

“The way we communicate with others and with ourselves ultimately determines the  
quality of our lives”

- Anthony Robbins

# Overview

- What is Communication?
- Why do we Communicate?
- Why is Communication Important?
- Types of Communication
- One way Communication
- Two way Communication

# Overview

- Modes of Communication
- Verbal Communication
- Do's and Don'ts of Verbal Communication
- What prevents us from Communicating?
- Benefits of Effective Communication
- Non Verbal Communication
- Dos and Don'ts of Non Verbal Communication

# Overview

Communication Pattern

Speaking

Do's and Don'ts of Speaking

Listening Skills

Hearing Vs Listening

Why is Listening Important

# Overview

- Barriers to Listening
- Do's and Don'ts of Listening
- Traits of a good Listener
- Perceptions
- Barriers to Communication
- Basic Interpersonal Communication Model

# Overview

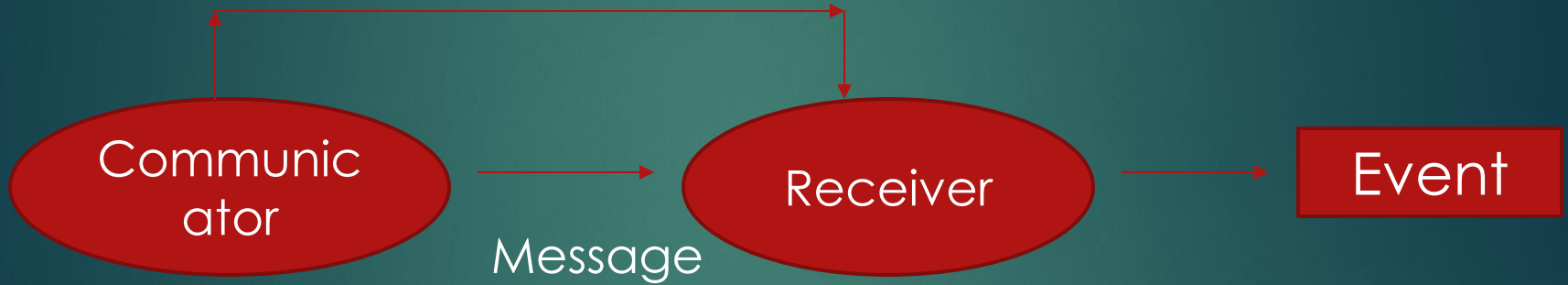
- 6 C's of an Effective Communication
- How to communicate effectively
- The STAR Communication Technique
- Written Communication
- Email Etiquette
- Do's and Don'ts of email etiquette



