

The Importance of Effective Communication

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What Does Effective Communication Mean?

- **Effective Communication:** Communication between two or more persons wherein the intended message is successfully delivered, received and understood.
 - Engaged Listening
 - Nonverbal Communication
 - Managing Stress in the Moment
 - Asserting Yourself in a Respectful Way

Communication in the Workplace

- Effective Communication requires all components of communication interworking perfectly for “shared meaning”
- There are five components to any communication in the workplace
 - The individual sending the message
 - The context for the message
 - The person receiving the message
 - The delivery method you choose
 - The content of the message

Workplace Benefits

- Effective Communication in the workplace is an integral element to business success.
 - Mitigates Conflict – communication is usually an underlying factor regardless of the conflict
 - Increases Employee Engagement – more than just talking, it's about connecting with people
 - Creates Better Client Relationships – good communication is usually the difference between a satisfied customer and a disgruntled one
 - Results in a More Productive & Talented Workforce

Mitigates Conflict

- Misunderstanding/Feeling Misunderstood
- Not understanding how others communicate
- Someone feeling their emotional needs are not being met or are being disregarded

Increases Employee Engagement

- Understand the needs and goals of your employees
- Understand what motivates and fulfills the employee
- Understand employees talents and skills
- Develop employee talent and utilize them to align with company goals
- Improved connection between co-workers for a positive and satisfying work environment
- Better relationship with managers and leaders

Create Better Client Relationships

- Understand needs
- Help the customer feel understood
- Present new information in a way in which the client will be more receptive.

More Productive & Talented Workforce

- Understanding team talents and skills
- Achieve more buy-in
- Innovation and creative thought
- More strategic team building

The Importance of Communication

- Clearly explain company policies to customers and clients and answer their questions about your products and services
- Foster a good working relationship between you and your staff
- Poor communication will inevitably lead to unmotivated staff

Types of Communication Skills

- More than just words, Effective Communication combines a set of 4 skills:
 - Engaged Listening – less about talking, more about listening
 - Nonverbal Communication – facial expressions, body movement and gestures, eye contact, posture, the tone of your voice, muscle tension and breathing
 - Managing Stress in the Moment – when you're in a calm, relaxed state you'll be able to know whether the situation requires a response, or if the other person's signals indicate to remain silent
 - Asserting Yourself in a Respectful Way – expressing your thoughts, feelings, and needs in an open and honest way, while standing up for yourself and respecting others

Engaged Listening

- Focus fully on the speaker - don't check your phone!
- Favor your right ear
- Avoid interrupting or trying to redirect the conversation to your concerns
- Show your interest in what's being said
- Try to set judgement aside
- Provide feedback

Nonverbal Communication

- Beware of Individual Differences
- Nonverbal Signals as a Group
- Use Nonverbal Signals That Match Up with your Words
- Adjust Nonverbal Signals According to Context
- Avoid Negative Body Language

Managing Stress in the Moment

- Recognize When You're Becoming Stressed
- Take a Moment to Calm Down
- Bring Your Senses to the Rescue
- Look for Humor in the Situation
- Be Willing to Compromise
- Agree to Disagree

Asserting Yourself in a Respectful Way

- Empathetic Assertion – convey sensitivity to the other person
- Escalating Assertion – employ when your first attempts are not successful
- Practice Assertiveness – ask friends or family if you can practice on them first

The 7 C's of Communication

- Completeness
- Conciseness
- Consideration
- Clarity
- Concreteness
- Courtesy
- Correctness

Completeness

- Develops and enhances reputation of an organization
- Cost saving
- Gives additional information where required
- Better decision-making ability by the receivers
- Persuades the audience

Conciseness

- Time saving as well as cost-saving
- Underlines and highlights the main message
- Provides short and essential message
- More comprehensible to the audience
- Non-repetitive in nature

Consideration

- Emphasize on “you” approach
- Empathize with the audience and exhibit interest in the audience
- Show optimism towards your audience

Clarity

- Makes understanding easier
- Clarity of thoughts and ideas enhances the meaning of the message
- Clear message makes use of exact, appropriate and concrete words

Concrete

- Message is supported with specific facts and figures
- Uses words that are clear and that build the reputation

Courtesy

- Taking into consideration both viewpoints as well as feeling of the receiver
- Positive and focused at the receiver
- Uses terms showing respect for the receiver
- Not biased

Correctness

- The message is exact, correct and well-timed
- If the message is correct, it boosts up the confidence level
- Greater impact on the receiver
- Checks for the precision and accurateness of facts and figures used in the message
- Uses appropriate and correct language in the message

Good Verbal Communication

- Verbal communication can bring great rewards to your organization when carried out successfully
- The sharing of information between individuals by using speech

Barriers To Communication

- Stress and Out-of-Control Emotion
- Lack of Focus
- Inconsistent Body Language
- Negative Body Language

Verbal Communication Techniques

- Conveying feedback in a constructive manner
- Disciplining employees in a direct and respectful manner
- Giving credit to others
- Recognizing and countering objections
- Showing an interest in others, asking about and recognizing their feelings

THANK YOU!

QUESTIONS?