

Effective Communication

Presenter

Furqan Ahmed

Head of Training - Bancassurance

EFU Life Assurance Ltd.



What is Communication?

- The act of imparting information between two or more individuals is known as communication
- It is the ability to share information with people and to understand what information and feelings are being conveyed by others
- It is a process of exchanging information, ideas, thoughts, feelings and emotion through speech, signals, writing or behavior.

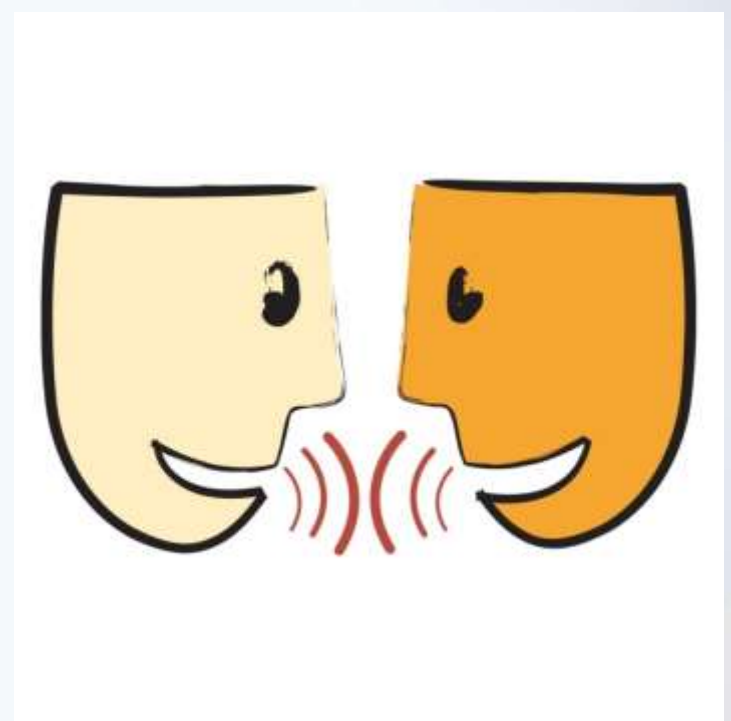
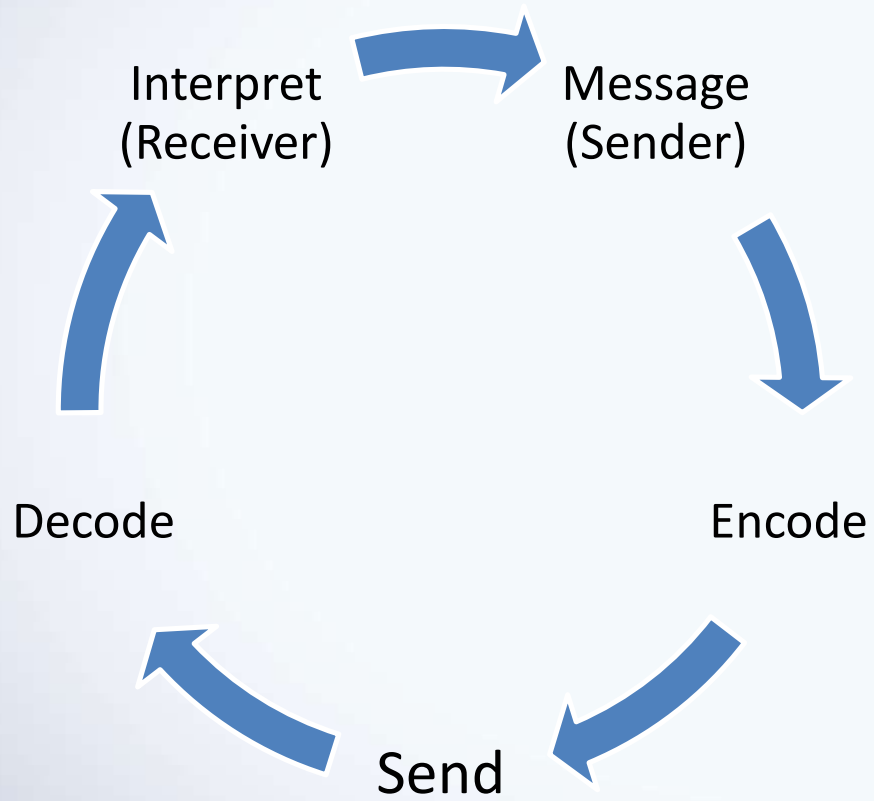
What is effectiveness ?