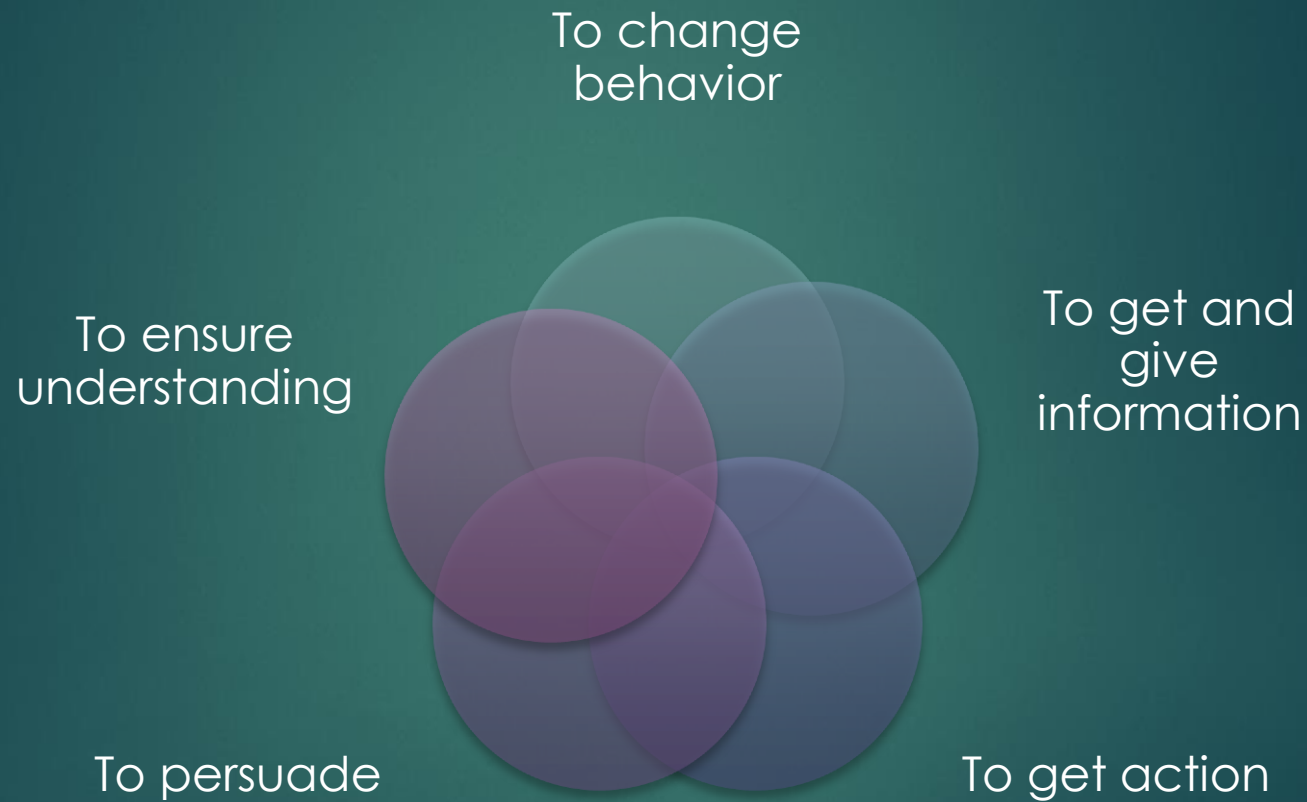




# Basic Communication Model



# Why do we communicate



# Essence of communication

*It takes 3 years to learn how to use your tongue; however it takes life time to learn when and where to use it"*

*-Anonymous*

# Why is communication important

Communication is important because:

- ▶ It helps to avoid misunderstandings
- ▶ It helps you to connect to people
- ▶ It helps you to get what you want by expressing yourself

# Types of Communication

# One way communication

A person sends a message to another person and no questions, feedback or interaction follows. This type is:

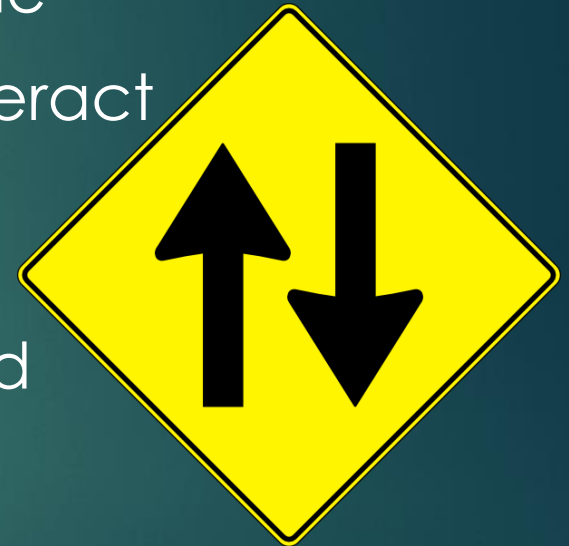
- ▶ Good for giving simple directions
- ▶ Fast but often less accurate than 2 way communication
- ▶ Could leave the receiver confused, anxious and helpless



# Two way communication

Two way communication is when the receiver and the communicator interact

- ▶ Good for problem solving
- ▶ Communication is more clear and accurate
- ▶ Receiver can clarify any question
- ▶ Feedback is sought



