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Communication Skills

Int@E

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Promoting youth employment in remote areas in Jordan -(Job Jo)

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- **Understand the process of communication**
- **Diagnose and remove all barriers to effective communication.**
- **Improve the interpersonal communication skills**

“The biggest communication problem is we do not listen to understand. We listen to reply”

Stephen R. Covey

Communication is the process by which we give, receive or exchange information with others.

Communication means interacting with others:

- To promote understanding;
- To achieve a result of some kind;
- To pass information to another person so that they can take action.



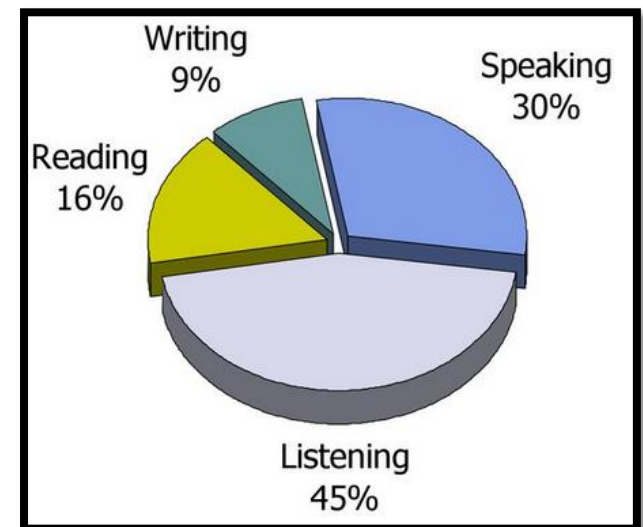
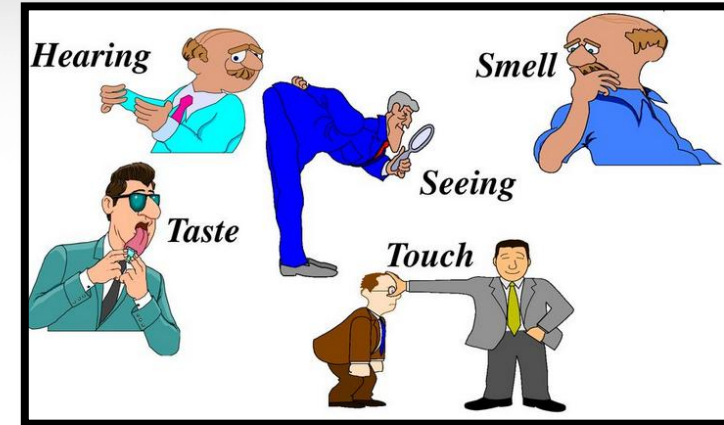
Communication is a very broad concept. It covers clarity of objectives, clarity of strategy, transparency, engaging and influencing people, convincing others, negotiating, voicing opinions etc. In short it's about sending and receiving information in whatever possible way.

Communication can involve:

- speaking
- listening
- writing.
- reading

• Information does not necessarily need to be hard facts.

• Sometimes just a shrug of the shoulder can act as our means of communication.



- **life is not easy without communicating**
- **People need to communicate throughout their life.**
- **Communication is a fundamental part of human life.**
- **People spend a lot of their daily life communicating in one way or another,**

People should be very good in communication, but unfortunately, this is not the case.

- **Life would be a lot easier if we always knew exactly what others were trying to say.**
- **Quite often people fail to communicate in a way that we could understand.**