Acquire or having a definite or desired effect or result





Communication Cycle





Sources of Communication

- ▶ Face to Face
- ▶ Telephone /Mobile
- ▶ Memos and Letters
- ▶ Electronic Mails
- ▶ Flyers, bulletins, general reports
- ▶ Social Media, Web sites

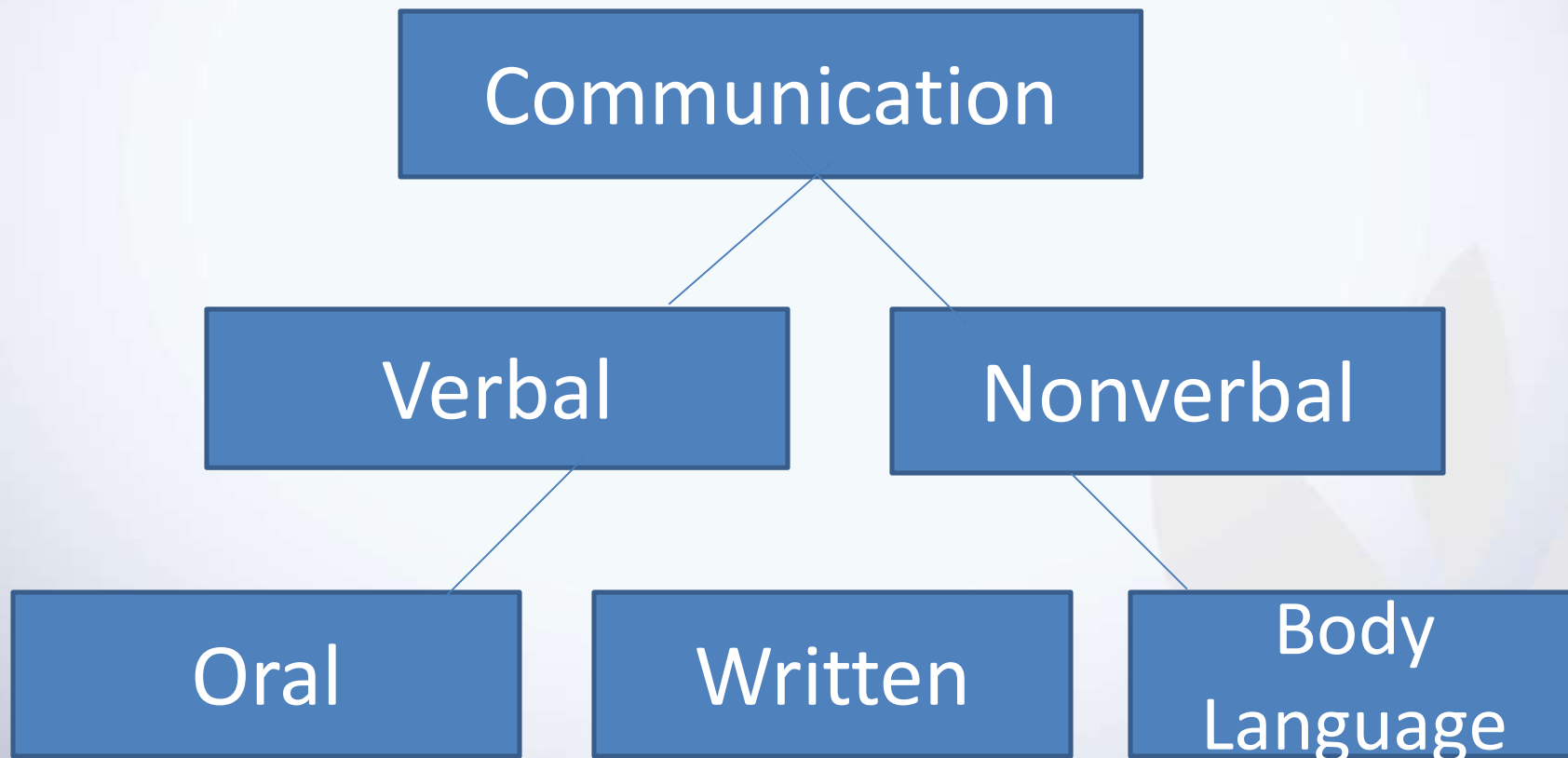


Types of Communication

- ▶ There are various types of communication which can be classified as below;
 - Verbal
 - Non Verbal



Types of Communication





Verbal Communication

- ▶ Verbal communication refers to the form of communication in which message is transmitted verbally; communication is done by word of mouth.
- ▶ Objective of every communication is to have people understand the message or information, we are trying to convey.
- ▶ In verbal communication remember the acronym KISS(keep it short and simple)
- ▶ **Verbal Communication** is further divided into:
 - Oral Communication
 - Written Communication



