



Effective Communication



Overview

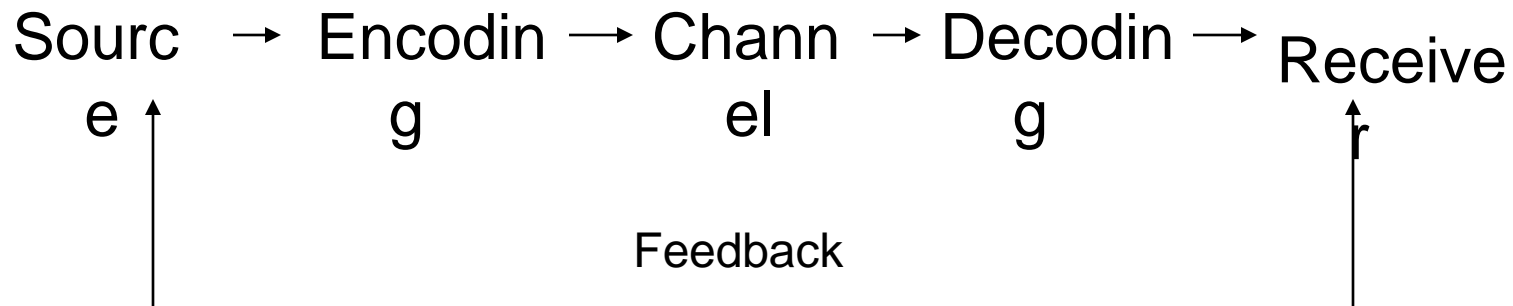
- Functions of Communication
- The Communication Process
- Communication Fundamentals
- Key Communication Skills



Functions of Communication

- Control
- Motivation
- Emotional Expression
- Information

The Communication Process





Communication Fundamentals

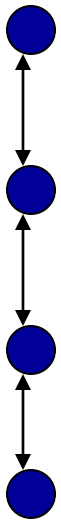
Direction:

- Downward
- Upward
- Crosswise

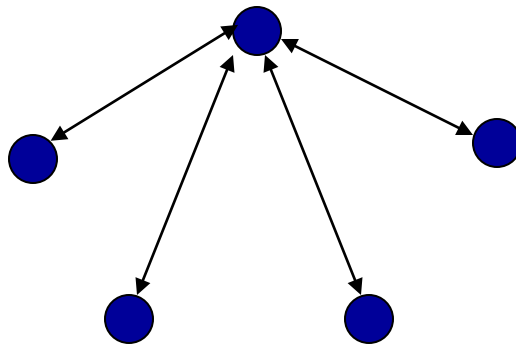
Networks:

- Formal vs. Informal

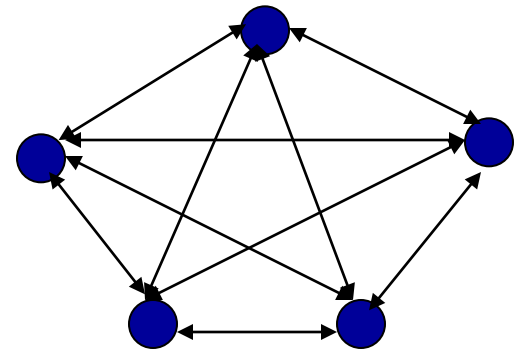
Communication Networks



Chain



Wheel



All Channels



Barriers to Effective Communication

- Filtering
- Selective Perception
- Emotions
- Language



Key Communication Skills

- Listening Skills
- Feedback Skills
- Presentation skills



Basic Communication Skills Profile

Communication	Order Learned	Extent Used	Extent Taught
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Listening

First

First

Fourth

Speaking

Second

Second

Third

Reading

Third

Third

Second

Writing

Fourth

Fourth

First



Meaning

- Listening Is With The Mind
- Hearing With The Senses
- Listening Is Conscious.
- An Active Process Of Eliciting Information
- Ideas, Attitudes And Emotions
- Interpersonal, Oral Exchange

Fallacies about Listening

- **Listening is not my problem!**
- **Listening and hearing are the same**
- **Good readers are good listeners**
- **Smarter people are better listeners**
- **Listening improves with age**
- ❖ *Learning not to listen*
- ❖ *Thinking about what we are going to say rather than listening to a speaker*
- ❖ *Talking when we should be listening*
- ❖ *Hearing what we expect to hear rather than what is actually said*
- ❖ *Not paying attention*
(*preoccupation, prejudice, self-centeredness, stereo-type*)
- **Listening skills are difficult to learn**



Stages of the Listening Process

- Hearing
- Focusing on the message
- Comprehending and interpreting
- Analyzing and Evaluating
- Responding
- Remembering

Barriers to Active Listening

- Environmental barriers
- Physiological barriers
- Psychological barriers
- ❖ Selective Listening
- ❖ Negative Listening Attitudes
- ❖ Personal Reactions
- ❖ Poor Motivation

How to Be an Effective Listener

■ **What You Think about Listening ?**

- ❖ *Understand the complexities of listening*
- ❖ *Prepare to listen*
- ❖ *Adjust to the situation*
- ❖ *Focus on ideas or key points*
- ❖ *Capitalize on the speed differential*
- ❖ *Organize material for learning*

How to Be an Effective Listener (cont.)

