



COMMUNICATION I

doc. PhDr. Martina Rašticová, Ph.D.

The course

**MPV_COMA Communication and Managerial Skills
Training**

Brno, February 28, 2014

SCHEDULE OF LECTURE 28 OF FEBRUARY, 2014

- 9:20 – 10:40 part I *Communication skills*
 - *verbal and non-verbal communication*
 - *principles of effective communication (context, active listening, feed-back etc.)*
- 10:40 – 11:00 break
- 11:00 – 12:45 part II *More about communication*
 - *communication problems*
 - *communication mistakes*
 - *time management in communication and presentation*
 - *presentation skills*



WHAT IS COMMUNICATION?

○ **Communication -**

from Latin *commūnicāre*, meaning "to share"

- Related to: commute, common etc
- is the activity of conveying information through the exchange of thoughts, messages
- communication is the essence of human interaction and learning,
- The nature of communication is dependent on interaction between two or more individuals and understanding is constructed through that interaction.
- Communication is a basic human right and essential to our quality of life as a social species.

Source: <https://www.isaac-online.org/english/what-is-aac/what-is-communication/>



COMMUNICATION

- The nature of communication is dependent on interaction between two or more individuals and understanding is constructed through that interaction.
- Communication is a basic human right and essential to our quality of life as a social species.



COMMUNICATION QUOTES I

- *Monologue is making your world smaller. By dialogue it is getting bigger.*

Reinhard K. Sprenger

- *„Not to understand each other is normal, to get understand each other is a miracle.“*

author not known

- *“Wise men talk because they have something to say; fools, because they have to say something”*

