

Importance of Communication

Verbal Communication

- Refers to the words & language you use.
- Good verbal skills mean being clear, using correct pronunciation & grammar & speaking with confidence.
- Highlighting key phrases helps the audience remember important points.
- Examples, repetition, & storytelling can help make your message memorable.

Non-Verbal Communication

- Includes body language, posture etc.
- Non-verbal cues can support or contradict what you are saying.
- Nodding while listening or acknowledging questions shows you are attentive.
- Smiling creates a positive impression.