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- Two way communication



# Modes of Communication

Communication

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graph TD; A[Communication] --- B[Reading]; A --- C[Speaking]; A --- D[Writing]; A --- E[Listening]; F[ ] --> C; G[ ] --> E;
```

Reading

Speaking

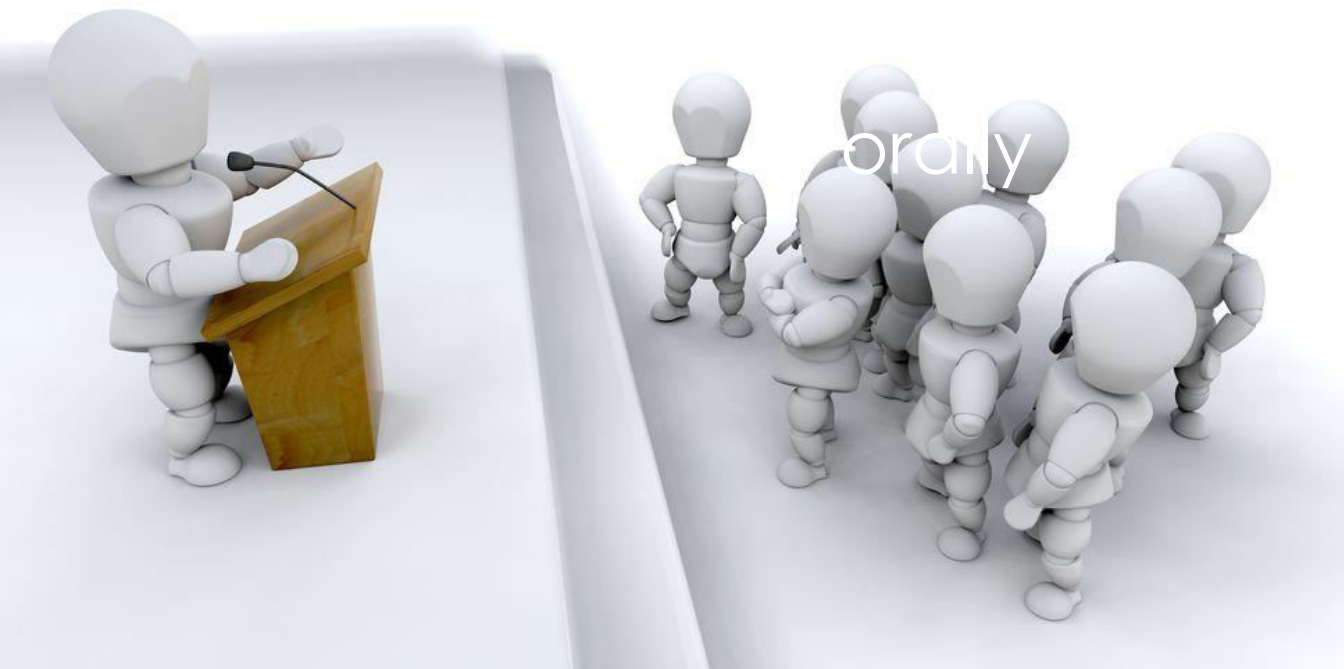
Writing

Listening

# Speaking or Verbal Communication

Speaking or Verbal Communication is

conveying our ideas, thoughts and messages



# Points to remember when you speak

Smile

Be confident

Make eye  
contact

Think and Speak

Speak Clearly

Maintain the right  
posture

# Don'ts of verbal communication



Do not speak  
fast



Do not speak  
too slow



Do not speak  
to loudly



Do not  
repeat

**F**

Fidgetin

**A**

<sup>g</sup>  
Avoiding Eye Contact

**U**

Unnecessary usage of fillers

**L**

Lack of Enthusiasm

**T**

Too many “aahs”

**S**

Speaking too fast

# 6 C's of an Effective Communication

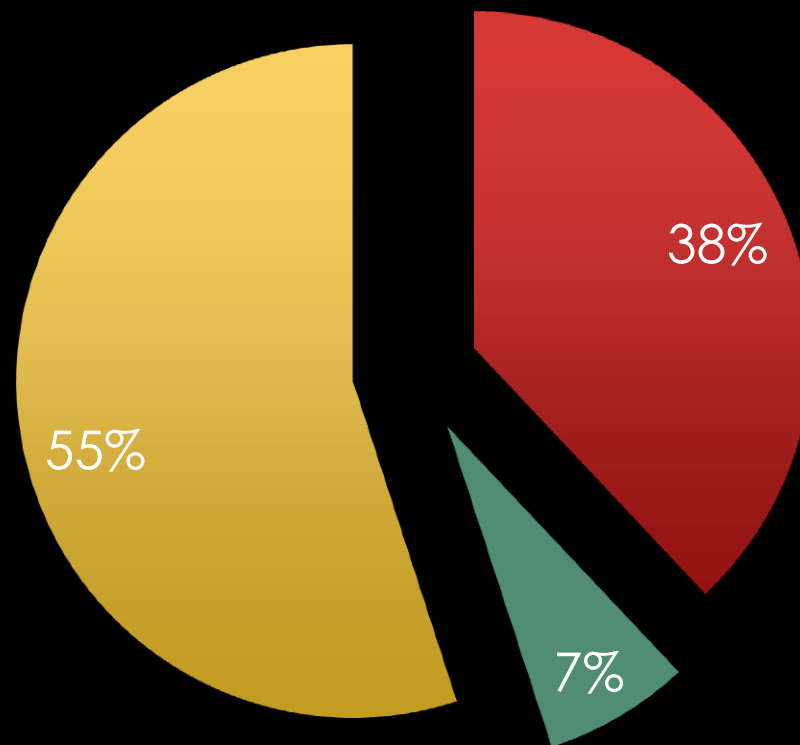
- ▶ *Clear*            *Think clearly in order to speak clearly*
- ▶ *Concise*            *Get across the meaning in a simple*
- ▶ *Complete*            *“Think on your feet”*
- ▶ *Correct*            *State facts*
- ▶ *Courteous*            *Be courteous and respectful*
- ▶ *Considerate*            *Design the message for the receiver*

# Impact of Speech

■ Vocal Variety and Tone

■ Words

■ Visual - Body Language



# How to communicate effectively







Connect

# Connect

- Establish rapport with people
- Pay attention to people's facial expressions, body language, and tone of voice
- See things from the other person's point of view
- Avoid criticizing, making negative judgments, or saying that the other person is wrong
- Show interest in the other person's interests and concerns



**Speak**

# *Speak*

- Speak with sincerity and conviction & project confidence
- Connect with your audience
- Know what you want to accomplish
- Keep it short and simple
- Ask for feedback; was the message understood