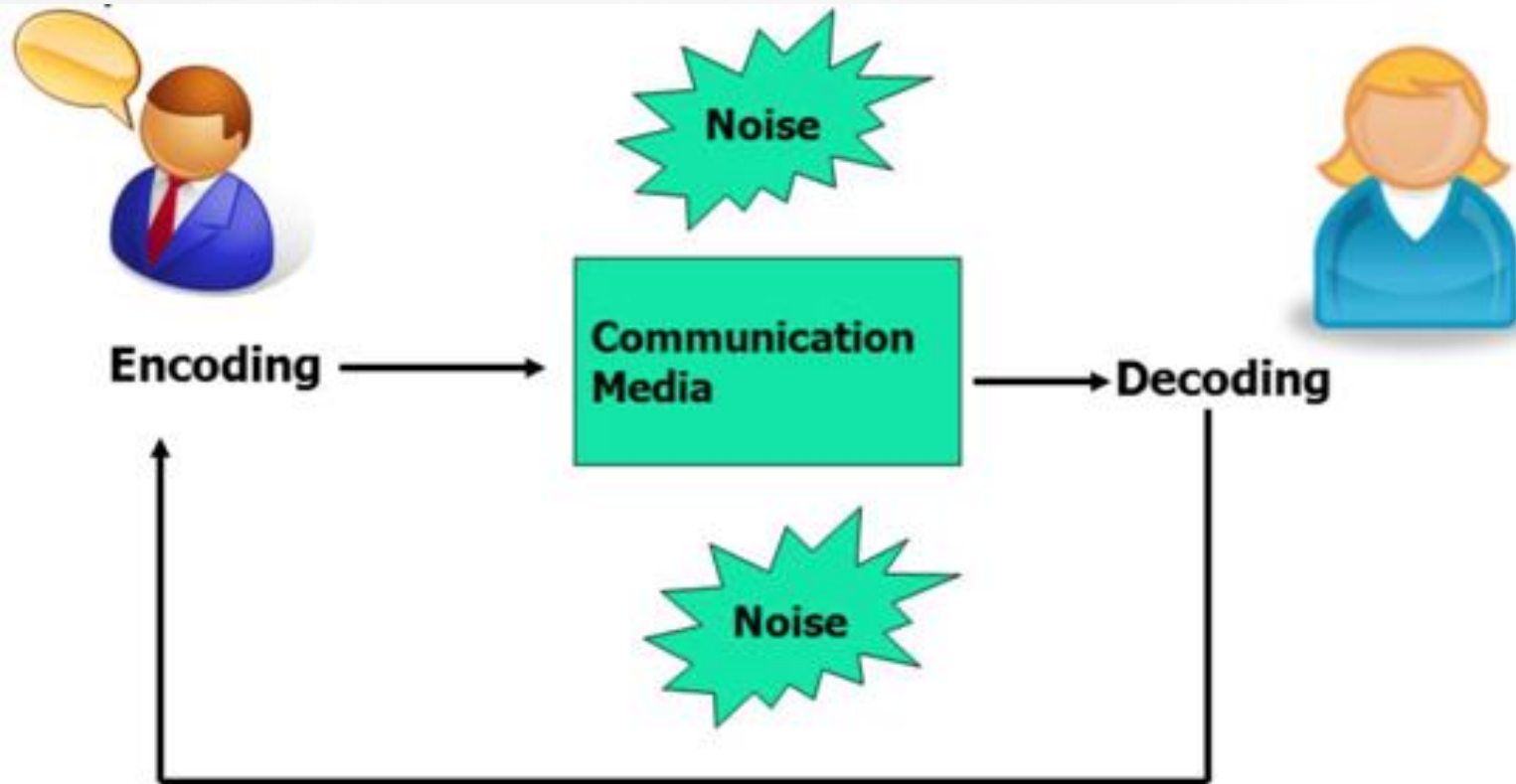
“Nowhere is effective communication more important than at work. Vital information needs to be given, received, exchanged and understood hundreds of times in every working day. Many business transactions go wrong simply because of poor communication between people concerned.”

Ann Dobson (2000)

Keep asking yourself the following:

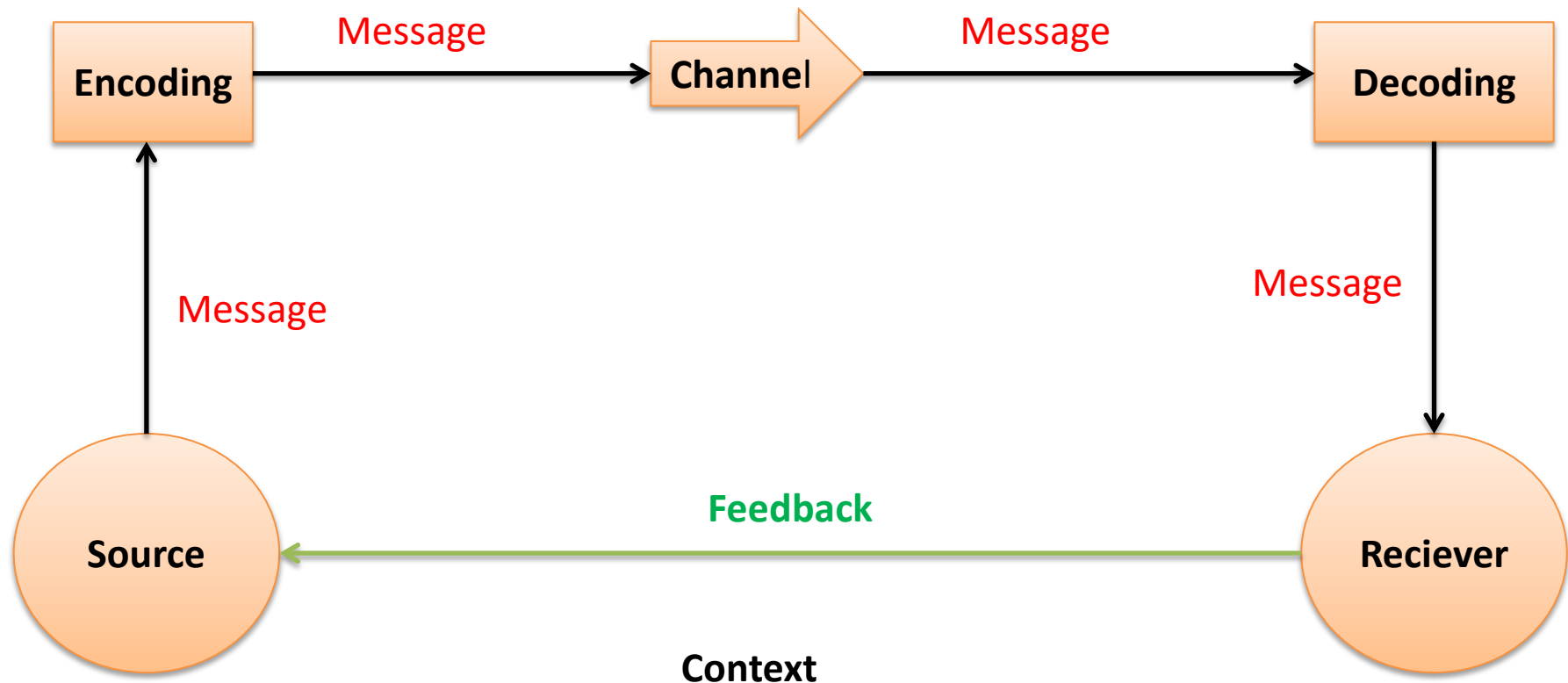
- Why I want to communicate? (Objective)
- What I want to Communicate? (Message).
- How I want to communicate? (Channel).
- Who I want to Communicate with? (Receiver).
- When and Where I should communicate? (Context).

Process of Communication



Process of Communication

The communication process involves the sender who transmits a message through a selected channel to the receiver.



Process of Communication

- Information is transmitted over a ‘channel’ that links the **source** with the **receiver**.
- The channel may be a computer, a telephone, a television, or face-to-face conversation.
- At times, two or more **channels** are used. The proper selection of channel is vital for effective communication.
- Not only must information or instructions or ideas be passed from one party to another, but the ‘receiving’ party must also understand exactly what the ‘sending’ or ‘transmitting’ party had in mind.
- If one party does not clearly understand the meaning of a **message** – or misunderstands or misinterprets its meaning – errors and mistakes, disagreements and disputes, and even accidents, can occur.”

Process of Communication

Source:

- Why to communicate?
- What to communicate?
- Usefulness of the communication.
- Accuracy of the Information to be communicated.

Encoding:

- The process of transferring the information you want to communicate into a form that can be sent and correctly decoded at the other end.
- Ability to convey the information.
- Eliminate sources of confusion. For e.g. cultural issues, mistaken assumptions, and missing information.
- Knowing your audience.

Process of Communication

Effective Decoding:

- Listen actively,
- Reading information carefully,
- Avoid Confusion,
- Ask question for better understanding.

•The audience or individuals to whom we are sending the information.

The Influence for the Receiver:

- The prior knowledge can influence the receiver's understanding of the message.
- Blockages in the receiver's mind.
- The surrounding disturbances.

Process of Communication

Feedback: Comments in the form of opinions about or reactions to something

Why: To initiate and improve communication To evaluate or modify a process or product To enable improvements to be made To provide useful information for future decisions and development

Feedback can be:

- Verbal Reactions and Non-Verbal Reactions.
- Positive feedback and Negative feedback.

Process of Communication

Context:

- **Various Cultures (Corporate, International, Regional, etc),**
- **Language,**
- **Location or Place (Restaurant, Office, Auditorium, Room, etc).**
- **Situation**

The Source needs to communicate the context to the receiver for better clarity in the communication process.

