

The Negotiation and Influencing Skills Communication Skills

Lec.3

ENT623

College of Entrepreneurship and Innovation

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- **Identify the concept of communication skills**
- **Understand the principles of effective communication**



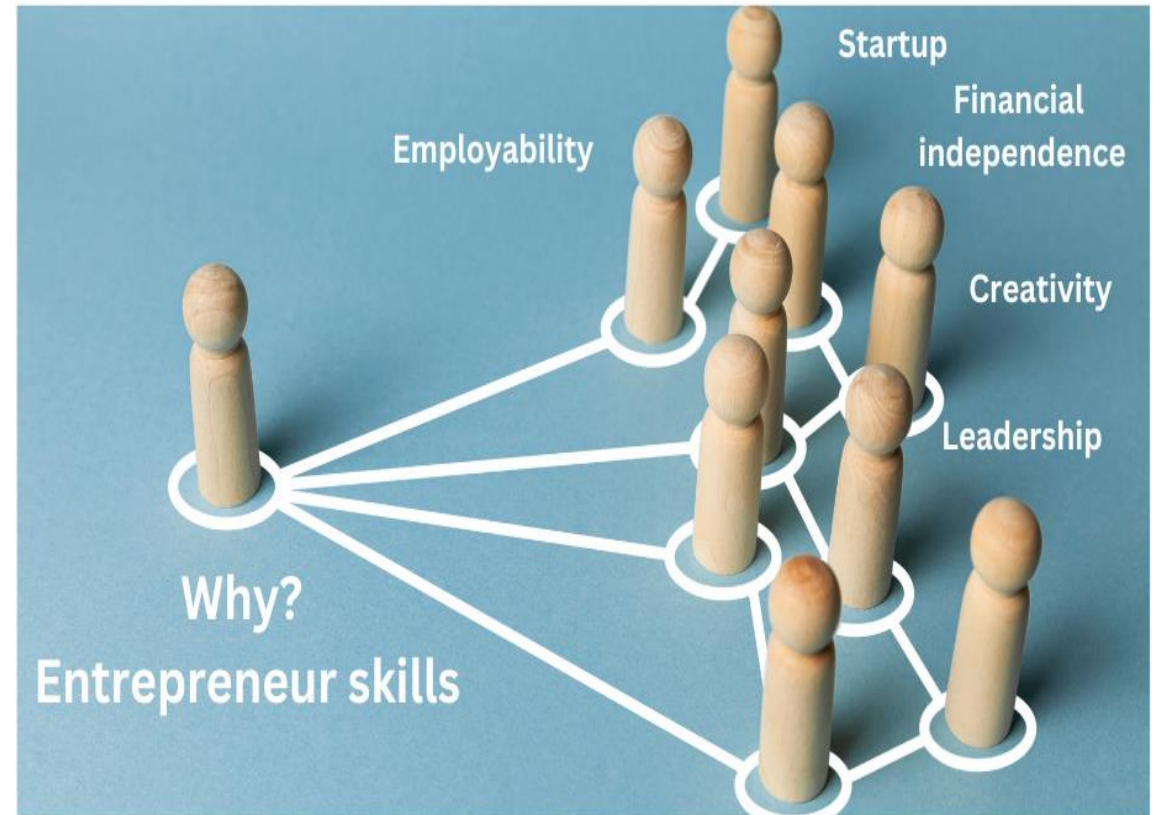
Our Learning Outcomes

What Makes a Successful Entrepreneur / Employee?

Importance
of
continuous
learning and
adaptation.

Combination
of skills,
mindset,
and
experience.

Why Entrepreneurship Skills Are Important





Communication Skills



**Communication skills =
10% words + 30% (tone +tuning) + 60% body
language.**

What is communication?

Is “an interaction between 2 or more persons that involves the exchange of information between a sender and a receiver”.

It involves the expression of emotions, ideas, and thoughts through verbal and non-verbal signals.



What is communication?

the ability to convey ideas clearly and effectively, both verbally and in writing.

This includes active listening, presenting information persuasively, and engaging in meaningful dialogue with team members, investors, and customers.



**Bad communication
ends a lot of good
things.**

**Good
communication
ends a lot of bad
things.**

What is communication? Other Definition

the process by which people exchange information or express their thoughts and feelings

**Bad communication
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What is communication?

In simple words we can say that ““just to convey the message”

If we go in more detail, we can say that communication is the process of transmitting (A → B) & Receiving (B → A) Messages.