■ **What You Feel about Listening ?**

- ❖ *Want to listen*
- ❖ *Delay judgment*
- ❖ *Admit your biases*
- ❖ *Don't tune out "dry" subjects*
- ❖ *Accept responsibility for understanding*
- ❖ *Encourage others to talk*

How to Be an Effective Listener (cont.)

■ What You Do about Listening ?

- ❖ *Establish eye contact with the speaker*
- ❖ *Take notes effectively*
- ❖ *Be a physically involved listener*
- ❖ *Avoid negative mannerisms*
- ❖ *Exercise your listening muscles*
- ❖ *Follow the Golden Rule*



Feedback Skills

- Positive vs. Negative Feedback
- Positive feedback is more readily and accurately perceived than negative feedback
- Positive feedback fits what most people wish to hear and already believe about themselves
- Negative feedback is most likely to be accepted when it comes from a credible source if it is objective in form
- Subjective impressions carry weight only when they come from a person with high status and credibility



Developing Effective Feedback Skills

- Focus on specific behaviours
- Keep feedback impersonal
- Keep feedback goal oriented
- Make feedback well timed
- Ensure understanding
- Direct feedback toward behaviour that is controllable by the recipient



Group Think

- Phenomena in which the norm for consensus overrides the realistic appraisal of alternative course of action



Presentation Skills

Ideas, concepts or issues talked about or spoken to a group or audience

Public speaking is one of the most feared things
“I could make such a fool of myself”

Skills required to give a good presentation can be developed

Preparation is the Key

Presentation Skills

- ❖ Preparation/ Planning is the first step on the ladder to success
- ❖ Aspects in the development of a good presentation
 - Self Centered (Self)
 - Audience Centered (Audience)
 - Subject Centered (Material)

“I want (who) to (what) (where, when and how) because (why)”

Presentation Skills

■ Helpers

What do you want to present (content)?

Why do you want to present (purpose)?

Where will you be presenting (place)?

How do you want to present (words to be used or not, slides to be used)

Who is your audience?

Presentation Skills

- Preparation: Audience Analysis
 - ❖ What is the audience **interested** in
 - ❖ What does the audience **want**
 - ❖ What does the audience already know and needs to know
 - ❖ What are their needs, expectations from this presentation
 - ❖ How will the audience benefit from this presentation



Presentation Skills

- Structure the content in line with the audience's needs
- What do you want to tell the audience?
- What is your objective?
- Prepare keeping in mind the time allotted
- Anticipate the questions and prepare
- Collect material from a variety of sources
- Arrange points logically and sequentially
- Prepare handouts as well

Presentation Skills

- Structuring the presentation

2 to 2.5 mins--- opening/beginning

20 to 21 mins--- middle section

2 to 3 mins --- closing/end

5 mins --- questions



Presentation Skills

The Beginning

- ❖ Should be carefully designed
- ❖ Get attention
 - shock, humour, question, story, facts & figures
 - well rehearsed yet natural
- ❖ Motivate audience to listen
 - listen to their needs



Presentation Skills

Preparation – Structure

- ❖ Sequence should be logical & understandable
- ❖ Interim summaries- Recaps
- ❖ Value of visual aids-flip charts, handouts etc.

Presentation Skills

Prepare Closing

- ❖ Last 2 to 2.5 minutes are as critical as the first five minutes for a successful presentation
- ❖ Summarize- highlight important points
- ❖ Suggest action- what to do and when, where and how to do it

Presentation Skills

Stage Fright

- ❖ Everyone has it to some degree
- ❖ Can be used constructively
- ❖ Key issue is not elimination of fear
Instead channel the energy it generates for
an effective presentation

Presentation Skills

Effective Delivery

- ❖ Be active - move
- ❖ Be purposeful - controlled gestures
- ❖ Variations – vocal (pitch, volume, rate)
- ❖ Be natural
- ❖ Be direct – don't just talk in front of the audience talk to them



Group Facilitation

Verbal Communication- barriers

- ❖ Speaking too fast
- ❖ Using jargon
- ❖ Tone and content
- ❖ Complicated or ambiguous language
- ❖ Not questioning
- ❖ Physical State of the audience



Presentation Skills

Sensitivity to the audience

- ❖ “see” the audience
- ❖ Take non-verbal feedback
 - congruent and incongruent body language
- ❖ Modify to meet audience needs
- ❖ Don't just make it as a presentation



Presentation Skills

Handling Questions

- ❖ Do not get confused
- ❖ You are not supposed to know everything
- ❖ Anticipate and keep answers ready
- ❖ Sometime questions themselves give you a lead to highlight your point of view



Presentation Skills

Visual Aids

- ❖ While using a over head projector face the audience while talking
- ❖ Point with a pen
- ❖ Appropriate lighting
- ❖ Watch the colours
- ❖ Ensure clear visibility
- ❖ 10 lines, 10 words per line



Presentation Skills

So to conclude :

Always prepare

Channelize you fear

Interact with your audience