Key Elements of Communication

So be an active listener

- Only verbal communication can create chaos while it reaches the last person.
- Every person's thought process influences the individual understanding.

Three key elements in the communication process.

- **You:** You bring professional experience, education and training to the communication process. How you communicate shows you.
- **Your audience:** In order to be an effective communicator, you need to know who your audience is. You need different means, content and language with different categories of people.
- **Your message:** The message element is equally important. What do you want to say? What is the best way to communicate your message? All messages should contain who, what, when, where, why and how (as appropriate to the message).

Active listener

- 1. Understanding your personal communication style.**
- 2. Be an active listener.**
- 3. Use normal communication.**
- 4. Give Feedback**

1. Understanding your personal communication style

- **Good communication skills require High level of self-awareness to creating good & long lasting impression on others.**
- **Understand and determine how others perceive you.**
- **Stop Being A Chameleon. Just Be Yourself and do not changing with every personality you meet.**
- **Make others comfortable by selecting appropriate behavior that suits your personality while listening.**

2. Be an active listener.

“Know how to listen, and you will profit even from those who talk badly”. Plutarch

- The average person speaks at somewhere between 125 and 150 words per minute and listen intelligently at 600 to 800 words per minute
- Since only a part of human mind pays attention, it is easy to go into mind drift.
- Listen with a purpose.
- Purpose can be to gain information, obtain directions, understand others, solve problems, share interest, see how another person feels, show support, etc.
- If it is difficult to concentrate then repeat the speakers words in your mind.



3. Use Non-verbal Communication

- Smile,
- Gestures,
- Eye contact,
- Your posture.

4. Give Feedback

LISTEN: listen and then ask questions.

MANAGE: be in charge of your reactions

CLARITY: make sure you understand before responding.

FOCUS: focus on making things better in the future.

GRATITUDE: be grateful someone cares about you.

APOLOGIZE: if necessary say sorry

Feedback is the oil that keeps the engine running.
Feedback is fundamental to self-development.
Feedback promotes clarity and alignment
Feedback is source for learning and growing.
Feedback is essential for career development
Feedback is a two-way conversation.
Feedback is a tool to discuss behaviors
Feedback inspires dialogue.
Feedback is about YOU not me.
Feedback promotes engagement.
Feedback fills the void of ambiguity.
Feedback is the heart of motivation.
Feedback intent is to help.
Feedback shows you care.

Characteristics of effective Communication

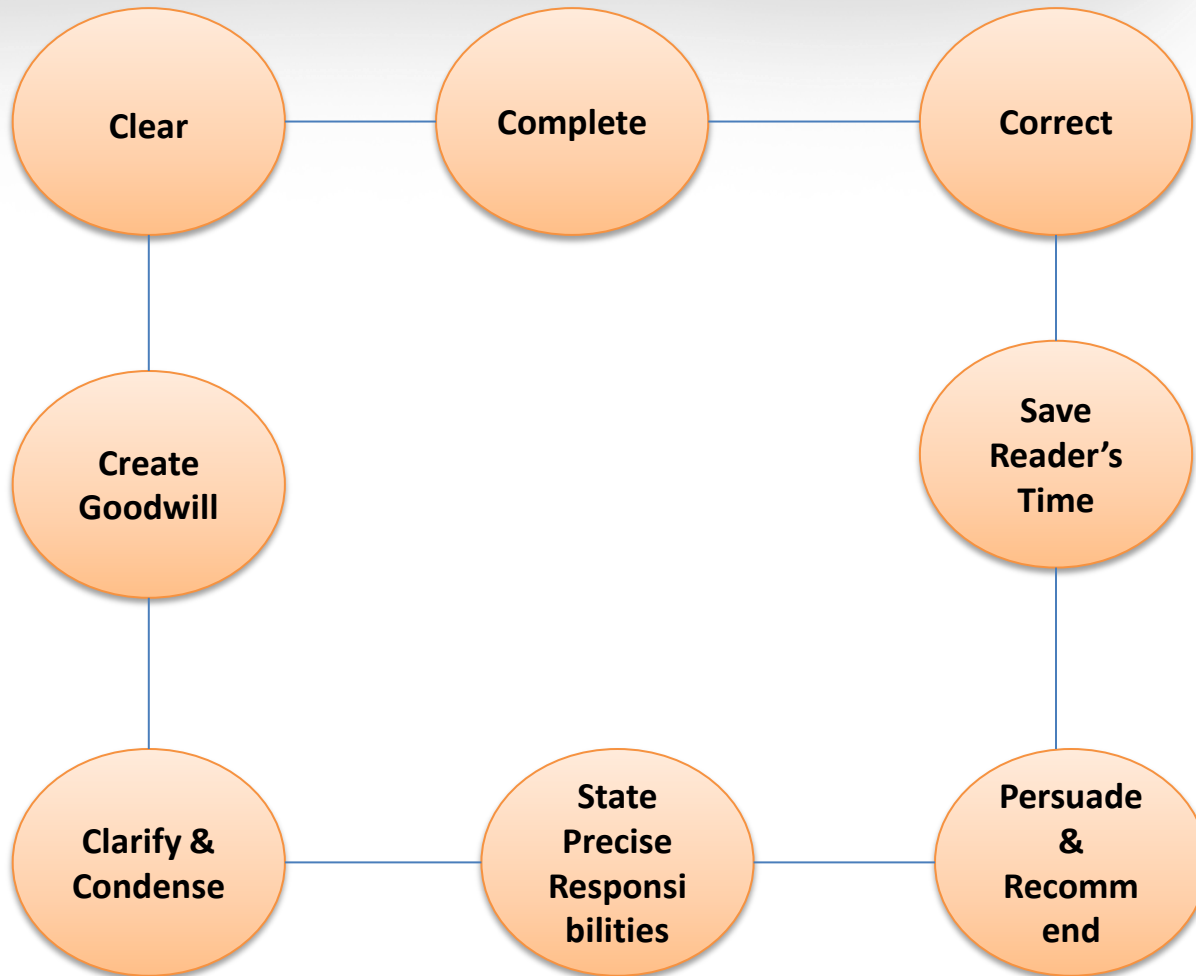
Effective messages have the following characteristics:

- **Clear:** Communication should be clear and self-explanatory about why it has been transmitted.
- **Complete:** The information given should be complete and should not have any scope for questions.
- **Correct:** The information provided should be correct and based on facts. Facts should be given rather than impressions.
- **Save reader's time:** Written communication should be such that the reader saves time in understanding the message

Characteristics of effective Communication

- **Create goodwill:** The pleasant, correct and clear message will result in creating goodwill for the sender of the message.
- **Clarify and condense information:** Business messages should frequently use tables, photos or diagrams to clarify or condense information, to explain a process, or to emphasize important information.
- **State precise responsibilities:** Business messages are directed to specific audience. Therefore, you must clearly state what is expected of, or what you can do for, that particular audience.
- **Persuade and recommend:** Business messages are frequently given to customers, clients, management or subordinates to accept the suggestions and recommendations given.

Characteristics of effective Communication



Characteristics of effective communication

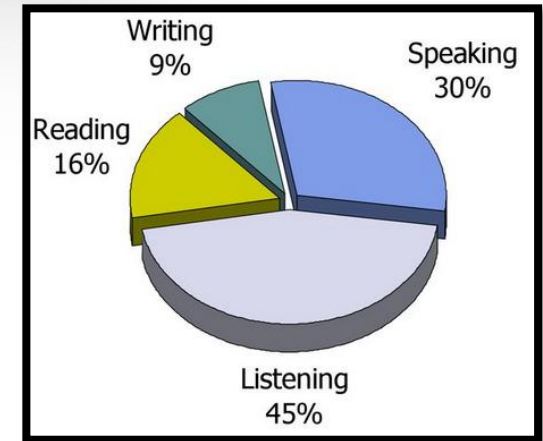
Tools of Communication

There are four basic tools of communication:

- Listening
- Speaking
- Reading
- Writing

All four of these skills can be learned and improved.

1. you must want to improve your communication skills.
2. you must understand them, and recognize their importance in the communication process.
3. you need to learn some new skills.
4. you must practice good skills to become a better, more effective communicator.