It is not what you say but how you say it

# Speaking

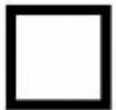
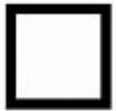
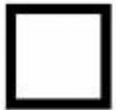


- ▶ The action of conveying information or expressing ones thoughts and feelings in spoken language
- ▶ The communication process comprises 30% of speaking

# Do!

aking

yourself



Speak Slowly and Clearly

Sound Confident

Positive Attitude

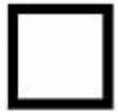


# Don'ts of Speaking

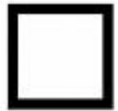
Do!



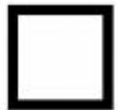
Don't pretend to be someone else



Don't speak too slow



Don't sound over confident or too low on confidence



Don't talk too much



Don't repeat









# Step 1 – Situation

Describe the situation that you were confronted with that needed to be accomplished. You need to set the context. Make it concise and informative, concentrating solely on what is useful.

## Step 2 –Task

Describe the task that needed to be accomplished. What is it that you need to do to reach the outcome.

## Step 3 – Action

This is the most important section of the STAR approach as it is where you will need to demonstrate and highlight the skills and personal attributes of your communication.

## Step 4 – Result

This is the last part of the communication is where you talk about the results that you have achieved at the end. This is an outcome of the first 3 steps which tell us if the steps taken were effective or not.

# STAR Communication



# What prevents us from communicating

- ▶ Lack of Self Confidence
- ▶ Lack of Enthusiasm
- ▶ Not willing to listen to others
- ▶ The fear of being judged





# Non Verbal Communication

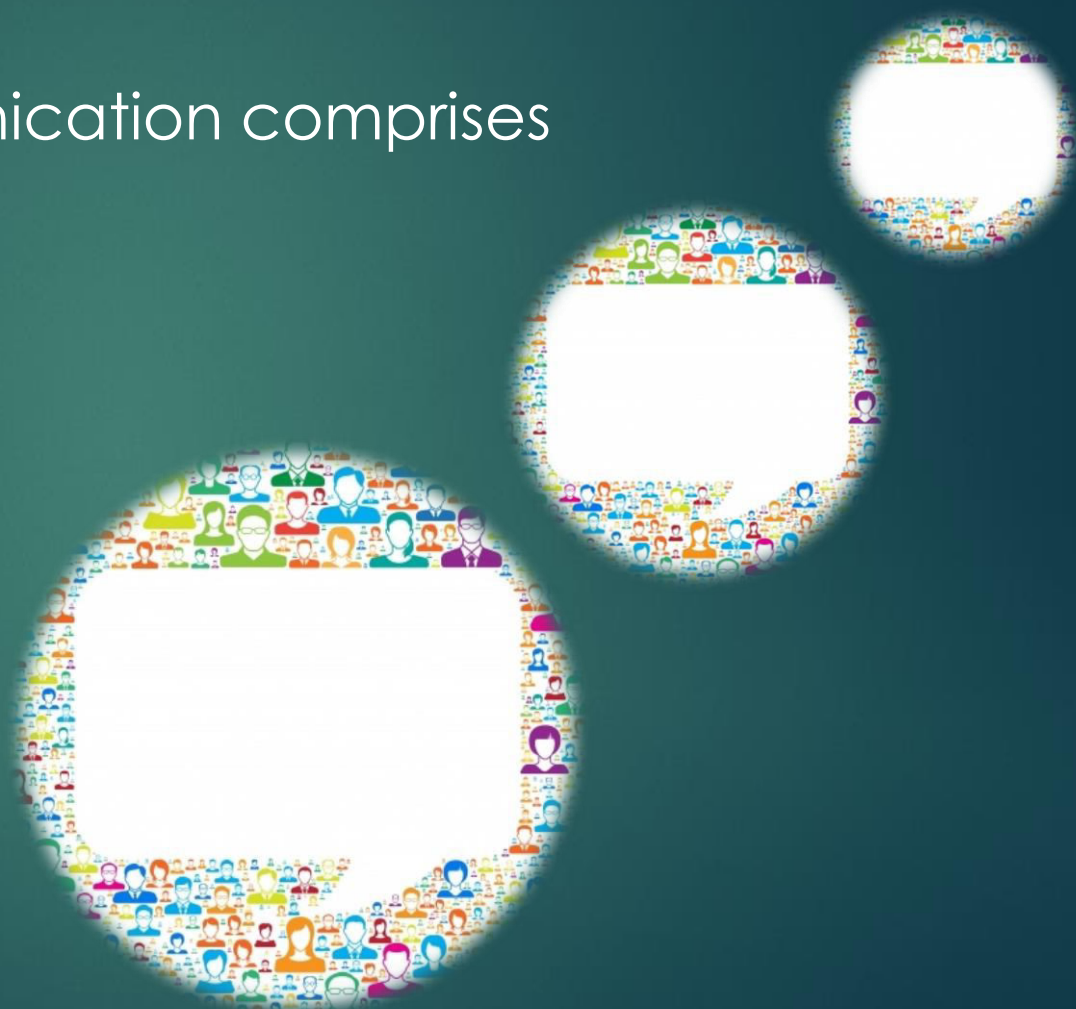


people

# Non Verbal Communication

Non Verbal Communication comprises of

- ✓ Body Language
- ✓ Posture
- ✓ Eye Contact
- ✓ Facial Expressions
- ✓ Touch



# Dos and Don'ts of Non-verbal communication

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Do's

Look Confident

Maintain the right body posture

Maintain eye contact