Reason of communication

**We
communicate
to:**

Share our ideas and opinions

Provide feedback to others

Get information from others

Gain power and influence

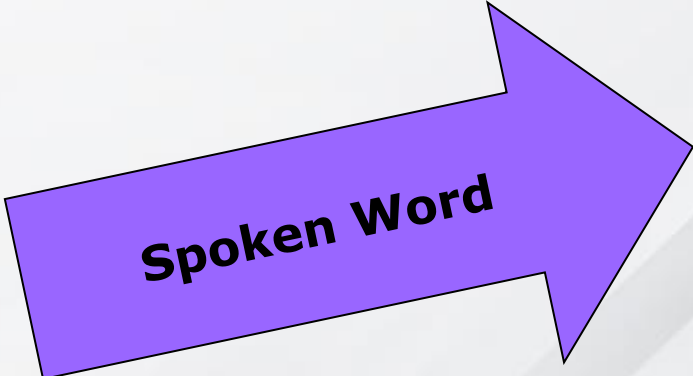
Develop social relationships

Maintain self-expression and our
culture

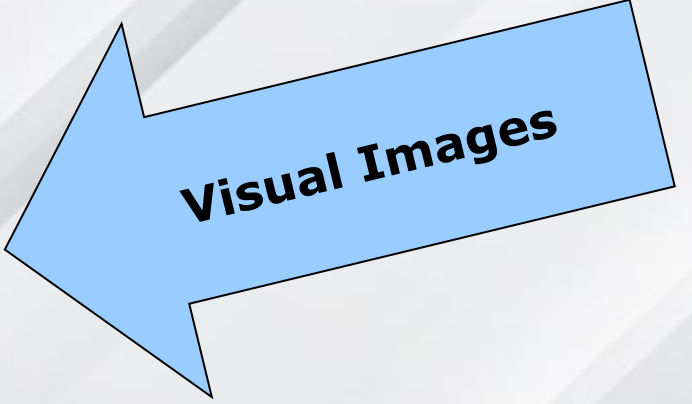
other ideas you may have thought of



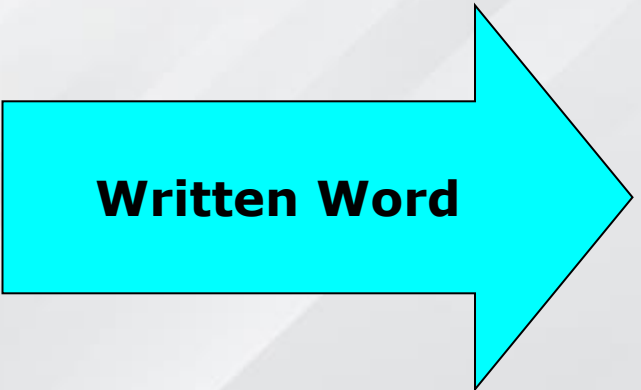
What are the most common ways we communicate?



