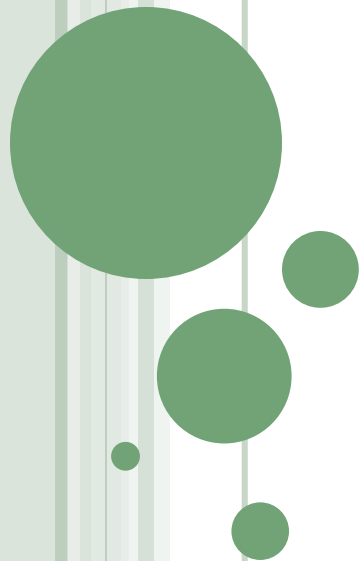


MAKE YOURSELF HEARD!

Professional Communication Skills



OBJECTIVES

- Understanding the role communication plays in achieving a high level of success in business
- Learn and practice the 6 steps of communication
- Understand and practice active listening
- Learn how to reflect back what you are hearing
- Understand barriers that inhibit effective communication
- Learn the skills necessary for powerful communication



COMMUNICATION SKILLS: SO WHAT?

- Scale of 1 – 10, how good do you feel you are at communicating?
- **Communication**: process by which information is exchanged between individuals.
 - 3 Ways:
 - Verbal
 - Nonverbal
 - Written



NONVERBAL COMMUNICATION: WHAT IS COMMUNICATED THROUGH BODY LANGUAGE

- **Eye contact**
 - Communicates honesty, sincerity, and confidence
 - Don't stare or make receiver uncomfortable
- **Facial expressions** (smiles or frowns)
 - Be aware of the situation
- **Body positioning**
 - Crossed arms
 - Physically cold, angry, or uninterested
 - Touching (except handshakes) is not acceptable

**This is not
in the
book
1 of 2**



NONVERBAL COMMUNICATION

- **Proxemics**: the study of distance (space) between individuals an important factor in body language
 - Normal is 1 - 1 ½ feet around
 - Standing too close may imply intimacy or intimidation
 - Standing too far away may imply uncertainty
- **Silence**
 - An effective and powerful communication tool
 - Communicates listening
 - Provides time for clarification

**This is not
in the
book
2 of 2**



Common nonverbal mistakes made at a job interview

From a survey of 2000 bosses

In a survey of 2000 bosses **33%** claimed that they know within the first **90 seconds** of an interview whether **they will hire someone**



The average length of an interview is **approximately 40 minutes**

Statistics show that when meeting new people the impact is:

7% From what we **actually say**

38% The quality of our **voice grammar** and overall **confidence**

55% The **way we dress, act and walk** through the door

Clothes

Bright colors are a turnoff

70% Employers claiming they don't want applicants to be **fashionable or trendy**.

65% Of bosses said **clothes could** be the **deciding factor** between two similar candidates.

21%

Playing with **hair** or touching face

47%

Having little or **no knowledge** of the company is the most **common mistake** job seekers make during interviews

Failure to make **eye contact** **67%**

Lack of smile **38%**

Bad posture **33%**

21% **Crossing arms** over their chest

9% Using too many **hand gestures**

Handshake that is too weak **26%**

33% **Fidgeting** too much



THE HISTORY CHANNEL

DOCUMENTARY ON BODY LANGUAGE - DISCOVERY SCIENCE PSYCHOLOGY

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=Z8OJ9N2AGY4](https://www.youtube.com/watch?v=z8OJ9N2AGY4)



BENEFITS OF GOOD COMMUNICATION

- Balance a lack of technical or clinical skills (when starting a new job)
- Improve results, save time, increase productivity
- Improve cooperation, making a stronger team
- Reduce stress and increase job satisfaction



SELF-ASSESSMENT – PAGE 2 & 3

Complete – 10 Minutes

Communication Mistakes

Answer honestly to get accurate results!!!

Thinking Break – Page 3

Common Communication Mistake



ASSESSING YOUR COMMUNICATION SKILLS

- The most challenging part of developing strong communication skills is that most people feel they are already quite good at communicating
- Good communication requires **ACTIVE** listening
 - Helps minimize misunderstandings & miscommunication



**This is
not in
the book**

- **Types of Listening:**

- **Active listening:** the receiver provides full attention without distraction
- **Passive listening:** the receiver is selectively hearing parts of the message, focused more on his or her response
- **Non-listening mode:** allowing emotions, noise, or preconceptions to impede communication



SELF-ASSESSMENT – PAGES 4-6

Complete – 15 Minutes

Communication “Pro” or “Doh!”