Always Smile

Don'ts

Look nervous

Slouch or stand with crossed hands

Stare

Maintain a straight face, or nod aimlessly

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# Overview

Modes of Communication

Verbal Communication

Don'ts of verbal communication

What prevents us from communicating?

Benefits of effective communication

Non Verbal Communication

Dos and Don'ts of non verbal communication

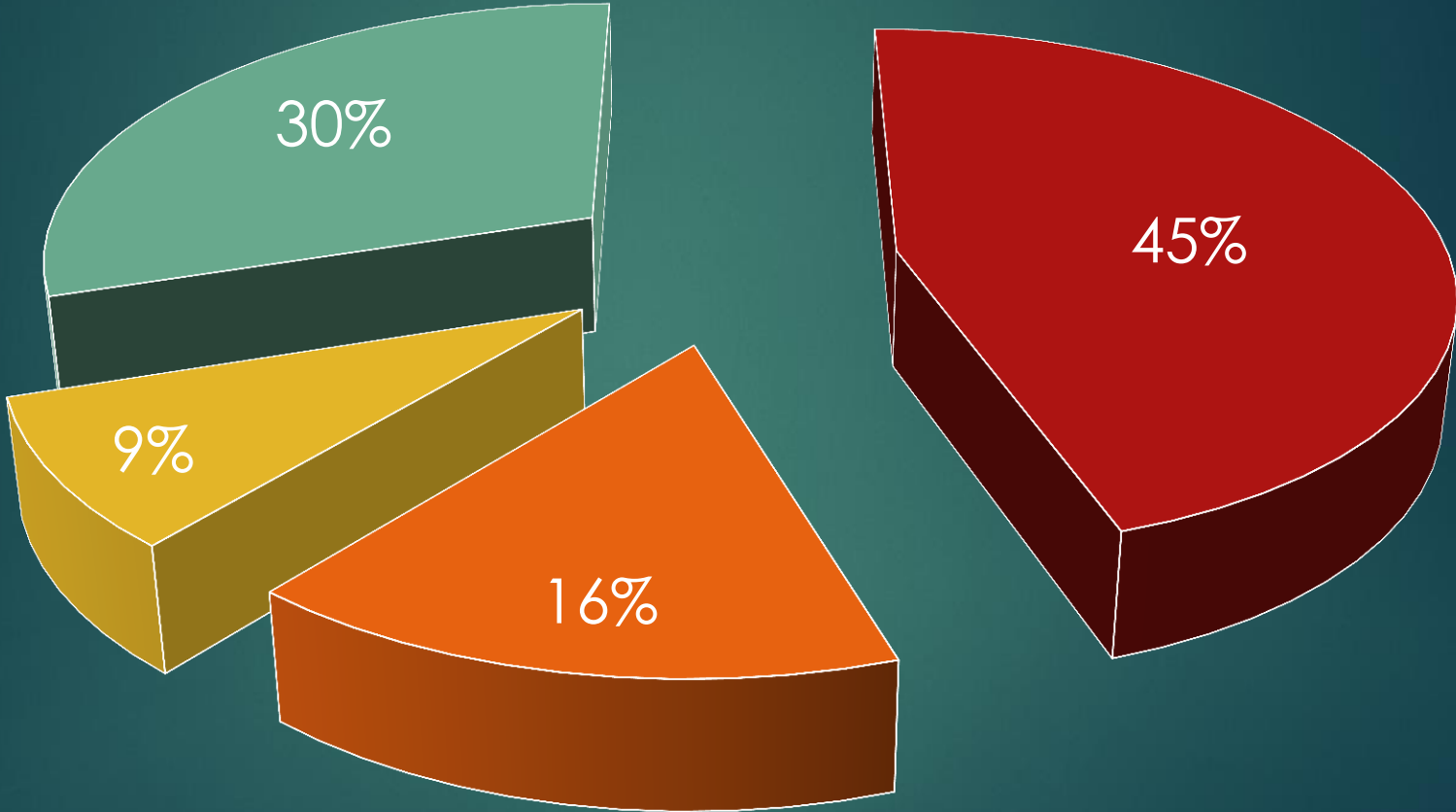
**LISTENING**

**=**

**LEARNING**

# Communication Usage Pattern

- Listening
- Reading
- Writing
- Speaking



**Listening is learned first and used  
most, but taught least.**



# Listening Skills

- ▶ The act of hearing something and understanding and absorbing it is listening
- ▶ Listening comprises of 45% of communication
- ▶ It is the most important form of communication
- ▶ It is hearing with a purpose



# Hearing V/S Listening

## Hearing

## Listening

It is the process of perceiving sound produced by any sound source

It is the process of taking out meaning and understanding from organized sources

It is passive

It is active

It is a god gifted capability

It is a skill that needs to be learnt and practiced constantly

Example- the sound of cars

Example – teacher teaching her students

# Why is listening important

It helps us learn  
different things

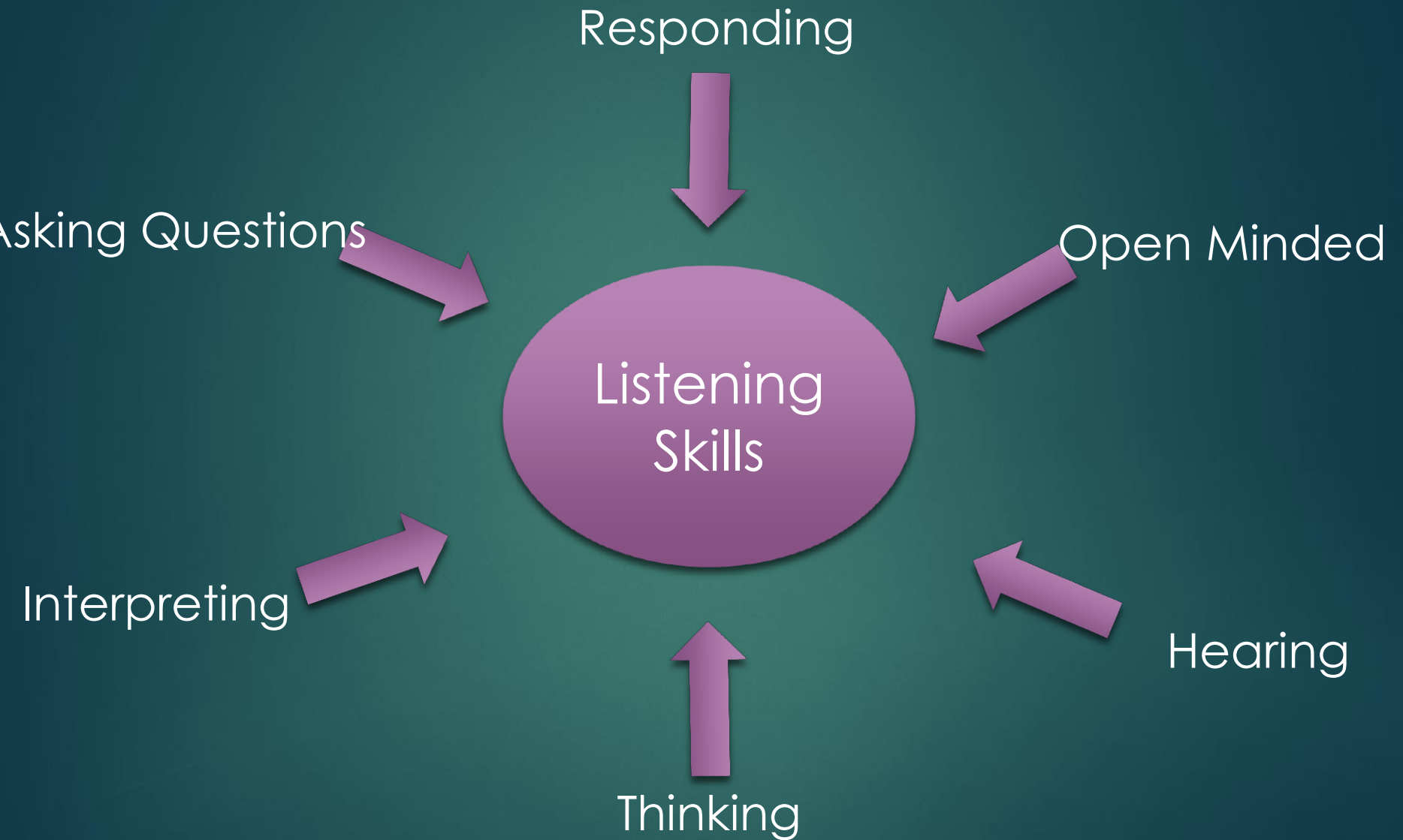
It helps us to  
understand and be  
understood

It helps us react to  
situations well

Its helps in creating  
better relations  
professionally and  
socially

# Overview

- Communication Pattern
- Speaking
- Dos and Donts of speaking
- Listening Skills
- Hearing Vs Listening
- Why is listening important



L

Look

I

Inquire

S

Summarize

T

Take

E

Notes  
Encourage

N

Neutralize

Look - Look at the speaker giving the speaker full attention in order to focus on what the person is trying to communicate

Inquire - ask relevant questions

Summarize - make mental note of the

important points ~~Trust~~ trust the paper more than your

mind ~~Encourage~~ Encourage - Nod your head or say "hmm what