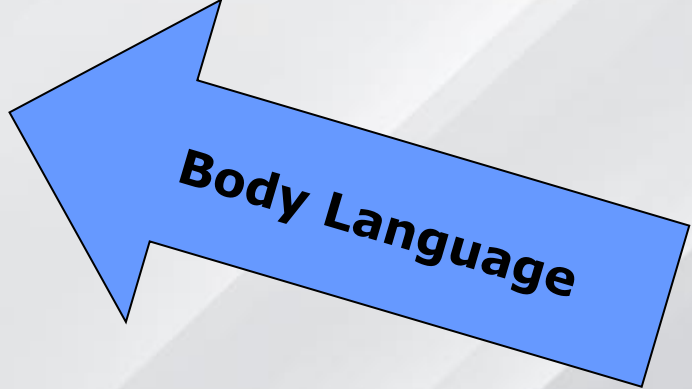
Spoken Word



Visual Images

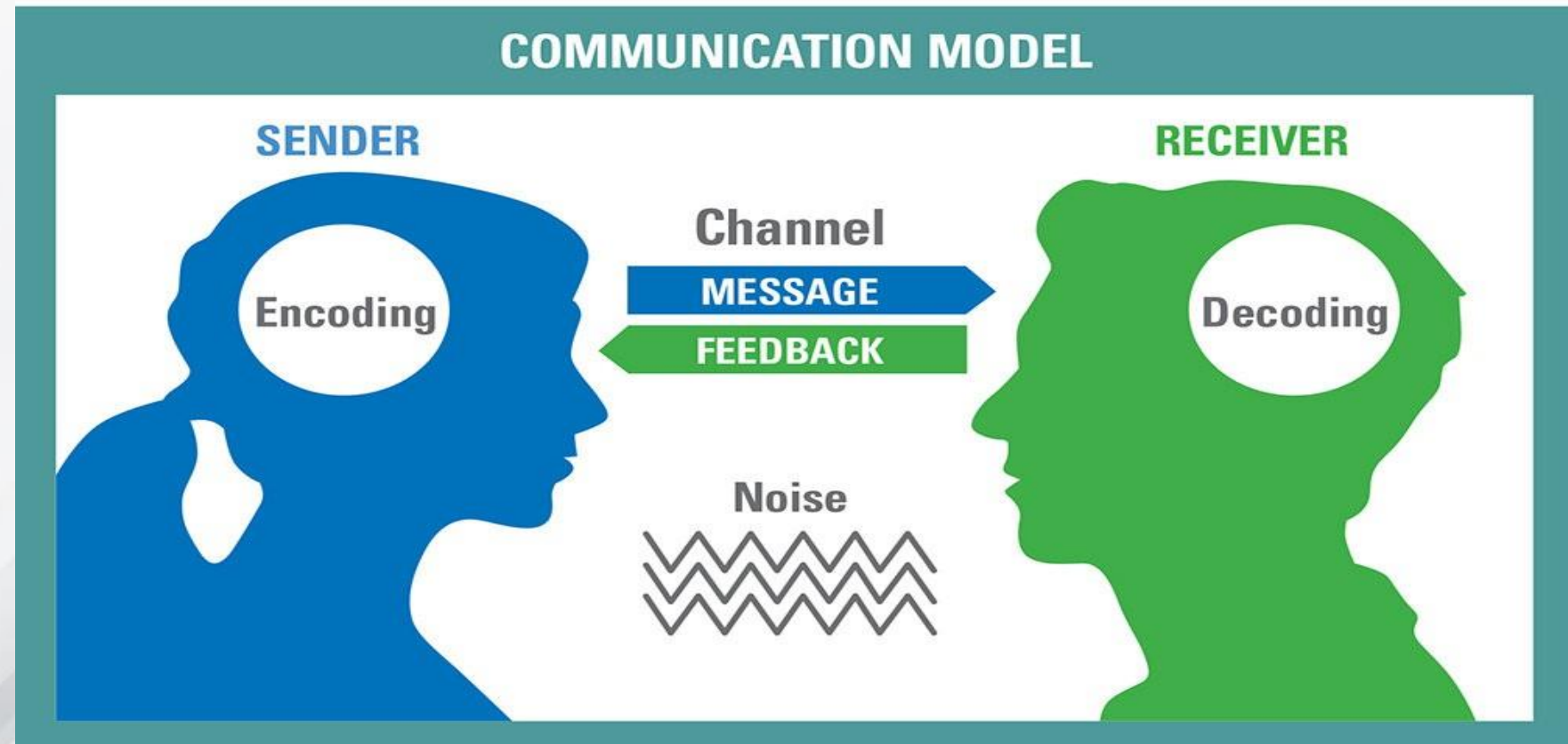


Written Word

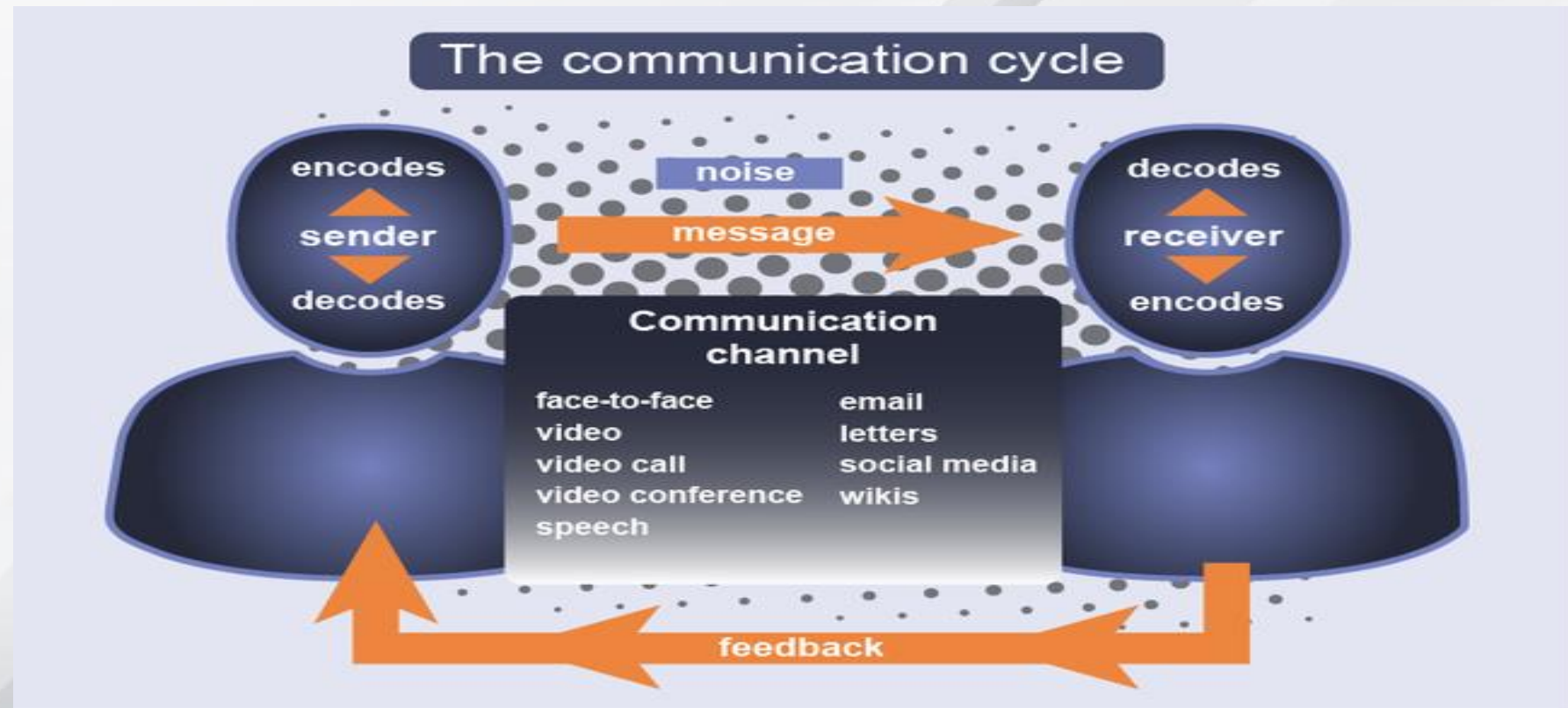


Body Language

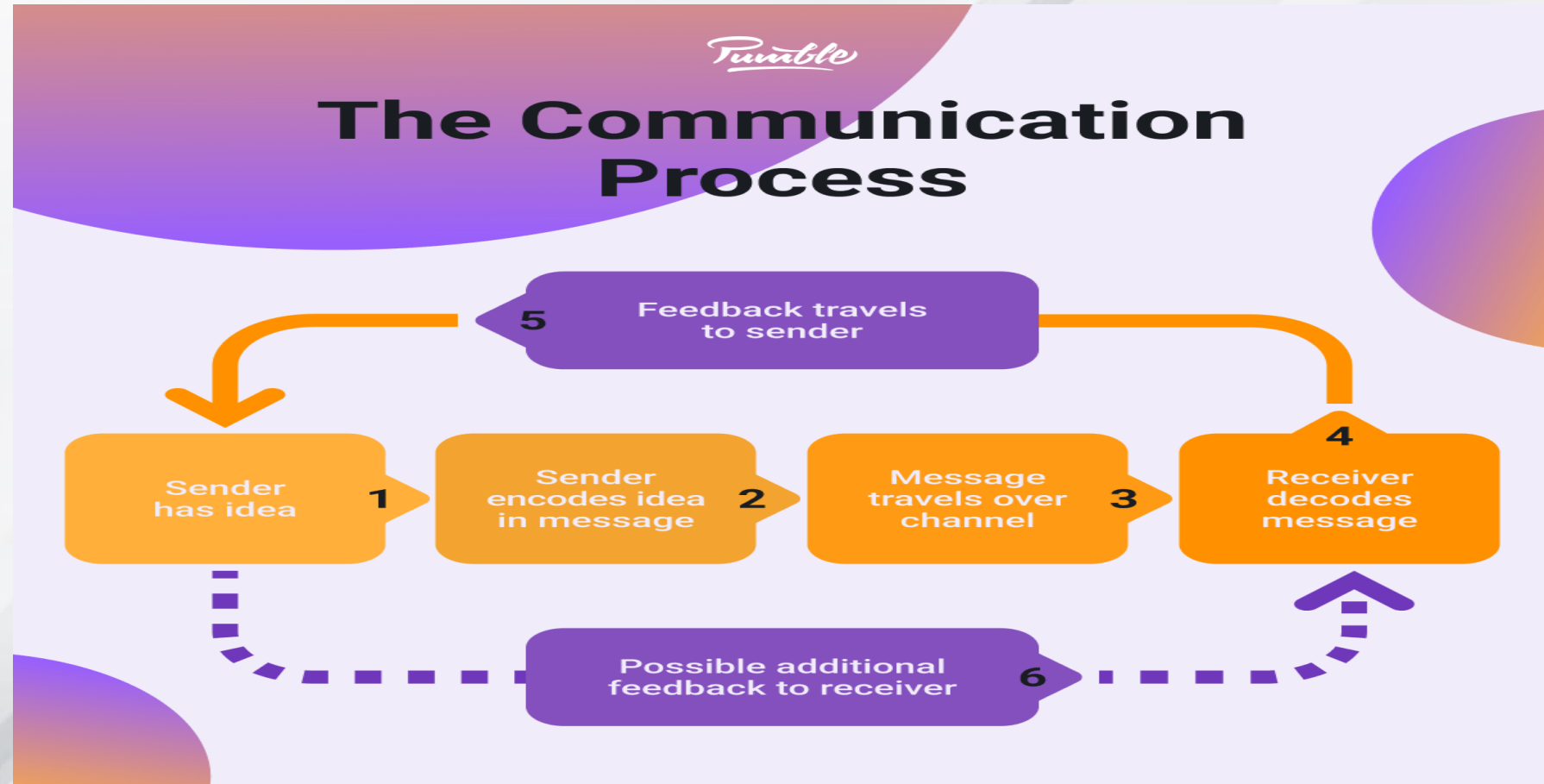
The Communication Cycle (Process)