Plato

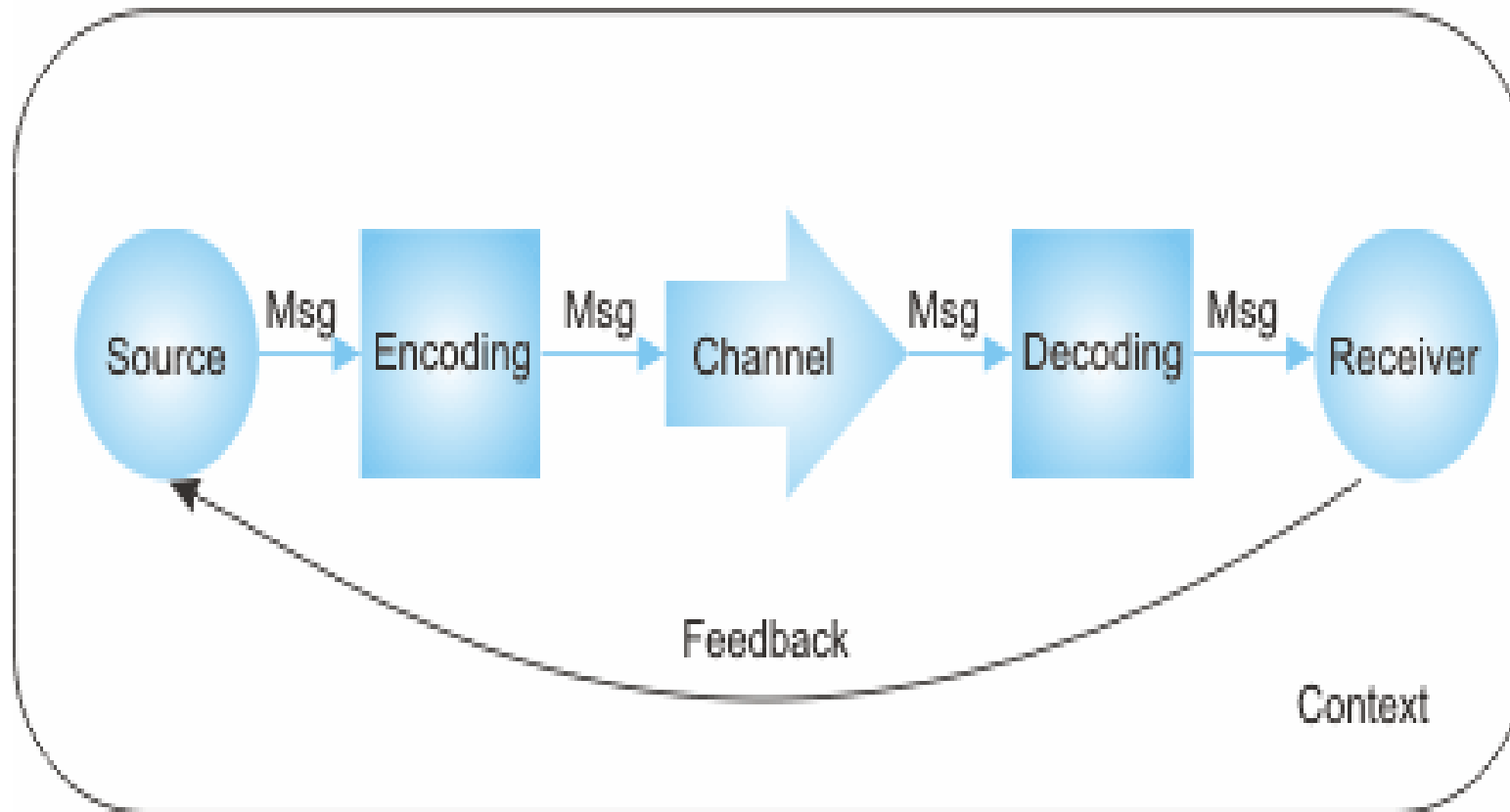


COMMUNICATION QUOTES II

- *„The way we communicate with others and with ourselves ultimately determines the quality of our lives“*
Anthony Robbins
- *„The most important thing in communication is hearing what isn't said.“*
Peter Drucker
- *„The two words information and communication are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.“*
Sydney Harris
- *„Communication leads to community, that is, to understanding, intimacy and mutual valuing.“*
Rollo May