next" ~~Neutralize~~ Neutralize - do not have any bias



# Barriers to listening

- ▶ Distraction in your mind
- ▶ Wandering attention
- ▶ Planning a reply
- ▶ Lack of interest
- ▶ Avoiding what is difficult
- ▶ Impatience



# Do's and Don'ts of listening

<b>Do's of listening</b>	<b>Don'ts of listening</b>
Give the person full attention	Do not interrupt
Acknowledge with verbal nods	Don't look lost while conversing
Rephrase and ask relevant questions	Don't ask irrelevant or no questions

# Traits of a good listener

▶ One who does not assume

Eyes are watching

▶ Rephrases

Ears are listening

▶ Responds with verbal nods

Hands are still

▶ Ask relevant questions

Feet are quiet

Listening Is The Most Powerful Form Of  
Acknowledgement!!!

A Way Of Saying....**You Are Important !!!**

# Activity



# Audio Clip

# Instructions

- ▶ Play an audio clip of a story and ask the team questions related to the same
- ▶ The motive of the activity is to understand how well the group listens or has understood the listening concept



# PERCEPTION



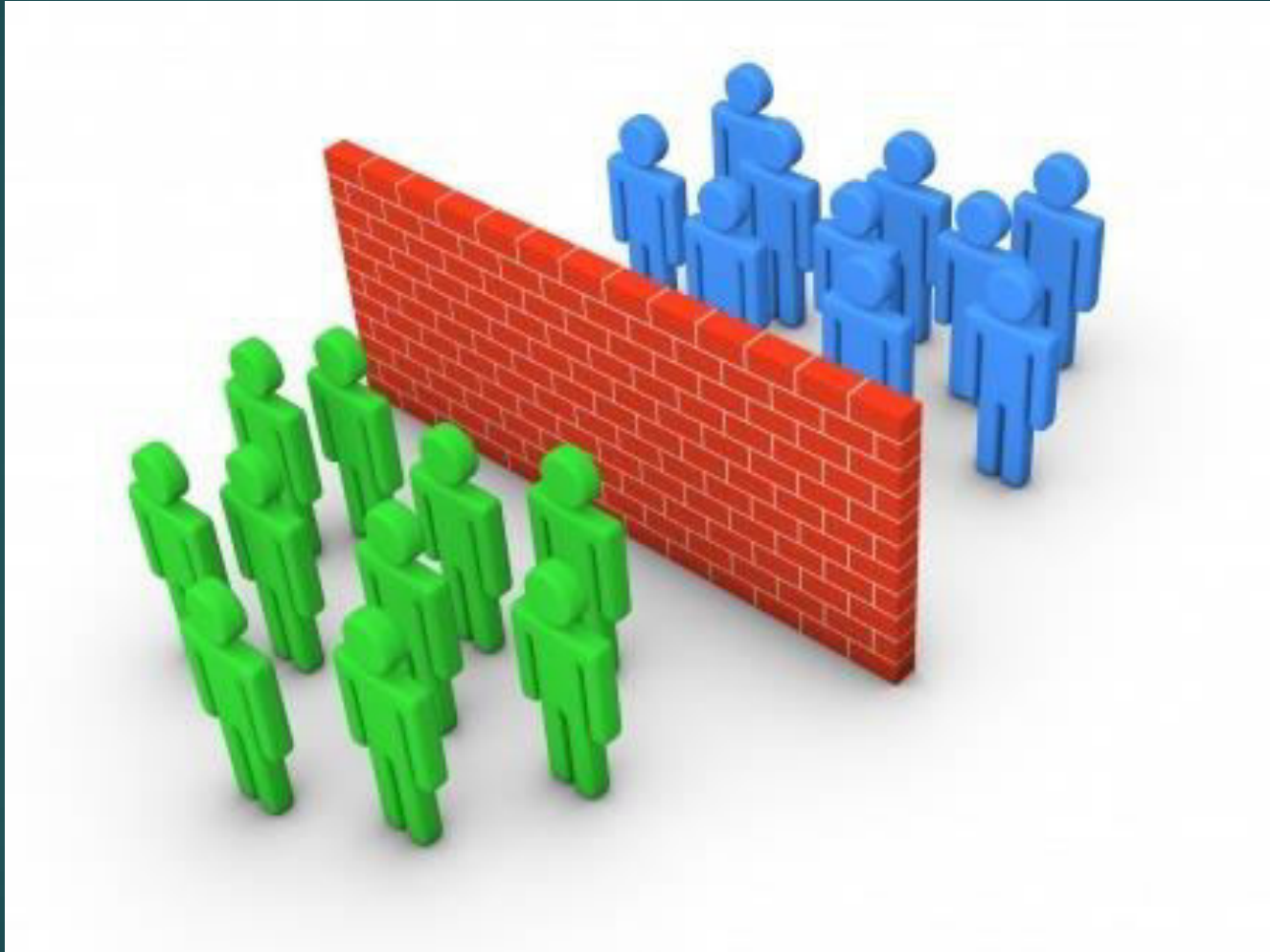
# Perceptions

- ▶ **Same Issue** - Different People – Different Perceptions
- ▶ **Rigid** - Need an open mind, being rigid will not help
- ▶ **Listen** - Communication plays a vital role
- ▶ **Empathy** - Ask questions for better understanding
- ▶ **Common Ground** - Provide objective feedback

# Perceptual Screen

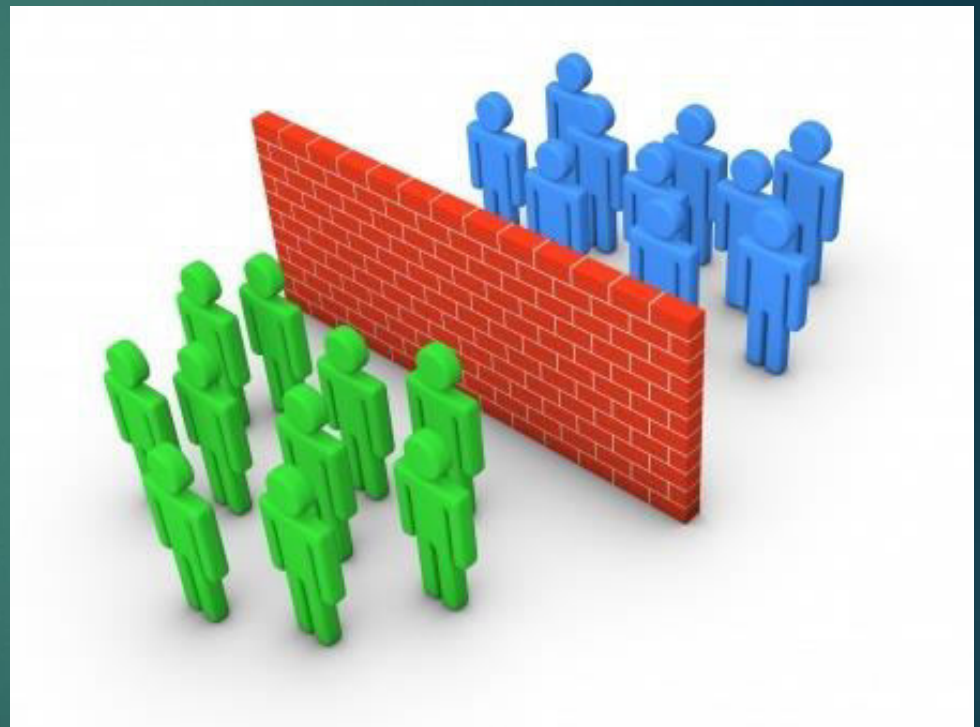
<b>Past Experiences</b>	<b>Emotions Moods</b>	<b>Learning Knowledge</b>
Habits Familiar	Assumptions	Culture Values
Expectations Aspirations	Focus of attention	Image of Self and others

# Barriers to Communication



# Barriers to Communication

- ▶ Physical Separation
- ▶ Status Differences
- ▶ Gender Differences
- ▶ Cultural Diversity
- ▶ Language
- ▶ Selective Listening
- ▶ Lack of trust



# Overview

Barriers to listening

Do's and Donts of listening

Traits of a good listener

Perceptions

Barriers to Communication

Basic Interpersonal Communication Model