The Communication Cycle (Process)



The Communication Cycle (Process)





Sender (Encoder)

- is the person who initiates the communication process. They are responsible for creating the message, choosing the appropriate channel, and encoding the message so that it can be understood by the receiver. Encoding refers to the process of converting a message into a form that can be transmitted through the chosen channel.
- Who decides whether the message should be in written or oral. He/She may choose Words, Symbols, Pictures or Graphics that express the objective in the real sense.

Message

- is the idea or information that is being communicated. It can be conveyed through various channels, such as verbal, nonverbal, or written. It's important that the message is clear and concise so that it can be easily understood by the receiver.
- The message may be Written, Spoken, Symbols, Pictures,etc).
- This is very much important component of communication “Your message should be or MUST be clear and easy to understand”
- The most important element in message is your receiver . You must be well aware about your receiver, you should keep in mind how your receiver will interpret the message.



Message, Con't

- You (Sender) should also keep in mind your **relationship** with the receiver while preparing message.
- some times **wrong message** may create a loss to your organization , to yourself or it can create a bad impression for you/your company.

Medium (Channel)

- is the medium through which the message is transmitted. Some common channels include face-to-face communication, email, telephone, and social media. The channel chosen will depend on the situation and the message being conveyed.
- *E.g. some of effective medium it may be.*
 - T.V
 - Radio
 - Papers
 - Or all of the above “keeping in view the **Importance** of the message.”
 - When we talk at **Micro /Organizational Level** the medium may be writing or non-Verbal



Receiver (decoder)

- To whom the message is being sent.
- is the person who receives the message and decodes it. Decoding refers to the process of interpreting the encoded message so that it can be understood. The receiver is responsible for making sense of the message and responding to it in an appropriate manner.
- In simple words we can say that receiver is your reader (in case of press , letters etc.) or Listener (In case of TV, radio, Speaker Etc.)

Feedback

- **feedback** is the response that the receiver gives to the sender after receiving the message. It can be verbal or nonverbal, and it provides the sender with information about how the message was received and if it was understood correctly. Feedback is essential for successful communication, as it helps the sender to adjust their communication approach to better meet the needs of the receiver.
- **Sender** always need feedback to check if the message effectively reached or not...? Or in other words....
- **Sender** need feedback to examine the success or failure of the message.



Noise

is any interference that can distort the message as it's being transmitted. This can include physical noise such as background noise, or semantic noise, which is when the receiver misunderstands the message due to cultural differences or conflicting opinions.

Personal Communication skills, including

- Verbal/Non-verbal communication
- Active listening
- Assertive, not aggressive الحزم وليس العنف والحدة
- Giving and receiving feedback
- Written communication



Verbal Communication

having good communication skills is all about the ability to

**Verbal Communication = Speaking +
Listening**

Non-verbal Communication

- **Your appearance**
- **Your body language**
- **The tone and the pace of your voice**
- **Eye Contact**

Non-verbal Communication, can include also

**Symbols
pictures**



Effective communication definition

is a process of exchanging ideas, thoughts, knowledge and information such that the purpose or intention is fulfilled in the best possible manner.

In simple words, it is nothing but the presentation of views by the sender in a way best understood by the receiver.

What is Effective Communication?

