



AKTU Syllabus : Unit-4



Communication and Leadership Development

Leadership Communication, Communication and Social competence:

context, feelings, intentions, behaviors, Providing and Receiving feedback,

Difference between Tact and Intelligence,

Emotional Intelligence: Trust through Communication, Thinking Skills:
Meaning and Types.



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Technical Communication Unit-4 : Lec-1



❖ Leadership Communication –

- **What is Leadership Communication** - Leadership communication is a type of communication, specifically used by leaders to relay information about the culture, core values, mission, and crucial messages of some organization, to build trust and encourage employees.
- In practice, it involves delivering a shared vision and inspiring others to buy into that vision.
- Leadership Communication is the ability to communicate and socialize with team members in a way that they are properly informed, richly motivated, goodly inspired, well connected and of course United incredibly to one another.
- Effective leadership communication is the life blood of an organization. It is the cornerstone of organizational success.



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❖ Examples of Leadership Communication -

➤ If a team member is expressing discontent at their workload at the moment, you can ask them to explain how they would prefer to change the team's workflow, or you can simply change his shift, shift his area of work or to associate some assistant with him and the like.....

➤ If there is some tumultuous situation, the leader can communicate with the team to get to know their problems and grievances, to negotiate, to resolve conflicts, to offer the best suitable solution. He can be a mediator between employees and employer.



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❖ Purpose of Leadership Communication -

need / important objective

(1) It helps to unite teams and empower members to take up the project and to produce the best outcomes.

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(2) Effective leadership communication helps to motivate and inspire team members and to ignite them, infuse in them the spark and energy, especially when they are feeling demotivated and decentralized.

कभी न खत्म होने

(3) It helps in building lasting relationships and fostering cooperative environment around.

(4) It helps in fostering understanding in the team.

(5) It helps to achieve organizational goals.

(6) It helps to boost personal ambitions.

developing



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❖ Pillars of Communication -

✓ (1) **Listening** - Active, Patient, Empathetic and deliberate listening is the first and foremost priority of Leadership Communication.

➤ A leader should listen to the problems, grievances, suggestions, emotions and feelings of his teammates actively, enthusiastically and attentively.

✓ (2) **Understanding body language** - Understanding of body language can give leaders additional insight. He should be capable enough to read and to get to know the people through their body language, expressions and attitude.

✓ (3) **Concise Verbal Communication** - Most people don't have time to listen exaggerated conversations, so it is must for a leader to be brief, concise, crisp, to the point and upto the mark.

short / brief

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(4) Written Communication - Professional world is highly formal and totally organized, so written communication is the demand of the professional world. It is almost common to carry on conversation via email, text, circular, notice and the like.

That is why great leaders should have strong command over written communication skills. His writing should be free from any kind of ambiguity, clear and transparent, error free in context of grammar, spelling, punctuation and ultimately informative too.

(5) Empathy - Empathy is the most important brick of leadership communication. A leader should know, understand and listen to his teammates as he listens to his family members. He should be sensitive to them. He should treat them as he wants himself to be treated. He should judge them, as he himself wants to be judged. He should treat them so sensitively, as he wants himself to be treated.

संकटन शील



Technical Communication Unit-4 : Lec-1



Strategies of Leadership Communication -

- Here are some strategies for effective leadership communication-

(1) Connect with your team-

- Leadership Communication starts with involving people, interacting with them making your team.
- Personal connections matter, so it is necessary to engage one to one conversations from time to time.
- To be approachable, you can call informal meetings, tea table parties too.

(2) Pay attention to your listeners -

- Be responsive and remove all kinds of distractions.
- Observe non verbal cues like body language, Posture, facial expressions, smile etc to tailor your approach with your team.



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(3) Follow up-

- Effective leadership communication involves more than just delivering ideas and moving on. So, Seek feedback and follow up from time to time.
- Instead of using online mediums of communication, be present physically in front of your team members. It would motivate them more impressively.

Aspects of Leadership Communication -

- Clarity and brevity is important in communicating ideas.
- Building connections and network building, and strengthening bonds with the team is must.
- Being cool, calm, Empathetic, active caring, enthusiastic and patient listener is very important.
- Encouraging and motivating team members to freely participate in conversation is miraculous.
- Building team spirit is essential ingredient, that is the demand of leadership communication.



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Technical Communication Unit-4 : Lec-2



❖ Communication and social competence

- **What is social competence** - Social competence is the ability to handle **social interactions** effectively. It involves the ability-
- To **get along well** with people.
 - To **form relationship** and to maintain closeness in relationships .
 - To **evaluate social situations** and determine **what is expected or required**:
 - To recognize the **feelings and intentions of others**; and to select social behaviors that are most appropriate for that given context.



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Technical Communication Unit-4 : Lec-2



❖ Role of communication in maintaining social competence -

Elements of social competence -

(1) **Context** - Context refers to the circumstances and environment in which communication takes place. This includes the setting of the environment, the relationship between individuals, cultural factors, and the purposes of the interaction.