Oral Communication

- ▶ *In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet.*
- ▶ *Oral communication is influence by **pitch**, **volume**, **speed** and **clarity** of speaking.*



Oral Communication

► *Advantages of Oral communication are:*

- *It brings quick feedback.*
- *In a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.*

► *Disadvantage of oral communication*

- *In face-to-face discussion, user is unable to deeply think about what he is delivering.*
- *One can fall short of appropriate vocabulary.*



Written Communication

- ▶ *Written Communication is most common form of communication being used in business. So, it is considered core among business skills.*
- ▶ *In written communication, written signs or symbols are used to communicate. In written communication message can be transmitted via email, letter, etc. Message, in written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.*
- ▶ *Memos, reports, bulletins, job descriptions, employee manuals, and electronic mail are the types of written communication used for internal communication.*
- ▶ *For communicating with external environment in writing, electronic mail, Internet Web sites, letters, proposals, telegrams, faxes, postcards, contracts, advertisements, brochures, and news releases are used.*



Written Communication

▶ ***Advantages of written communication includes:***

- *Messages can be edited and revised many time before it is actually sent.*
- *Written communication provide record for every message sent and can be saved for later study.*
- *A written message enables receiver to fully understand it and send appropriate feedback.*

▶ ***Disadvantages of written communication includes:***

- *Unlike oral communication, Written communication doesn't bring instant feedback.*
- *It takes more time in composing a written message as compared to word-of-mouth. Certain people struggle because of their writing ability.*



Nonverbal Communication

- ▶ Nonverbal communication is the act of sending or receiving wordless messages.
- ▶ We can say that communication other than oral and written, such as **gesture, body language, posture, tone of voice or facial expressions**, is called nonverbal communication.
- ▶ **Nonverbal communication is all about the body language of speaker.**



Nonverbal Communication

- ▶ Nonverbal communication have the following three elements:

Appearance;

Speaker: clothing, hairstyle, neatness, use of cosmetics,

Surrounding: room size, lighting, decorations, furnishings

Body Language;

Body Language; facial expressions, gestures, postures

Sounds;

Sounds; Voice Tone, Volume, Speech rate



Categories of Information

- ▶ **Types of Communication are based on Purpose and style**
- ▶ Based on style and purpose, there are two main categories of communication and they both bear their own characteristics.
- ▶ Communication types based on style and purpose are:
 - Formal Communication
 - Informal Communication



Formal Communication

- ▶ In formal communication, certain rules, conventions and principles are followed while communicating any message.
- ▶ **Formal communication occurs in formal and official style.** Usually professional settings, corporate meetings, conferences are in formal pattern.
- ▶ **In formal communication, use of slang and foul language is avoided and correct pronunciation is required.** Authority lines are needed to be followed in formal communication.



Informal Communication

- ▶ Informal communication is done using channels that are in contrast with formal communication channels. It's just casual talk. It is established for societal affiliations of members in an organization and face-to-face discussions. It happens among friends and family.
- ▶ **In informal communication use of slang words, foul language is not restricted.** Usually informal communication is done orally and using gestures.
- ▶ **Informal communication, unlike formal communication, doesn't follow authority lines.** In an organization, it helps in finding out staff grievances as people express more when talking informally. **Informal communication helps in building relationships.**



Barriers to Effective Communication

- ▶ **Language**

Words mean different things to different people. Age, education & cultural background differs.

- ▶ **Assumptions**

In discussing a problem with others you might assume that they know as much about it as you do. The result is that you don't give them adequate information.

- ▶ **Attitude**

An arrogant attitude of the sender or receiver may cause resentment, which blocks communication and acceptance is unlikely.



Barriers to Effective Communication

- ▶ **Emotional state**

On bad days, communication can go in all directions. Watch out for your emotional state at work.

- ▶ **Selective perception**

Selectively see or hear based on the needs, motivation, experience & background (during meetings, training sessions)



Barriers to Effective Communication

- ▶ **Prejudices & biases**

Biases for or against a person, influence the way you receive his or her message or view a subject matter.