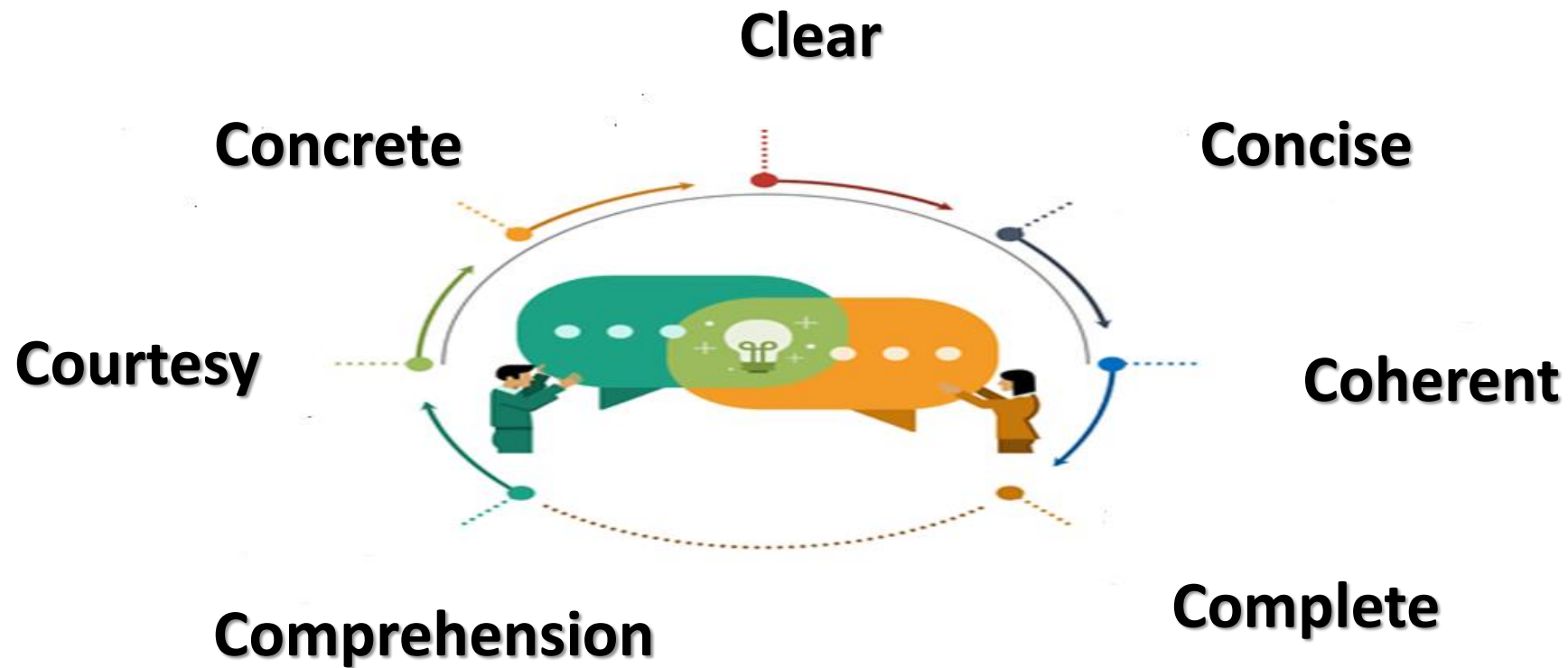
“Effective communication is a combination of a set of skills that include attentive listening, nonverbal communication, the ability to deal with stress in the present situation, and the capability to identify and understand one's own emotions and those of the person one is communicating with.”



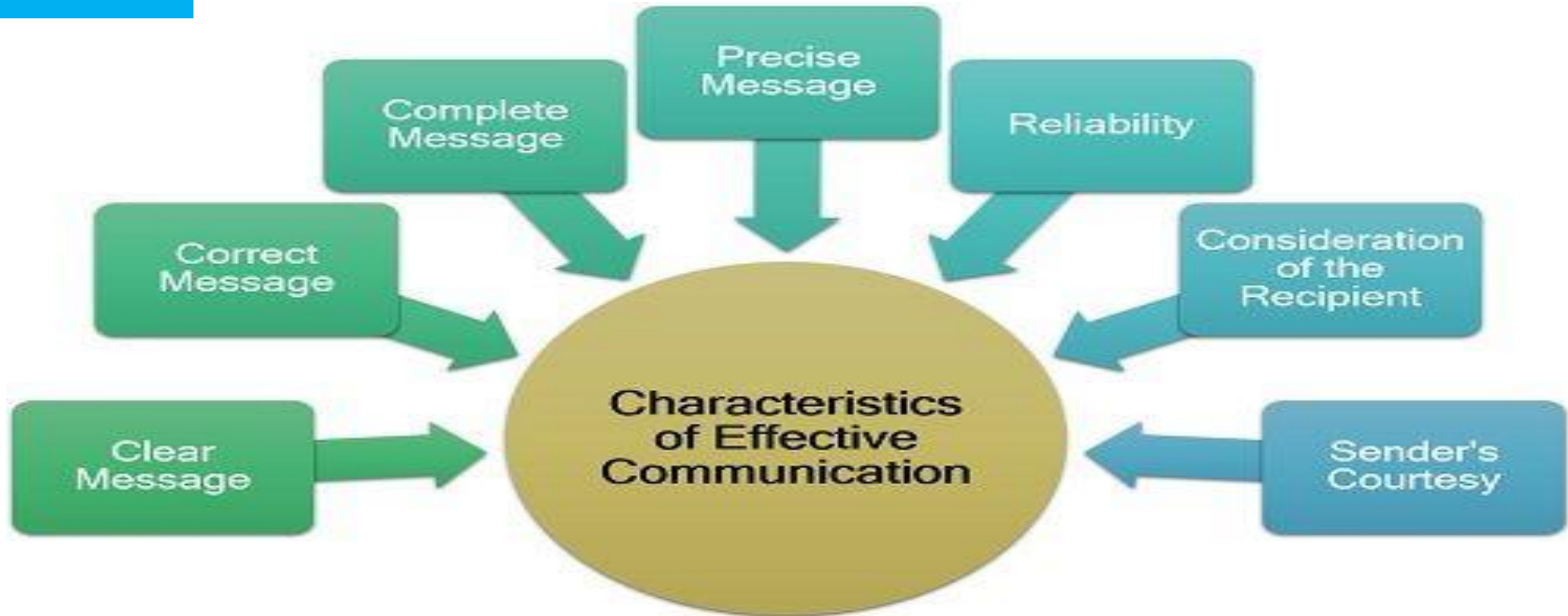
The components of Effective Communication



Characteristics of Effective Communication the 7 C's



Characteristics of Effective Communication the 7 C's



the 7 C's meaning

Clear

- main ideas easily identified and understood

Concise

- gets to the point without using unneeded words or images

Concrete

- includes specific examples or explanations

Coherent

- information presented in a logical sequence

Courteous

- polite, professional tone

Complete

- enough information so the audience can understand

Correct (**Comprehension**)

- in information, word choice, and grammar

Necessary Communication Skills for Entrepreneurs

Strong and effective communication skills enable entrepreneurs to:

- build relationships,
- negotiate successfully,
- inspire others,
- ultimately fostering collaboration and driving business success,
- is essential for articulating a vision, providing feedback,
- resolving conflicts.



