



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY

Influence and Negotiation Skills

Communication Skills

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Code ENT623

Week 4



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Lec. 3 Overview



The main points:

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



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

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.



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Communication Skills

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

What is communication?

- In groups, try to come up with a definition of communication.

According to the Collins Essential English Dictionary (2006, 2nd edition), it's a noun meaning...

1. the exchange of information, ideas, or feelings
2. something communicated, such as a message
3. communications means of travelling or sending messages

It's an art as much as a science

Reason of communication

We communicate to:



Share our ideas and opinions

Provide feedback to others

Get information from others

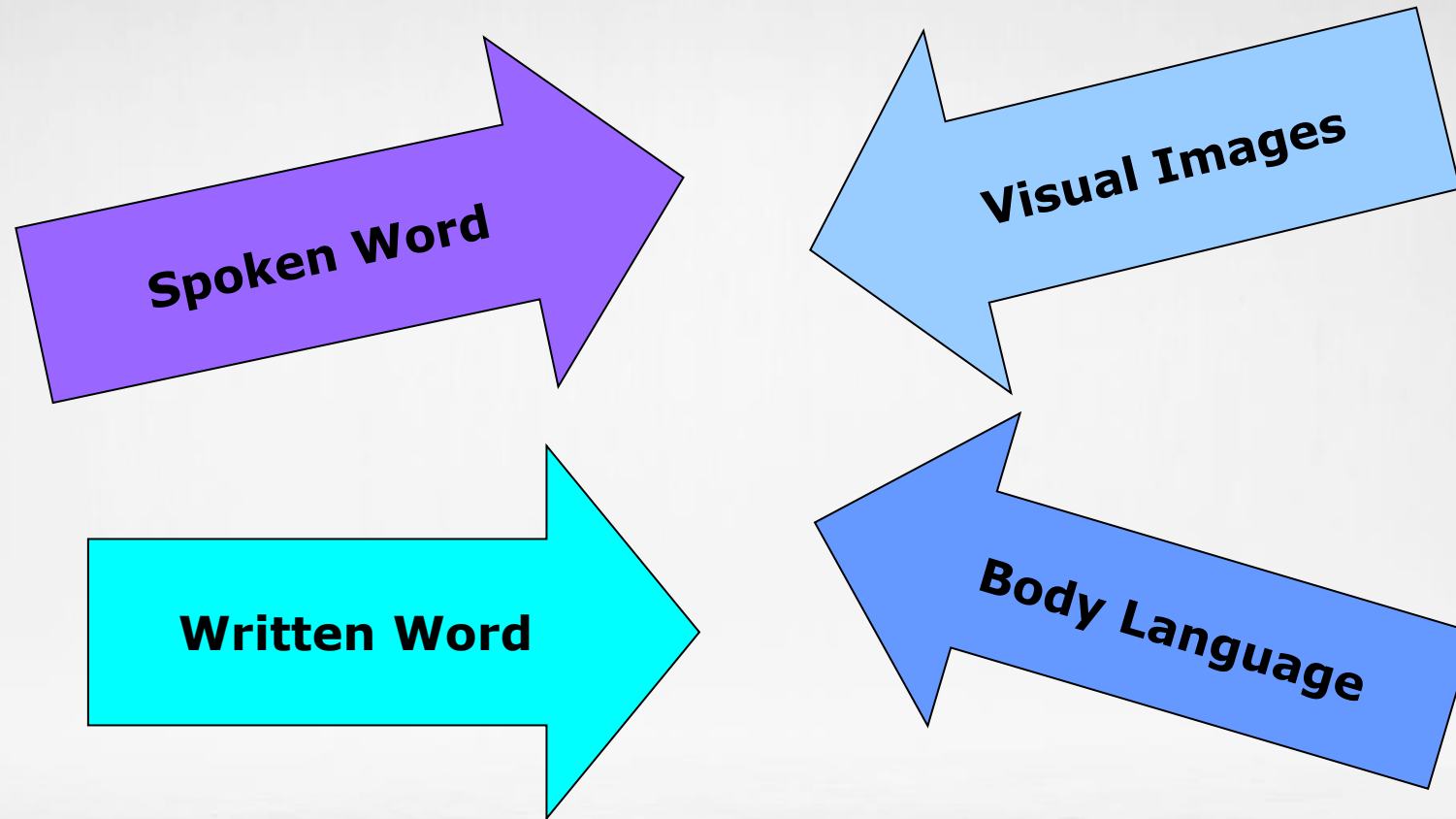
Gain power and influence

Develop social relationships

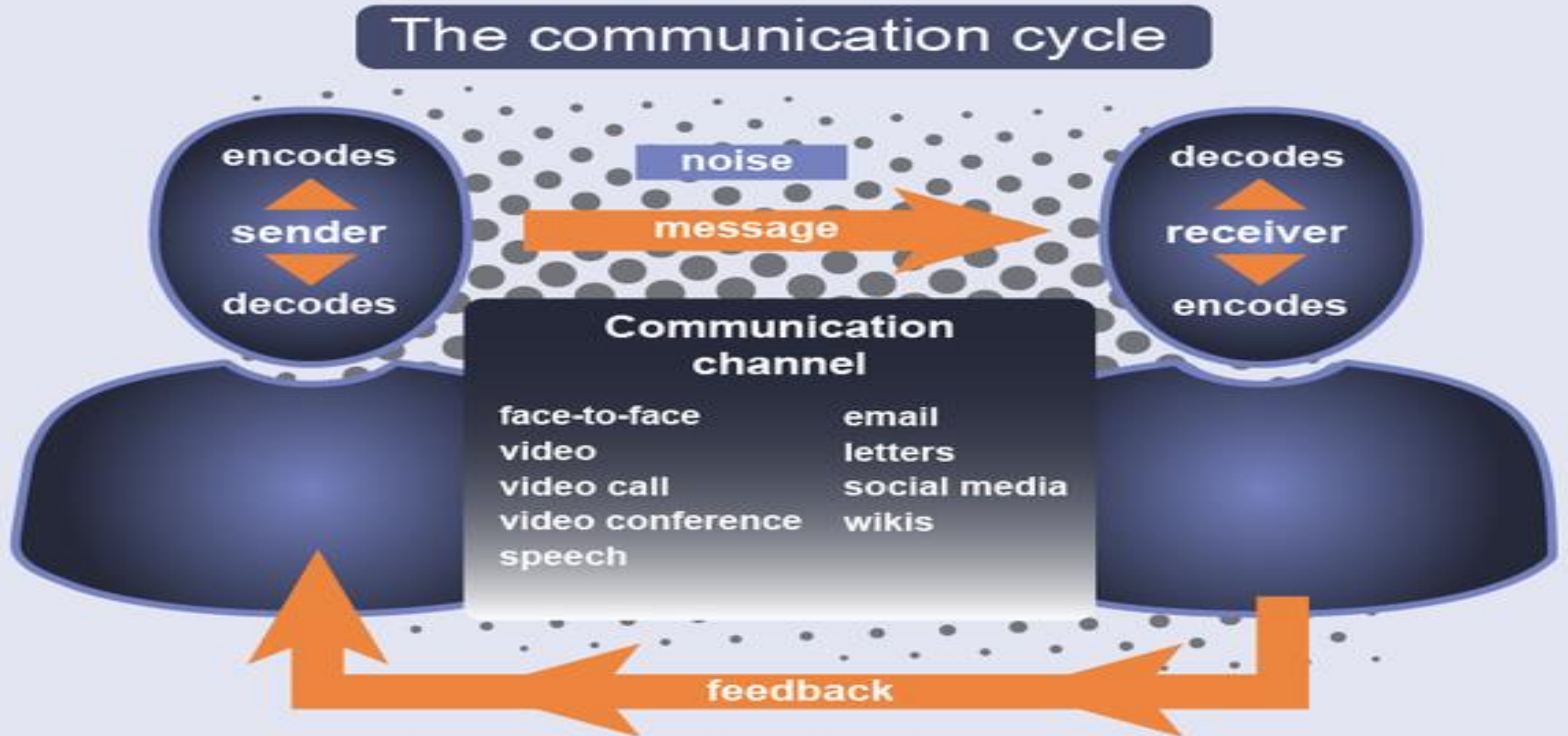
Maintain self-expression and our culture

other ideas you may have thought of

What are the most common ways we communicate?



The communication process



Components of Communication

1. Context
 - Internal Means
 - External Means
2. Sender (Encoder)
3. Message
4. Medium (channel)
5. Receiver (Decoder)
6. Feed Back

1. Context

tells us reason for communication and reasons may be

Internal

Internal means a company wants to Discuss an idea/Issue to its employees – the message should be either in writing or verbal

External

some query from stakeholders or from outside the organization-

- You may response to query
 - Email
 - Fax
 - Telephone
 - Letter
 - Verbal etc.