# Written Communication



# Writing Effective Emails

# Why is email etiquette important?

- ▶ We all interact with the printed word as though it has a personality and that personality makes positive and negative impressions upon us.
- ▶ Without immediate feedback your document can easily be misinterpreted by your reader, so it is crucial that you follow the basic rules of etiquette to construct an appropriate tone.





Email Etiquette

# Email Etiquette

- ▶ General Format
- ▶ Salutations
- ▶ Attachments
- ▶ Body of the mail



# General Formatting

# The Basics

- ▶ Write in Black or Blue color
- ▶ Write in a readable and professional font
- ▶ Try to keep the email brief (one screen length)
- ▶ Do not use caps or use caps where appropriate
- ▶ Check for punctuation, spelling, and grammatical errors
- ▶ Try to keep your line length at 80 characters or less



# The Basics

- ▶ If your message is likely to be forwarded, keep it to 60 characters or less
- ▶ When you are writing directions or want to emphasize important points, number your directions or bullet your main points.
- ▶ Return emails within the same time you would a phone call

# Tone

- ▶ Write in a positive tone

“When you complete the report.” instead of “If you complete the report.”

- ▶ Avoid negative words that begin with “un, non, ex” or that end with “less” (useless, non-existent, ex-employee, undecided)

- ▶ Use smiles ☺, winks ;), and other graphical symbols in emails when appropriate and avoid them in professional emails



# Addresses

- ▶ Avoid sending emails to more than four addresses at once
- ▶ Instead, create a mailing list so that readers do not have to scroll too much before getting to the actual message



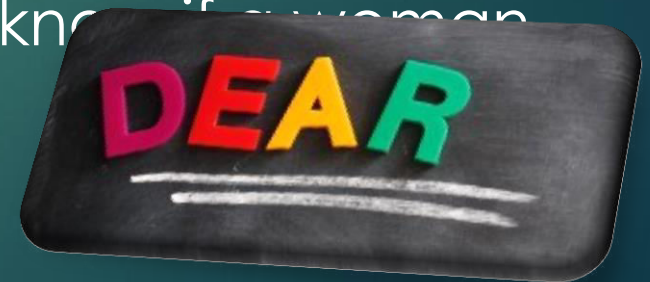
Salutation



# Salutations

## Using “Dear”

- ▶ Dear XXXX
- ▶ Dear Mr. XXX Dear Mr XYZ (When you do not know the first name or use the first and last name together with Dear )
- ▶ Dear Ms.XXXX ( When you do not know if a woman is married or unmarried us Ms)



# Salutations



# Salutations

Always Greet

- ▶ Greetings