To achieve an effective communication

**Encourage creative and
Critical Thinking**

**Consider audience's
information needs**



**Consider Audience's
Cultural Background**

**Consider Audience's
Knowledge of the Subject**

Which are Important points to improve communication skills?

1

Confidence

2

Enthusiasm

3

Clear objective / Aim

4

Self prepared script & Subject matter

5

Effective start

Logical presentation

6

Local language

7

Effective end

8

Time limit

9

Speed and Clear Voice

10

BARRIERS TO COMMUNICATION

factors affect on communication

1

Wrong or poor choice of Medium

2

Poor written or oral expression.

3

Filtering

4

Selective perception

5

Information overload

Socio-psychological Barriers

6

Failure to recognize nonverbal signals.

7

Physical Distractions

8

Lack of feedback

9

Language barrier

10

HOW TO OVERCOME BARRIERS ?

01

**Have a Positive attitude
about Communication.**

02

**Use very simple & familiar words
during communication.**

03

**Help other people improve their
communication skills by helping
them understand their
communication problem.**

04

**Make Communication goal
Oriented.**

05

**Approach Communication as a
creative process**

06

**accept the reality of
miscommunication and work to
minimize its negative impacts.**



Case Study No. 1 to Discuss

The promising chemist who buried his results

Bruce, a research chemist for a major petro-chemical company, wrote a dense report about some new compounds he had synthesized in the laboratory from oil-refining by-products.

The bulk of the report consisted of tables listing their chemical and physical properties, diagrams of their molecular structure, chemical formulas and data from toxicity tests.

Buried at the end of the report was a casual speculation that one of the compounds might be a particularly safe and effective insecticide.



Case Study No. 1 to Discuss, Con't

Seven years later, the same oil company launched a major research program to find more effective but environmentally safe insecticides. After six months of research, someone uncovered Bruce's report and his toxicity tests.

A few hours of further testing confirmed that one of Bruce's compounds was the safe, economical insecticide they had been looking for.

Bruce had since left the company, because he felt that the importance of his research was not being appreciated.



Case Study No. 2 to Discuss

The rejected current regulator proposal

The Acme Electric Company worked day and night to develop a new current regulator designed to cut the electric power consumption in aluminum plants by 35%. They knew that, although the competition was fierce, their regulator could be produced more affordably, was more reliable, and worked more efficiently than the competitors' products.

The owner, eager to capture the market, personally but somewhat hastily put together a 120-page proposal to the three major aluminum manufacturers, recommending that the new Acme regulators be installed at all company plants.



Case Study No. 2 to Discuss, Con't

It devoted the first 87 pages of the proposal to the mathematical theory and engineering design behind his new regulator, and the next 32 to descriptions of the new assembly line she planned to set up to produce regulators quickly. Buried in an appendix were the test results that compared her regulator's performance with present models, and a poorly drawn graph showed the potential cost savings over 3 years.

The proposals did not receive any response. Acme Electric didn't get the contracts, despite having the best product. Six months later, the company filed for bankruptcy.



Communication skills in negotiation

**means by which negotiators can achieve objectives,
build relationships, and resolve disputes.**

Communication skills serve as the linchpin (محور) for success in any negotiation scenario. Consider a situation where two parties are working out a business contract.

Reasons of using Communication Skills in Negotiation

Negotiators communicate to **clarify their preferences, viewpoints and perspectives, to exchange information and to persuade the other party of their ideas and convictions.**

For these reasons, the ability to communicate has been considered as a critical skill in a negotiator

The Role of Communication Skills in Negotiation

The Communication skills help to **understand the Power of Patience, Persistence & Perseverance in Negotiation**

The Role Of Communication In Negotiation



Patience is especially important in several ways:

- **Provides More Information:** Patience allows you to gather crucial information over time, enabling a comprehensive understanding of the issues at hand. When you patiently listen and observe the other party, you can uncover hidden motivations, preferences, and constraints that may influence your communication and negotiation strategies.
- **Discovery of Needs and Wants:** Rushing through negotiations can overlook the underlying needs and wants of the other party. Patience allows negotiators to go beneath the surface and tap into those core interests driving their counterparts' positions. This deeper understanding paves the way for creative solutions that address everyone's priorities.
- **Uncovers Challenges:** Patience allows underlying issues to present themselves so that negotiators can prevent minor grievances from festering into a major [negotiation impasse](#). This proactive approach ensures that potential problems are addressed swiftly and constructively.

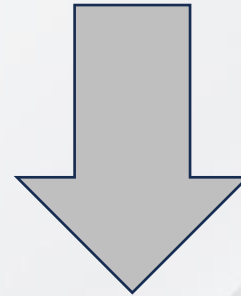
Patience is especially important in several ways:

- **Manages the Other Party's Expectations:** Through patient and deliberate communication in negotiation, you can manage expectations effectively. Demonstrating a willingness to engage thoughtfully and consider alternative perspectives can temper unrealistic demands and build a more realistic framework for negotiation.
- **Leads to Concessions:** Patience can be a powerful tool for eliciting concessions from the other party. By maintaining a calm and composed demeanor, negotiators create an environment where compromise is seen as a reasonable and necessary step toward mutual agreement.
- **Realistic Assessments:** In the heat of negotiation, impatience can cloud judgment and lead to unrealistic assessments of the situation. Patience allows you to step back, reassess your position, and evaluate the feasibility of potential outcomes more objectively. This lays the groundwork for informed decision-making and effective communication in negotiation.

A negotiator who has a mastery of communication and negotiation can better articulate their terms persuasively, understand the other party's concerns, and navigate towards a long-term agreement.

Successful negotiators know that communication is the most important tool you can have for successful negotiations

Because



- Negotiation is primarily a complex process of verbal and non-verbal interaction
- Communication is an essential tool in order to exchange messages between negotiators
- Communication is only partly responsible for the negotiation outcomes



If a negotiator does not communicate, the relationship with the negotiation partner will break down.