2. Sender (Encoder)

- When you sending the message, you are the “Encoder” .
- Here the word **you** mean **writer/Speaker** 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.

3. Message

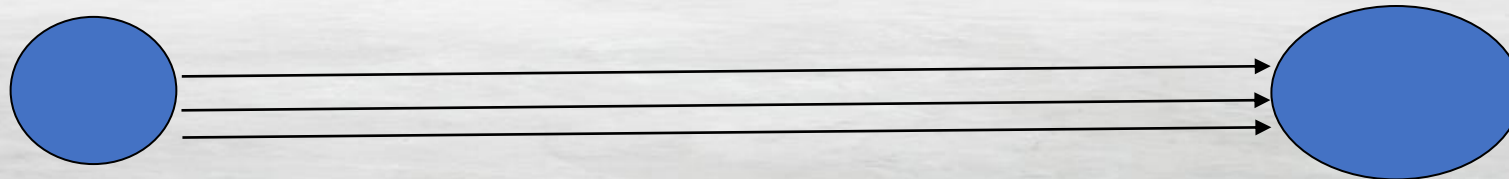
- Message is basically the basic idea that you want to communicate.
- The message may be
 - Verbal, means (Written or Spoken)
 - Non-Verbal, means(Symbols, Pictures or unspoken).
- This is very much important component of communication “ Your message should be or MUST be clear and easy to understand”
- The most important element in message is your receiver . You must be well aware about your receiver.
- While preparing a message you should keep in mind how your receiver will interpret the message.
- 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.

4. Medium

- *Medium is basically channel through which your message reaches to receiver & channel vary from situation to situation.*
- *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*



5. Receiver (Decoder)

- To whom the message is being sent.

e.g. in case of **Govt of Pakistan's** Message, **Pakistani Nation** is **receiver** (Decoder).

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.)

- **Receiver** is also known as **decoder**.

6. Feedback

- Feedback is basically the **response/reaction** of **Receiver** after receiving the message.
- **Sender** always need feedback to check wether the message effectively reached or not...? Or in other words....
- **Sender** need feedback to examine the success or failure of the message.

Four facets of communication

- In any communication:
 - The *Sender* is the person trying to communicate a message
 - The *Receiver* is the person at whom the message is directed
 - A message is sent to convey *information*
 - Information is meant to change *behavior*

The sender sends the message to the receiver. The message received may not be identical to that sent. Communication is usually meant to pass on information that will lead to a change in behavior.

Personal Communication skills, including

- Verbal/Non-verbal communication
- Active listening
- Assertive, not aggressive
- 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**

Verbal Vs Non- Verbal Communication

Verbal Communication	Basis	Non-Verbal Communication
Verbal communication uses oral or written words.	Use of Word	Nonverbal communication does not use any oral or written words.
Verbal communications are of two types: oral and written.	Types	Nonverbal communications have many various types: visual, audio, silent, etc.
Easy to understand.	Understand	Difficult to understand.
Verbal communications are highly structured.	Structured	Nonverbal communications lack formal structure.
Less possibility of distortion of information.	Distortion of Information	High possibility of distortion of information.
Verbal communication begins and ends with words.	Continuity	Nonverbal communication continues until the purpose is achieved.
Verbal communication gives less and delayed feedback.	Feedback	Nonverbal communication gives a lot of feedback.

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.”



Effective Communication:

- If someone achieve the desired level of objective through communication , we can say that it is “effective communication”.

e.g. If your communication get the proper response from the receiver it means that you effectively conveyed the message.