➤ **Different contexts require varying communication styles and strategies .**

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Technical Communication Unit-4 : Lec-2



✓ (2) **Feelings**- Feelings play a significant role in communication and social competence. Acknowledging human emotions helps -

- To **foster purposeful connections**.
- To **resolve conflicts**.
- To **negotiate** and to take out mid way, in that both the parties may feel equally treated and impartially judged.
- To **create a supportive and positive** social environment.
- Being attuned to feelings helps to respond appropriately in various social situations. One needs to be emotionally intelligent.



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Technical Communication Unit-4 : Lec-2



(3) **Intentions**- Intentions refer to the goals or the purposes behind communication and social interactions. Intentions should be clean and clear, because clear intentions helps -

- To convey messages clearly.
- It minimizes the risk of miscommunication.
- It helps to build trust and mutual understanding.
- To maintain transparency.

Handwritten note: 'सत्य' (Satya) with an arrow pointing to the list of intentions.



Technical Communication Unit-4 : Lec-2



(4) **Behavior** - Behavior encompasses the actions and responses of individuals in social interactions. Social competence involves not only understanding but also regulating one's behavior.

- Effective social competence requires such behaviors as active listening, empathy, respect etc.
- These behaviors contribute towards building rapport, resolving conflicts and fostering productive relationships both in personal and professional settings.

develop



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Technical Communication Unit-4 : Lec-2



Providing and receiving feedback - Effective feedback is a valuable tool for personal and professional development. Whether you are providing or receiving feedback, it is essential to approach it with a **constructive mind set**, with **open mindedness**. Following are the tips to follow while providing and receiving feedback –

✓ Providing Feedback -

- (1) Be **specific**. Don't be diverted.
- (2) Frame your feedback using 'I' approach, for example -
 - **I felt confused during your presentation.**
 - Don't play blame game.
- (3) Focus on **behavior** and action not on **personality**.
- (4) Don't pass negative feedback. Instead offer **balanced view** of what went well and what needs improvement.
- (5) Offer **constructive criticism**.

Constructive

destructive



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Receiving feedback

- (1) Stay open minded and positive.
- (2) Pay attentive attention to the person ,giving your feedback.
- (3) Don't take it personally.
- (4) Request for suitable examples to gain a better understanding and identify areas for improvement.
- (5) After receiving the feedback, take time to reflect on it.



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7 marks

Emotional Intelligence: Trust through Communication, Thinking Skills: Meaning and Types.

↓
2 marks



Technical Communication Unit-4 : Lec-3



Tact- According to Isaac Newton

- "Tact is the art of making a point without making an enemy."

Rival competition

➤ According to Gardner

- "Intelligence is a combination of innate abilities and environmental factors."

➤ Difference between Tact and Intelligence -

(1) Tact is the ability to communicate and handle situations with **diplomacy** while-

- Intelligence is the ability to communicate with **cognitive approach**.



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Technical Communication Unit-4 : Lec-3



✓ (2) Tact may involve **manipulative dealing** with the circumstances, whereas -

➤ Intelligence is **intellectual dealing** with the circumstances, using **problem solving, creative and innovative thinking, employing critical and analytical thinking.**

✓ (3) Tact can be measured through **behavior and attitude** but there is no scientific method to measure tact, on the other hand -

➤ Intelligence is **measured through tests like I. Q. Test** etc.



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Technical Communication Unit-4 : Lec-3



(4) A person with tact can make others happy with **sweet coated words** but -

- An intelligent person is **often straight forward**. His aim is to bring the truth into light, even if it's bitter, without harming anyone's dignity.

(5) Tact focuses on **interpersonal finesse**, while-

- Intelligence focuses a **broader range of cognitive abilities**.

(6) Tact is rather **professionally unacceptable** but -

- Intelligence is **professionally required and admired**.

चालाकी

अस्वीकार

प्रशंसा



Technical Communication Unit-4 : Lec-3



(7) Tact represents rather **negative shades** of meaning, but-

- Intelligence represents **positive and healthy prospects**.
- To conclude, it may be said that tact and intelligence are not mutually exclusive, they offer work in harmony to facilitate effective communication and decision making. Together these two qualities form a good combination for personal growth and success.



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Technical Communication Unit-4 : Lec-3



❖ Emotional Intelligence - Trust through communication -

- **What is emotional intelligence** - Emotional Intelligence (EI) is the ability to manage both your own emotions and understand the emotions of people around you.
- It is the ability to perceive, express and regulate emotions.
- Hence, we can say that emotional intelligence is a person's ability to recognize, understand, manage and effectively use their emotions in various situations.
- **Components of emotional intelligence** -
- There are 5 components of emotional intelligence. These are-



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➤ **Empathy** - Empathy is the ability to sense and understand the emotions and perspectives of others. This connects you to people on an emotional level and to respond compassionately.