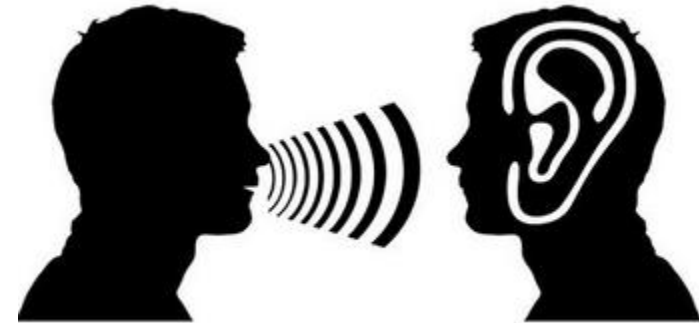


Verbal Communication

FACE-TO-FACE COMMUNICATION

It is the easiest. You can explain what you mean. If a person does not understand, ask yourself:

- Are you using the language they understand – not difficult but simple words?
- Are your ideas going over their heads?



There are three areas that matter in communication:

- Words: what we say.
- Tone: how we say.
- Body language: how we look when we are saying it.

Face-To-Face Communication

Advantages of face-to-face communication:

- People can see what you mean.
- Eye contact helps you establish if the other person is listening and understanding.
- Your body language can help them believe what you are saying.

Disadvantages of face-to-face communication:

- You can give away your true feelings.
- The other person may not understand the words you say.
- They may not like the way you are saying words

Using Telephone

While on telephone:

- Talk as if you were face-to-face with the other person.
- Talk pleasantly.
- Sound alert and interested.
- Talk normally. Avoid speaking too softly or loudly.
- Speak words clearly and properly.
- Listen carefully and concentrate on what is being said.
- Do not allow distractions in the room to interfere with your listening abilities

Overcoming Barriers

- In order to overcome barriers to effective communication and understand the true meaning of the message that comes through a particular communication, we need to filter the messages
- When you filter the coffee, grounds are left on the filter paper and only the liquid goes into the jug.
- A similar thing –*like filter the coffee* -happens with communication.
- There are types of filters which only allow a portion of the message to get through.
- As a result, we only receive part of the message and, often, only the part that we want to hear

Attention filters

Attention filters: Physical distractions such as the following:

- Noise: other people talking, telephones ringing, traffic, music.
- Environment: too hot/cold, poor lighting.
- Interruptions: people, telephones.
- Timing: trying to talk to someone when they are about to go somewhere or are in the middle of a job.

Emotional filters

Emotional filters: These are inherent in the speaker and probably unknown to the other person:

- Prejudice: dislike of the other person (pre-conceived notion), the way they are dressed, the message itself.
- Status: the other person is higher or lower in the organisation hierarchy, which can affect the way in which you speak and listen to them.
- Experience: If previous communication with a person has resulted in an unpleasant experience, you will be wary when approaching them next time, not willing to repeat the experience.
- Assumptions: assuming what the message will be and thus not listening properly.
- Values and beliefs: We all have our own codes regarding morals, religion, and politics and so on. If the message transgresses these standards, we are likely to switch off.

Word filters

Word filters: Certain words and phrases can cause us to stop listening to the person who utters them:

- **Criticism:** Few of us like to be criticized: “That was the wrong way to tackle the problem!”
- **Moralizing:** “You shouldn’t have done that!”
- **Ordering:** “I want the report on my desk by Thursday afternoon without fail”.
- **Threatening:** “If you don’t do what I say, you will be in serious trouble”.
- **Advising:** “I suggest that you...” (People will only accept the advice that agrees with their solution. They will respond to advice with the phrase “Yes, but...”)

Word filters

- **Logical argument:** It is too difficult to argue with logic.
- **Reassuring:** “Never mind, everything will turn out all right in the end”.
- **Diverting:** “Yes all right, but as I was saying....”
- **Jargon:** Unless the listener understands the jargon (unfamiliar words and phrases), they will wonder what it means and will not be listening to the rest of the message.

Reducing the Barriers

Even one BARRIER can reduce the effect of or distort communication but in most instances, two or more are operating at the same time.

- Barriers reduce or change the quality of the transmitted message.
- Removing the Barriers improve the quality of communication.
- To deliver your messages effectively, you must remove all the barriers that exist in each of these stages of the communication process.
- If your message is too lengthy, disorganized, or contains errors, you can expect the message to be misunderstood and misinterpreted.
- Use of poor verbal and body language can also confuse the message.
- Take care over the words and phrases that you use. How would you respond as the listener? If you are on the receiving end, question the speaker, and ask him/her to justify their comments.

“The art of communication Is the language of
Leadership”
James Humes

“The most important thing in communication is to
hear what isn't being said”
Peter F. Drucker

“ Communication is everyone’s Panacea for
everything”
Thomas J. Peters

Communication is the solvent of all problems
and is the foundation for personal
development”
Peter Shepherd

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