Thinking Break – Page 6

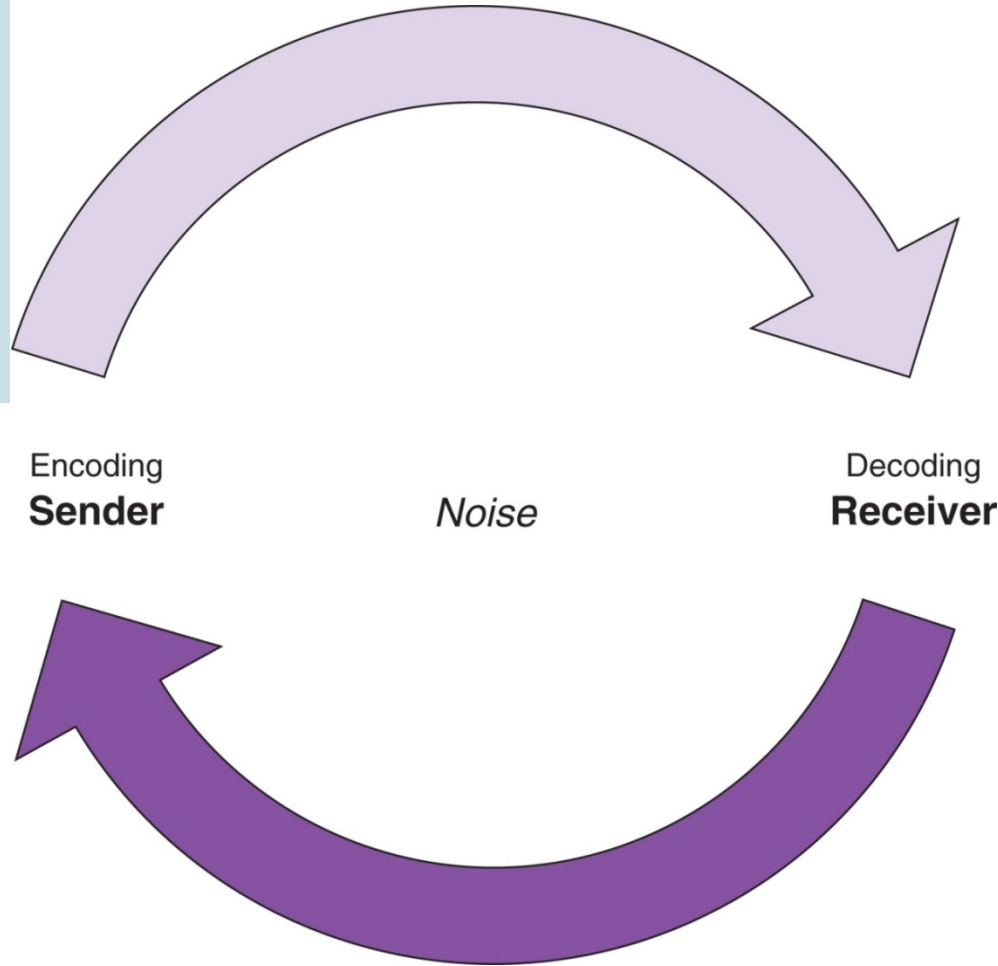
List 3 people you think are good listeners



Sender:
individual
conveying a
message.

Encoding:
process of sender
identifying how
the message will
be sent - verbal,
nonverbal, or
written

Noise: anything that interrupts or interferes with
the communication process (audible or not)



Receiver:
individual that
receives and decodes
the message

Decoding: how the
receiver interprets
the message that
was sent

Feedback: a
response to a sender
based on the
receiver's
interpretation of the
message



WHY LISTENING IS STEEPED IN PROBLEMS

Communication filters (NOISE)

- **Perceptions**
 - Words and actions can be misconstrued or taken out of context
 - Know your audience perceptions
- **Misconceptions**
 - Opinions – formed through life experiences
 - Read body language
- **Facts vs. opinions**
 - Fact – supported by evidence
 - Opinion – Your personal view of something



SELF-ASSESSMENT – PAGE 8

Complete – 10 minutes

Listening Quiz

Review Question explanations on pages 8-9



SIX ACTIONS FOR EFFECTIVE COMMUNICATION

1. Pay Attention

- Acknowledge speaker (nod head)
- Turn off electronics

2. Consider Your Posture

- Avoid slouching
- Have an open and relaxed posture

3. Ask for Clarification

- Ask open-ended questions



SIX ACTIONS FOR EFFECTIVE COMMUNICATION

4. Reflect What the Speaker Says

- Restate what speaker said in your own words
- Involves real thought in process

5. Show Empathy

- Understanding another's personal experience, emotions and feelings
- Walking in another's shoes
- Does NOT mean agreement

6. Give Feedback

- Positive reinforcement of the situation



APPLY THE SKILLS – PAGES 11-19

Pick a Partner

Complete – 45 minutes

Practice Active Listening: Part I – Part V

FOLLOW specific directions

Remember to reverse roles when told too.



COMMUNICATION BARRIERS

- Poor organization
- Negative attitudes
- Lack of attention, interest, and respect
- Prejudices and stereotypes
- Preconceived notions
- Jargon or overly complicated terms
- Differing viewpoints
- Cultural barriers
- Language
- Physical restrictions
- Emotional responses



KEYS TO EFFECTIVE COMMUNICATION: ACTIVE SPEAKING

- Embrace Criticism
- Be Tactful
- Be Honest
- Be Positive
- Respect Confidentiality
- Be Patient
- Use a “WE” Mentality
- Avoid Absolutes
- Attack Problems Not Ideas