What is communicated during the negotiation

- **Offers, counteroffers and motives**
- **Information about alternatives**
- **Information about outcomes**
- **Social accounts**
 - Explanations of mitigating circumstances
 - Explanations of exonerating circumstances
 - Reframing explanations

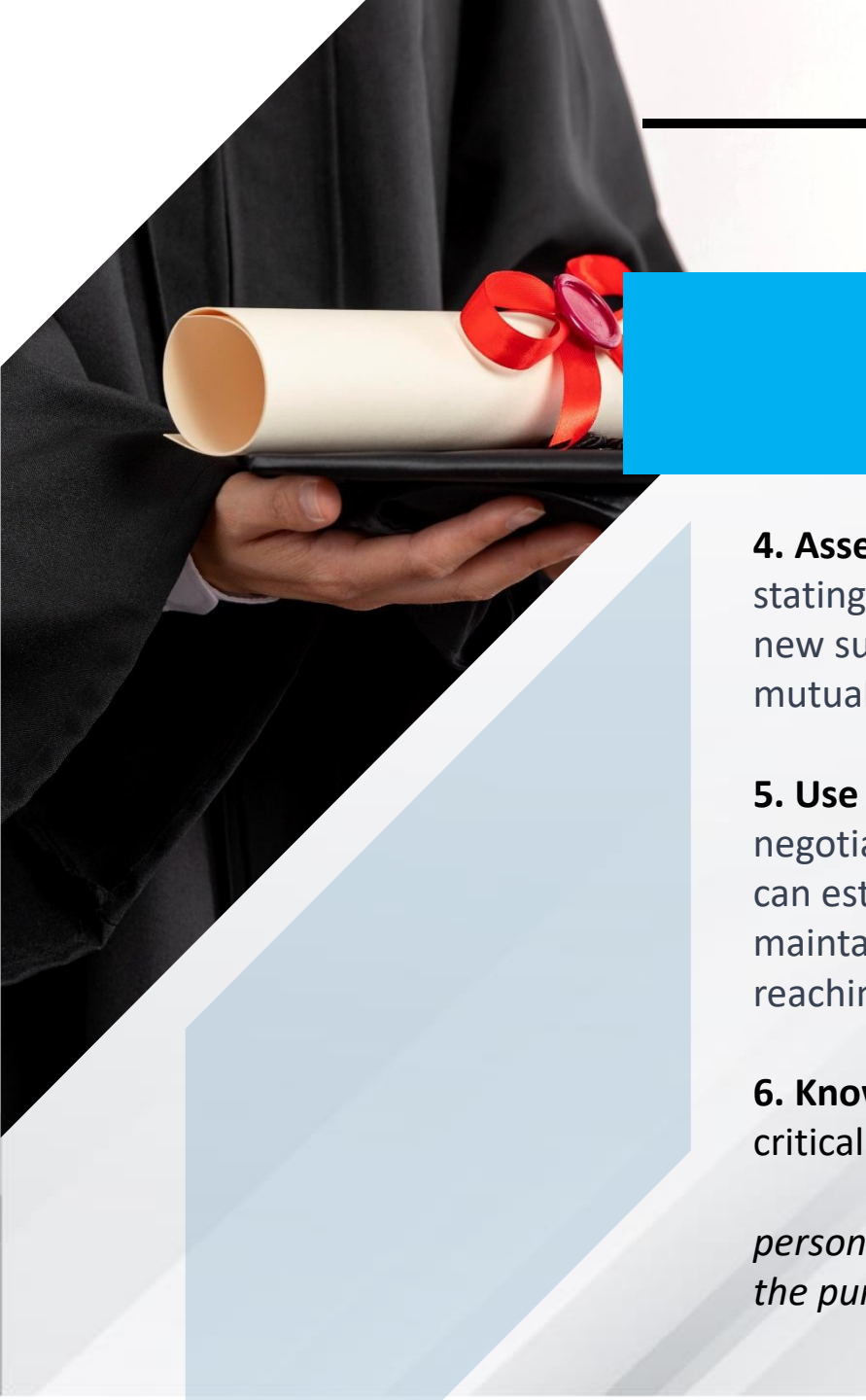
Communicator as a Negotiator

- Clear Presentation
- Presentation according to the listener needs'
- Credibility has to be established
- Evidence to support one's argument
- Emotions expressed must be genuine

Top Communication Strategies Crucial to Negotiating Effectively

Here are some essential strategies that can empower you to negotiate with confidence and achieve mutually beneficial outcomes:

- 1. Listen Actively** :is key to successful communication in negotiation because it allows you to understand and respond to the other party's priorities and concerns in a meaningful way. For example, imagine you're negotiating a business partnership. Actively listening to your potential partner's concerns about timelines and deliverables not only demonstrates respect and empathy but also provides crucial insights into their operational constraints and objectives.
- 2. Use Collaborative Language** :The words you choose can significantly impact negotiation outcomes. If you're negotiating a project scope with a client, using phrases like "Let's explore how we can meet both our objectives" fosters a sense of cooperation and shared goals.
- 3. Open and Honest Communication** :Transparency is a crucial element of communication and negotiation strategies. Clearly expressing your interests, concerns, and expectations while being receptive to the other party's input builds trust and credibility. In salary negotiations, openly discussing your achievements and market research demonstrates integrity and may lead to a fairer offer.



