

# Communication and Interpersonal Skills at Work

## Glossary

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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### B

#### B2C

- This stands for business-to-consumer and refers to the process of selling products and services directly between consumers who are the end-users of its products or services. Companies that sell directly to consumers can be referred to as B2C companies.

#### BlueJeans

- A platform which provides remote video conferencing services using cloud computing.

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### C

#### Client acquisition

- Efforts made to gain new clients and customers.

#### Communication platform

- An opportunity to communicate with others, whether in person or through an operating device, cloud-based software or app.

## **Communications**

- The imparting or exchanging of information by speaking, writing, or using some other medium.

## **Communications development plan**

- A plan you create to structure the development of your communications goals and objectives.

## **Communications style**

- The way in which you communicate that is distinct to your character and nature.

## **Conscious communications**

- Being more present and mindful when communicating.

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## **E**

## **Employee retention**

- An effort made by a business to encourage employees to remain with the company.

## **Evolved brain and communications system**

- You listen, mindfully process the information and respond.

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## **G**

## **Graphic designer**

- A professional who works within the graphic design and graphic arts industry. They will usually assemble together images, typography, or motion graphics to create a piece of design.

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# M

## Marketing campaign

- A campaign put together with the aim to increase awareness for a particular product or service, or to increase consumer awareness of a business or organisation.

## Master of ceremonies

- The official host of a ceremony, event, conference, convention or similar performance.

## Myers-Briggs Type Indicator

- An introspective self-assessing questionnaire which indicates differing psychological preferences in the way people perceive the world and make decisions.

## Mindfulness

- A conscious and psychological process of intentionally bringing one's attention to experiences occurring in the present, without any judgment.

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# S

## Slack

- A cloud-based instant messaging platform (often used in the workplace).

## Slack channel

- A channel within the communications platform, Slack. It is a single place for a team to share messages, tools and files.

## Soft skills

- Skills which are usually related to navigating your environment and how you work with others. This can include communication skills, listening skills, emotional and social intelligence etc.

## Storytelling (in communications)

- Writing, crafting and telling a story or narrative as a way to entertain, educate and instill any values (relevant to a specific context).

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## T

### The Big Five

- A test designed to classify personality traits. It is also known as the five-factor model (FFM) and the OCEAN model.

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## Z

### Zoom

- A platform which provides remote video conferencing services using cloud computing.

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