How to achieve effective Communication



- Encourage creative and Critical Thinking



- Consider audience's information needs



- Consider Audience's Technical Background



- Consider Audience's Cultural Background and Gender



- Consider Audience's Knowledge of the Subject

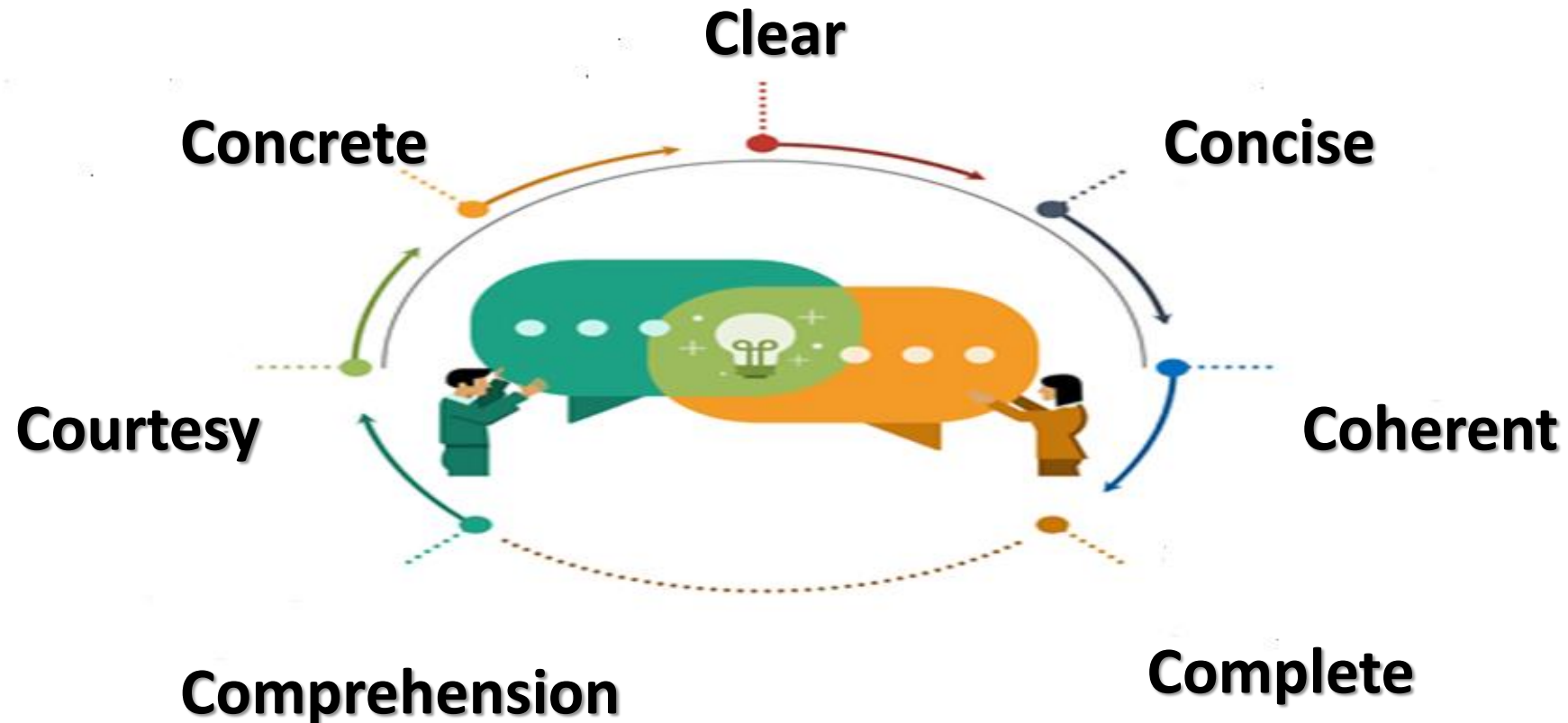
The components of Effective Communication