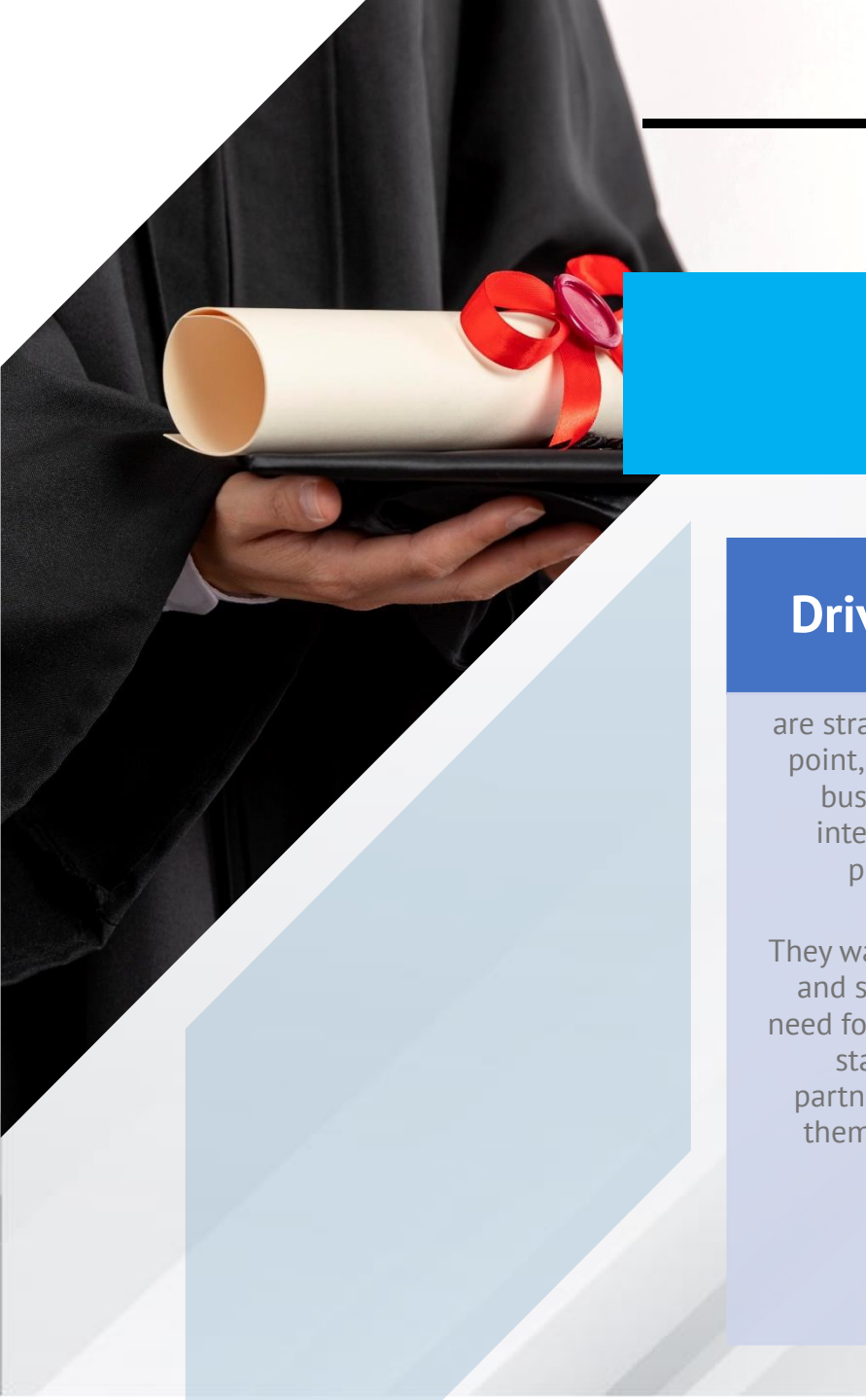
Top Communication Strategies Crucial to Negotiating Effectively

4. Assertiveness :strikes a balance between being passive and aggressive. Clearly and confidently stating your needs without being confrontational is essential. Imagine you're in negotiations with a new supplier, assertively communicating your quality standards and delivery requirements ensures mutual understanding and a satisfactory agreement for all involved.

5. Use Nonverbal Communication: Nonverbal cues can complement verbal communication in negotiation. Mirroring your counterpart's body language and using appropriate facial expressions can establish rapport and convey empathy. For instance, in a real estate negotiation, nodding and maintaining eye contact can signal understanding and trust, fostering a positive atmosphere for reaching an agreement.

6. Know your purpose for the conversation. On what are you willing to negotiate? What are your critical points and your non-negotiables?

Ex. When you need your audience to be an advocate for you, appeal to his/her specific personality types, respect her needs, answer her expectations, and remember to be specific about the purpose of your meeting.



Know your audience. People generally fall into four categories of business personality: the driver, the amiable, the analytic, or the expressive.

Driver types

are straight and to the point, very focused on business and not interested in your personal life.

They want to see profit and success and will need for you to explicitly state how your partnership will help them be successful.

Amiable types

care strongly about relationships and they go into business with people they like. They want to get to know you and want you to make them feel comfortable with the business opportunity. It usually takes them awhile to make decisions because you have to talk them through each of the steps – they like to take everyone's opinion into consideration before making a decision.

Analytic types

need a spreadsheet. They like to see the numbers and will know if it works for their company or not based solely on the spreadsheet. They are usually a bit more reserved and do not like to have large amount of conversation.

Expressive types

are similar to drivers, but have a stronger focus on relationships. They will make the best decision for their company in a timely manner, but want to get to know you, too

Top Communication Strategies Crucial to Negotiating Effectively

7. Focus on how you deliver your messages. What body language should you be using with your audience? What facial expressions? Do you look and sound likeable, believable, and interesting in your presentation?

Ex. Your smile is our biggest sign that you believe what you're saying. Use inflection to make meaningful words stick.

8. Mirror your audience's speed of speech and tone. If he/she is serious, you should be serious. If he/she is talking fast, then you should talk fast. This “mirroring and watching” makes negotiations stronger, shows your respect for him or her, and keeps you at equal business stature.



Top Communication Strategies Crucial to Negotiating Effectively

9. Listen to their “REALLY” emotions: really happy, really excited, or really mad. What words are they using and what senses do they appeal to? Visual, auditory, or kinesthetic? Stay on that same “sensory mode” during that topic. This improves your bonding and rapport while showing respect.

In using this technique, **you relate to them and their point of view, what they are seeing, feeling, and hearing. You listen better, and can address the problem in a constructive way that lets them know that you understand why they are feeling that way and that their feelings are valid.**

10. Practice saying your content out loud before the meeting. This should include your purpose statement, your opening, and you're closing. Saying it out loud may prompt you to polish and clarify your first key message.

11. Create suspense in relaying the details and why they are important. Suspense in public speaking goes deeper into the emotion centers of our brains. It creates impact and is powerful.



Thank You