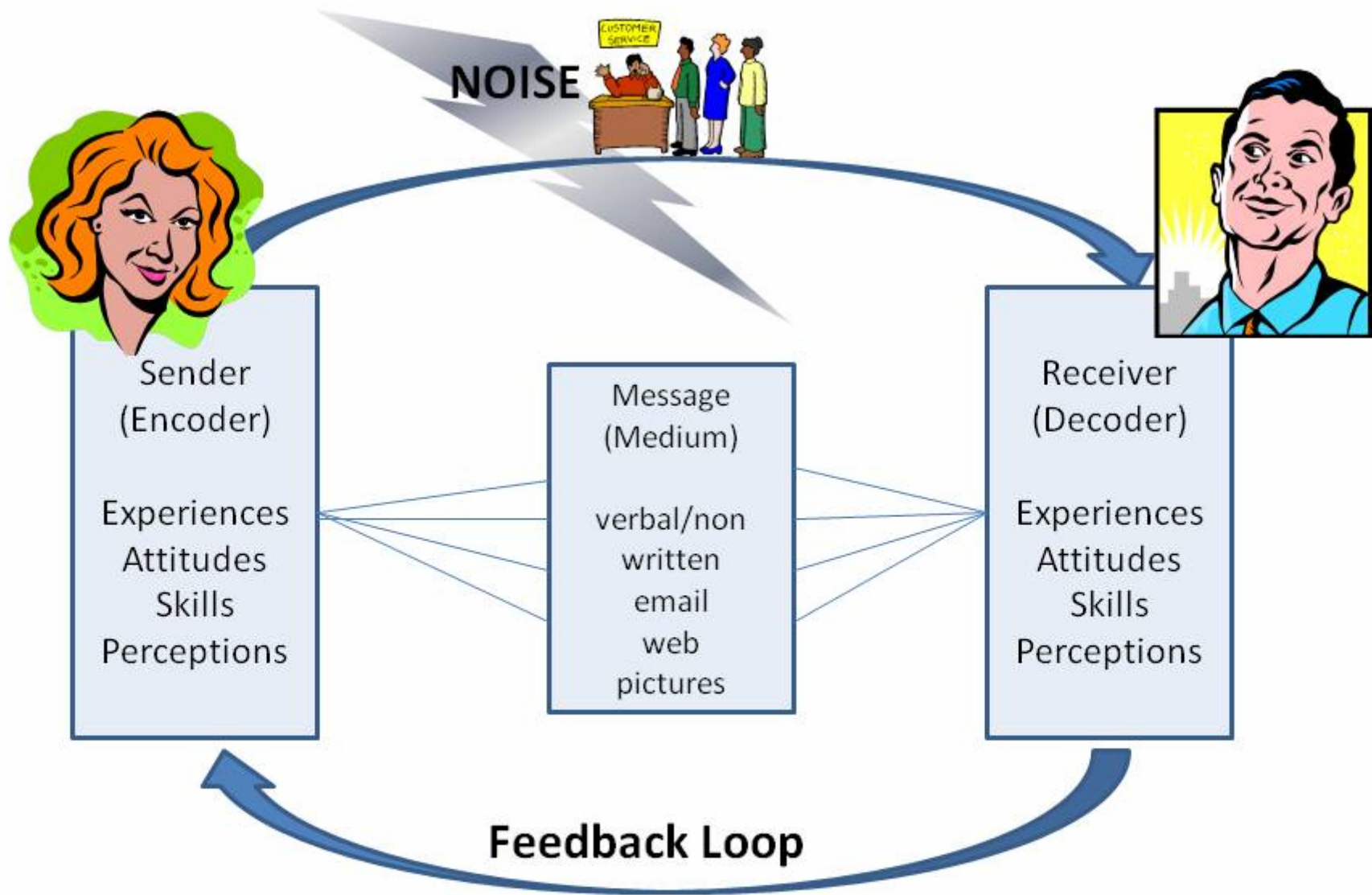


The Communications Process



- Source: Business Communication
http://stu.westga.edu/~ahinson1/abed6107/business_comm_index.htm





The Communication Process

WHAT DO WE USE COMMUNICATION FOR?

- As human beings, we use communication to:
 - relate to others,
 - socially connect,
 - greet,
 - call attention,
 - share feelings,
 - express an opinion,
 - agree, disagree,
 - explain,
 - share information, question, answer, tease, bargain, negotiate, argue, manipulate, compliment, comment, protest, complain, describe, encourage, instruct, provide feedback, show humor, discuss interests, be polite, make friends, express interest or disinterest, etc.



VERBAL COMMUNICATION

The sharing of information between individuals using speech:

- oral
- written
- presentation (both oral and written)



VERBAL COMMUNICATION CONTINUES

- spoken words
- Paralinguistic
 - Pronunciation
 - Speed/rapidity
 - Volume
 - Extent
 - Tone of the voice
 - Fluency



PARALINGUISTIC CONTINUES

- Intonation
- Dialect/jargon
- Mistakes
- Pauses
- Quality of speech
- Accent

I did not say he borrowed my book.



NONVERBAL COMMUNICATION - WORDLESS SIGNALS

- Facial expressions
- Gestures
- Eye contact
- Posture
- Tone of voice
- Distance
- Physical contact - touch
- Motion
- Dress/dress code



DISTANCE

- **I. zone – private 15-30 cm**
 - Intimate communication (partners, parents and children, close friends)
- **II. zone – personnel 45 – 75 cm**
 - Greetings, shaking hands, family dinner, friends at lunch)
- **III. zone – social 120 – 210 cm (360 cm)**
 - Meetings in the store, shop, post office, bank, meetings, offices etc.
- **IV. zone – public 360 – 760 cm**
 - Lectures, soccer matches, theatre etc.



THE IMPORTANCE OF EFFECTIVE COMMUNICATION

- **Nonverbal communication cues can play five roles:**
 - Repetition
 - Contradiction
 - Substitution
 - Complementing
 - Accenting

Source: *The Importance of Effective Communication*, Edward G. Wertheim, Ph.D.