- ▶ Greetings for the day
- ▶ Good morning/Good afternoon

# Salutations

## Closing the mail

- Regards
- Best Regards
- Thanks and Regards
- All the best

# Attachments

# Attachments

- ▶ When you are sending an attachment tell your respondent what the name of the file is, what program it is saved in, and the version of the program

Example: “This file is in MSWord 2000 under the name “LabFile.”



Body of the Email

- ▶ Write a short and precise subject line
- ▶ Do be direct when you start
- ▶ Start with “With reference to your email” or “with reference to our discussion” or “with reference to our meeting”
- ▶ Keep it short and sweet
- ▶ Do not write in upper case
- ▶ Do not write in red color



# Do's and Don'ts of Email Writing

<b>Do's of Email Writing</b>	<b>Don'ts of Email Writing</b>
Keep your mails short and simple	Write rude and impolite mails
Always use black or blue color font	Write in capitals
Use simple and readable fonts like Arial and Verdana	Use complex fonts and colors

# Example

Dear Mr. Mehta

Greetings for the day

With reference to our discussion I spoke to Mr. Sharma and he shall be sending the details of the assignment by tomorrow.

Please feel free to revert incase of any further assistance required.

Regards

Rajesh

# Overview

6 C's of an Effective Communication

How to communicate effectively

The STAR communication technique

Written Communication

Email Etiquette

Do's and Don'ts of email etiquette

# Activity



# Talk and Act

# Instructions

- ▶ Divide the Group into pairs and let one person for example A talk on a topic for a minute of his/her choice and the other B do actions as A speaks
- ▶ The topic cannot be discussed between the two
- ▶ Let the group decide if it was aptly enacted
- ▶ A will have to communicate slowly
- ▶ B will to only have to do actions (non verbal communication)
- ▶ Let the group give them feedback on:
  - ▶ How well did the speaker speak on a topic
  - ▶ How well did he manage his speech while B did the actions
  - ▶ How well was B's body language

Recap

Thank you