➤ **Self-awareness-**

➤ Self-awareness is about recognizing and understanding your emotions – what you're feeling and why – as well as appreciating how they affect those around you. It's the basis of good intuition and decision-making, helping you to instinctively make the right choices for you in all aspects of life.

➤ Self-awareness is also about knowing your strengths and weaknesses, and what is important to you – your values or moral compass.

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Technical Communication Unit-4 : Lec-3



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Self-regulation-

- Once you have mastered emotional awareness, the next step is managing those emotions- particularly the negative ones effectively.
- Always treat others with respect and try to stay in control.
- If you have a tendency to have emotional outbursts, practice being calm, step back and take a deep breath. It's also important to stay true to your values, and take the responsibility of your failures, instead of playing blame game.

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Technical Communication Unit-4 : Lec-3



मतभेद सुझाव

➤ **Interpersonal Skills** - These skills help in conflict resolution and relationship management. Emotional intelligence helps to build and maintain healthy relationships.

➤ **Emotional Management** - Emotional Management is the ability to regulate and control one's emotions, to use emotions deliberately.

➤ It involves strategies to effectively manage stress anger and basically negative emotions.

सोच समझकर



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❖ Trust Through Communication -

2 mark imp.

➤ **What is trust-** Trust means to be assured that the other person wants to see you happy and prosperous.

समृद्ध भरोसा

➤ Trust is the belief that somebody is good, honest, sincere, etc. and will not try to harm or trick you.

विश्वास

➤ **Gaining Trust through Communication** - Building trust through Communication is the cornerstone of personal and professional relationships. Here are some strong strategies to establish trust through communication -

आधारबिला



Technical Communication Unit-4 : Lec-3



❖ Active Listening -

- Pay attentive, close, and active attention to what the other person is saying. You can exhibit your attention through eye contact, nodding, raising hands, and answering questions or even asking questions.
- Also avoid unnecessary interruptions. First let them express themselves fully and then Respond accordingly.
- **Empathy** - Try to understand and feel other person's feelings and perspectives. You can show empathy by acknowledging and valuing their emotions.
- Use helpful phrases like - " I can imagine how you must be feeling."

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जागरूक



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artificiality X

quality X

- **Transparency** - Be honest, true and open in your Communication. Do not hide or manipulate information. Do not be prejudiced or biased. Instead be impartial.
- **Consistency** - Consistency in your words and actions is necessary in building trust. Keep your words and promises, commitments.
- If, in any case you are unable to fulfill your commitment, take the person in confidence, communicate about this beforehand and provide an alternative solution.
- **Constructive feedback** - While providing feedback, focus on constructive criticism. Offer solutions and share ways of improvement.
- Ensure that your feedback is delivered in a supportive and non-judgmental manner.



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- **Non-verbal cues-** Pay attention to non verbal cues. Try to get to know the feelings and emotions of other person, even if they are silent. Read body language, read mood, read attitude.
- On the other hand, maintain an open and approachable body language, pleasant smile, supportive gestures.
- **Apologize, When necessary** - If you are making mistakes or even unintentionally hurting someone, you should apologize sincerely, genuinely and honestly.

Handwritten notes in Hindi: "सिद्धि किमिदं" (Siddhi Kimidam) and "न चाहे दुःख" (Nachahe Dukh).



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❖ Thinking Skills -Meaning and types-

- **What is Thinking Skills-** Thinking Skills are cognitive processes, mental tools that we use for solving problems, for making different decisions, asking questions, making plans, organizing and creating information. *3 marks*
- In short we can say that Thinking skills refer to your ability to understand and address problems based on all available information and facts. *7 marks*
- **Types of thinking** - There are various thinking styles and approaches for learning new skills. Some common types of thinking are-



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1. Analytical Thinking:

- Analytical thinking skill is your ability to analyze a given problem, or situation step by step. In this, we do a complete analysis of all possible ways to interpret the situation/problem before you.

2. Divergent Thinking:

- In short, divergent thinking skill is “Go diverse. Conclude with one that works”. Divergent thinking involves exploring all possibilities and viewpoints to find an appropriate solution..



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3. Convergent Thinking :

- Convergent thinking is about connecting all the dots. You connect scattered thoughts, data, standpoints, or related information and put together in one big picture.

Convergent thinking is a key thinking skill we need in life.

4. Critical Thinking:

- It covers 7 steps like identifying, gathering, analyzing, interpreting, establishing, deciding and communicating the problem.



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✓ **5. Creative Thinking** - Creative thinking involves running imagination in all possible directions, generating new ideas, to think differently, out of the box, to offer solutions or approaches from unique angles. It encourages innovative thinking.

✓ **6. Holistic thinking** - Holistic thinking is all about seeing the whole system and understanding how different parts influence each other.

✓ **7. Strategic thinking** - Strategic thinking is all about planning and envisioning the future. It involves setting up of long term goals, developing strategies to achieve them and considering obstacles and opportunities.

कक्षा -

प्रश्नों रणनीति



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