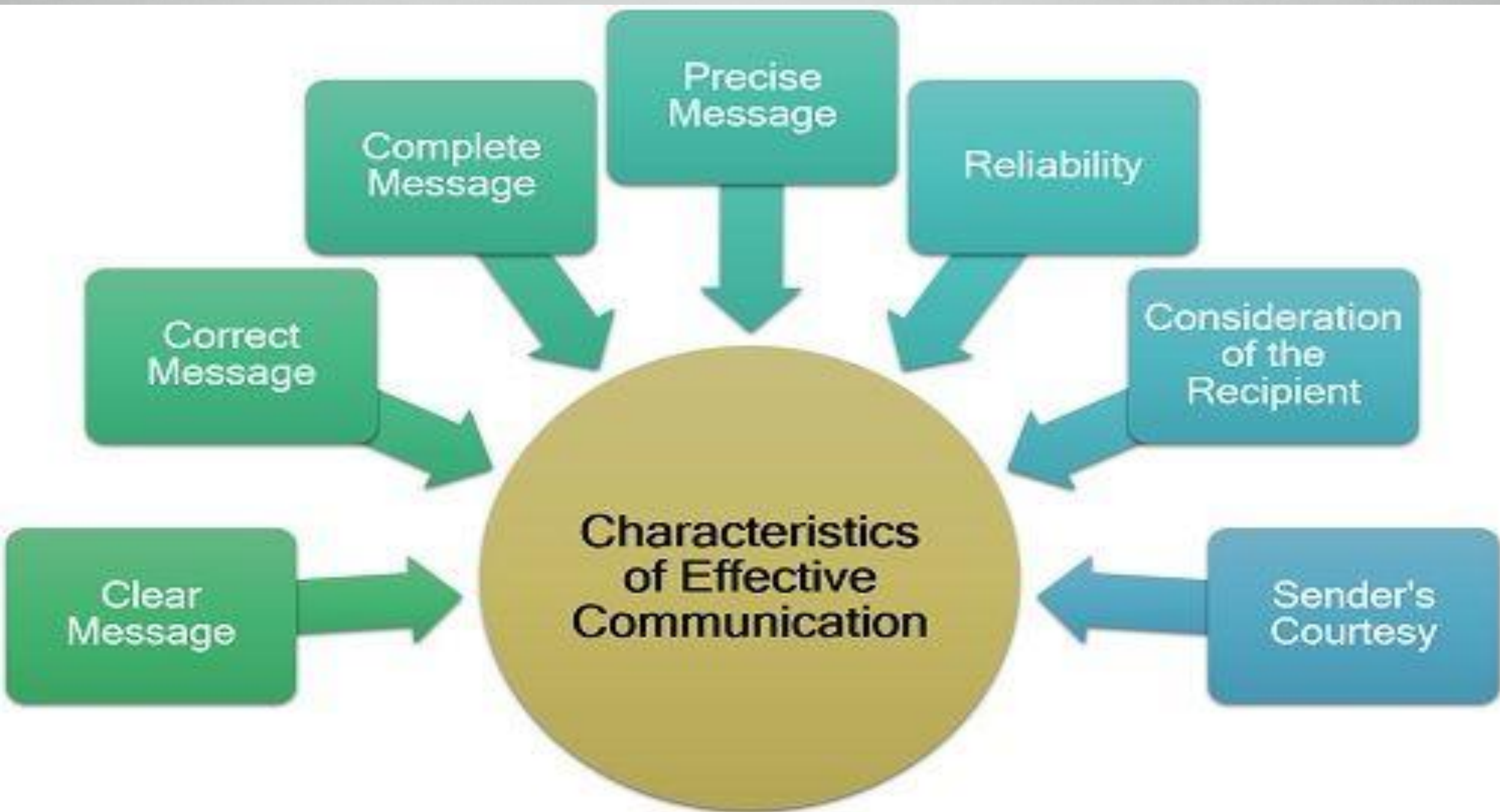


Importance of effective communication

- Help us to understand a person or a situation in a better way
- It enables us to solve the differences, build trust and respect In the organization
- Resolve problems from both points of view and offer best decision making
- Help well connection with each other

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

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

Other Challenges and barriers

Gender
barriers

Distractions

Physical
proximity

Personalities

Varying
communication
styles

Workload

Conflict
and
Shift
change

Barriers to Team Effectiveness

BARRIERS

- Inconsistency in Team Membership
- Lack of Time
- Lack of Information Sharing
- Hierarchy
- Defensiveness
- Conventional Thinking
- Complacency
- Varying Communication Styles
- Conflict
- Lack of Coordination and Follow up With Co-Workers
- Distractions
- Fatigue
- Workload
- Misinterpretation of Cues
- Lack of Role Clarity

OUTCOMES

- Shared Mental Model
- Adaptability
- Team Orientation
- Mutual Trust
- Team Performance
- *Resident Safety!!*

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.**

Exercise and activity discuss it in the live session

<https://www.youtube.com/watch?v=8Ox5LhIJSBE>

https://www.youtube.com/watch?v=c_W6SX6SLdg

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.

Case study

<https://yl.sd53.bc.ca/mod/book/view.php?id=8576&chapterid=4849>

<https://pressbooks.bccampus.ca/technicalwriting/chapter/casestudy-costpoorcommunication/>

<https://debataalk.com.au/about-us/case-studies/effective-communication-case-study/>



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Thank You