- ▶ **Defensiveness**

When people feel threatened (verbally attacking, passing sarcastic remarks, judgmental, questioning motives)



Employees Poll (705/70 firms)

A recent survey shows that companies are not doing such a great job at communicating with their employees:

- ▶ 65% - Don't believe what management says
- ▶ 61% - Aren't well informed of company plans
- ▶ 54% - Don't get decisions explained well



Supervisory Communication

- Productive work in the unit generally depends upon effective communication
- Supervisor needs to communicate direction and instructions in order to get work done
- Staff members usually want information that affects their job
- Supervision can fail if communication fails
- Poor communication can lead to waste, confusion, work problems & people problems



Effective Communication

- ▶ Communication is the two-way transfer of information and meaning
- ▶ It requires mutual understanding of meaning by the sender and the receiver
- ▶ Communication is effective only when the receiver understands the sender's message
- ▶ Communication breaks down when the receiver gets a message the sender did not intend, or no message at all



Develop an Open Climate

- ▶ Share all pertinent information with your team
- ▶ Encourage all team members to share information with each other
- ▶ Elicit ideas and information at meetings
- ▶ Keep an ‘open door’
- ▶ Don’t shoot the messenger who brings you bad news
- ▶ Encourage team members to express disagreement or differing viewpoints



Effective Communication Model

- ▶ Establish ease
- ▶ Listen actively
- ▶ Send a clear and appropriate message
- ▶ Check for understanding
- ▶ If necessary, clarify and repeat



Indicators of Non Effective Listener

- ▶ Your attention drifts to other things running around in your head
- ▶ You judge the speaker while he/she is speaking
- ▶ You spend most conversational time waiting for "your turn" to speak
- ▶ You rehearse your response while the other person is speaking
- ▶ You undertake some other activity (e.g. checking the time, making extensive notes & answering the phone)



How to Listen Well

- ▶ Follow your biology 2:1
- ▶ Be involved - make eye contact
- ▶ Affirmative head nods & facial expressions
- ▶ Avoid distracting gestures
- ▶ Don't interrupt
- ▶ Shut off the telephone
- ▶ Hide the papers
- ▶ Don't get too comfortable
- ▶ Don't think of your response





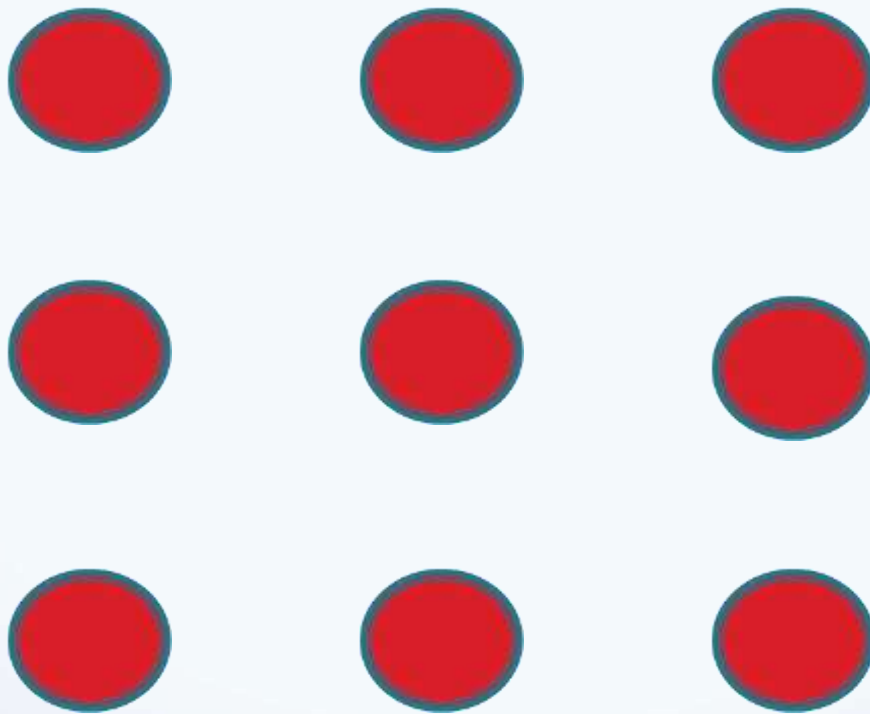
How to Listen Well

- ▶ Show interest
- ▶ Be understanding of the other person
- ▶ Express empathy
- ▶ Single out the problem (if there is one)
- ▶ Look for possible causes
- ▶ Help the speaker associate the problem with the cause
- ▶ Ask open-ended questions
- ▶ Allow others to paint their picture
- ▶ Take notes to ensure retention





