues they face within their workplaces, through the Head Office, regions and local branches.

Each branch has a branch secretary who is elected by his or her colleagues. These people need the data and the skills of others in UNISON to help them act as best as they can.

❑ Example of Internal Communication:

- Workshops help people to become involved.
- Project groups at UNISON look at issues and help to put policy into action.
- A key way in which UNISON communicates internally is through its in-house magazine called Inside Out. This is sent to all UNISON staff members. It highlights a range of challenges and issues for staff. These include details about their new headquarters, facts about equal pay issues for UNISON members and other news within the organisation.

❑ Example Of External Communication:

External communications are also important for UNISON. With more than 1,300 local branches, it may need to convey issues to receivers and stakeholders in many different areas. These issues could include legal matters, pensions and discussions, as well as disputes.

UNISON's website is a vital link with the outside world. To support issues such as collective bargaining, health and safety and to provide legal advice, there are leaflets, booklets and other information. These can be ordered from a communication catalogue or by downloading a pdf from the website.

Test yourself:

- ☐ When I think of communicating with someone, I generally focus on the...?
- a. Correctness of speech
 - b. Content
 - c. ‘how’ and the ‘what’ of the presentation

TEST YOURSELF:

□ The ability to communicate effectively
is...?

- a. A learned behaviour
- b. An acquired behaviour
- c. A causal behaviour