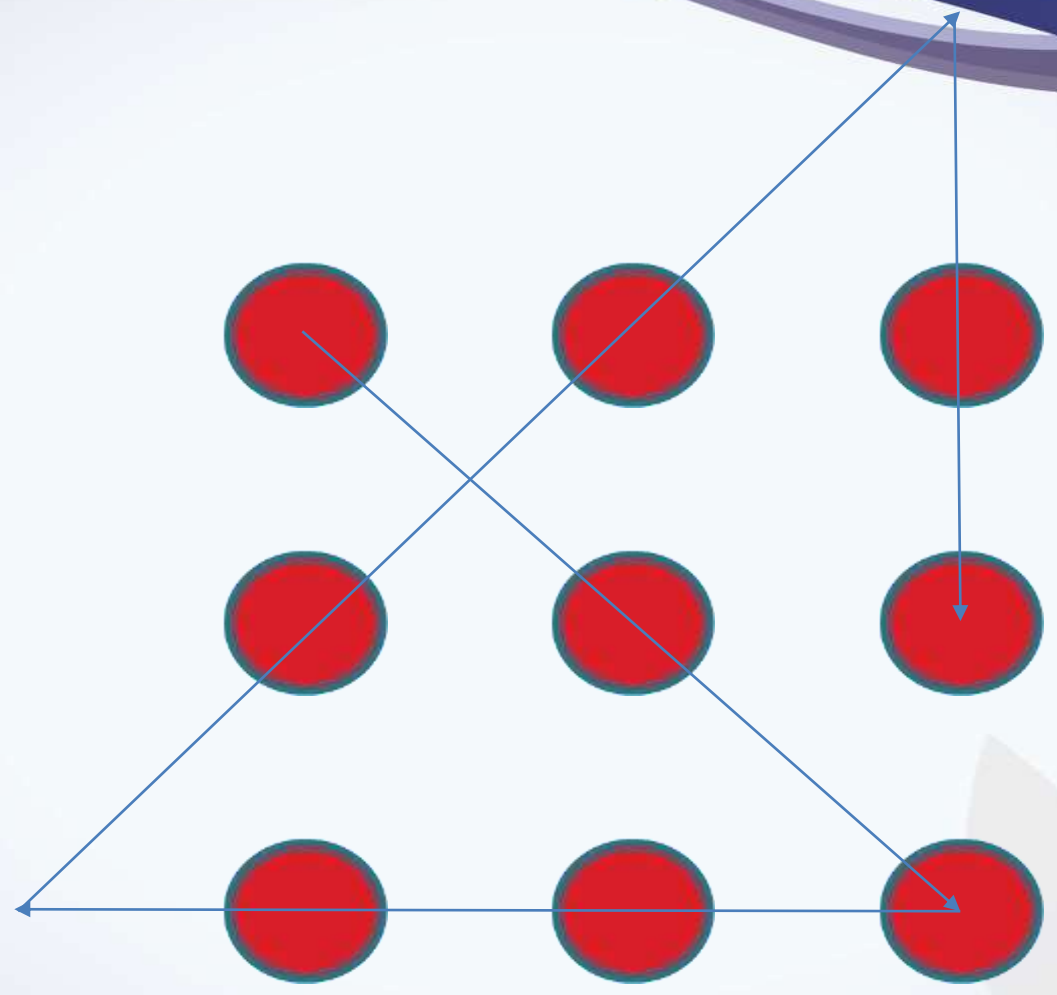
Exercise





Solution to the Dot Game

- ▶ Consider the 9 dots as the 9 numbers on a calculator, starting from 1 as the point on the lower left hand side and 9 as the point on the top right hand side.
- ▶ 1^{stly}, connect the point between 7, 5 and 3.
- ▶ 2^{ndly}, connect 3, 2, 1 pulling the line further considering an additional imaginary point on the left of point 1.
- ▶ 3rd, connect the lines from the imaginary point, to point 4, 8 pulling the line further considering an additional imaginary point above 9.
- ▶ Now pull the line down connecting 9 and 6





Misconceptions about Listening

1. Listening is a matter of intelligence

Fact: Careful listening is a learned behaviour

2. Speaking is more important than listening in the communication process

Fact: Both are equally important

3. Listening is easy and requires little effort

Fact: Active listeners undergo the same physiological changes as a jogging person

4. Listening is an automatic reflex

Fact: listening is a conscious, selective process. Hearing is an involuntary act

5. Speakers are able to command listening

Fact: speakers cannot make a person really listen



Misconceptions about Listening

6. Hearing ability determines listening ability

Fact: listening happens mentally, between the ears!

7. Speakers are totally responsible for the communication process

Fact: communication is a two-way process

8. Listening is only a matter of understanding a speaker's words

Fact: non-verbal signals also help listeners gain understanding

9. Daily practice eliminates the need for listening training

Fact: without effective listening training, most practice merely reinforces negative behaviours

10. Competence in listening develops naturally

Fact: Untrained people listen at only 25% efficiency



Q & A

Thank you