TASK

- **Jack**
- **Arlene**
- **Ted**



TIPS FOR READING BODY LANGUAGE AND NONVERBAL COMMUNICATION

- Manage stress
- Recognize emotions
- Pay attention to inconsistencies
- Look at nonverbal communication signals as a group
- Trust your instincts



EVALUATING NONVERBAL SIGNALS

- **Eye contact**

Is eye contact being made? If so, is it overly intense or just right?

- **Facial expression**

What is their face showing? Is it masklike and unexpressive, or emotionally present and filled with interest?

- **Tone of voice**

Does their voice project warmth, confidence, and interest, or is it strained and blocked?

- **Posture and gesture**

Are their bodies relaxed or stiff and immobile? Are shoulders tense and raised, or slightly sloped?



EVALUATING NONVERBAL SIGNALS CONTINUES

- **Touch**

Is there any physical contact? Is it appropriate to the situation? Does it make you feel uncomfortable?

- **Intensity**

Do they seem flat, cool, and disinterested, or over-the-top and melodramatic?

- **Timing and pace**

Is there an easy flow of information back and forth? Do nonverbal responses come too quickly or too slowly?

- **Sounds**

Do you hear sounds that indicate caring or concern?



Nonverbal comm

http://www.youtube.com/watch?v=dW9ztSUGY_Q



PRINCIPALS OF EFFECTIVE COMMUNICATION I CONTEXT

- Communication is influenced by:
 - Time
 - Space
 - The importance of the topic for both communicators
 - Presence of emotions
 - Relationship between communicators
 - Situational frame
 - Continuity



PRINCIPALS OF EFFECIVE COMMUNICATION II FEEDBACK

- Observe the reaction of the listener
- Pay attention to the level of interest/no interest of the audience
- Adjust the content and form to your audience



PRINCIPALS OF COMMUNICATION III

THE ART OF DEALING WITH PEOPLE

- **The art of speaking and sharing** (rhetoric and presentation skills)
- **The art of listening** (active listening, paying attention to the other part)
- **The art of silence**



- How to have better comm skills
- <http://www.youtube.com/watch?v=4kyvjEpXuPg>
- <http://www.skillsyouneed.com/present/presentation-nerves.html>



○ Tips for better communication

○ <http://www.youtube.com/watch?v=4kyvjEpXuPg#aid=P-fYwqrulro>



THE ART OF LISTENING

- **Listening** means understand not only hear;
- **Passive listening** – just accepting the voice signals without any effort to understand them and decode them, does not involve the context and situation;
- **Active listening** - sensitive perception of the partner, connected with empathy, sympathy, the context and nonverbal behaviour is taken into account



THE ART OF LISTENING CONTINUES

Goal . . .	Through . . .	By asking or saying . . .
To encourage	Choosing neutral words, varying intonation, encouraging the other person to keep talking	Can you tell me more? What else can you remember? What a good idea! You thought of a different way to...
To clarify	Asking for clarification, more or different information	Are you saying that...? What else can you tell me about...?

To restate

Showing that you are listening and understand what is being said

**I thought I heard you say...
So, you need to know why I am asking you to share?
This is a tough one.
We may need to think about it.**

To reflect

Showing understanding of the other's feelings and body language

**This is really important to you.
You seem worried about this.
How proud you must feel!**

To summarize	Reviewing the conversation, deciding what to do next	So it is about... Let me make sure that I understand what you mean...
To validate	Acknowledging and appreciating the issues, effort and feelings discussed	I know how hard you have worked to help me to understand. Thank you for staying calm while you helped me learn why you were so confused.



Goal . . .	Through . . .	By asking or saying . . .
To build	Continuing the discussion, asking questions or offering ideas.	What would happen if we...? Have you thought about...? What else could we try?



TASK

- Active listening



TEN WORST BODY LANGUAGE MISTAKES

- <http://www.forbes.com/pictures/lmj45lelf/avoiding-eye-contact-2/>



COMMUNICATION MISTAKES I

- Mistake 1: Not Editing Your Work
- Mistake 2: Delivering Bad News by Email
- Mistake 3: Avoiding Difficult Conversations
- Mistake 4: Not Being Assertive
- Mistake 5: Reacting, Not Responding



COMMUNICATION MISTAKES II

- Mistake 6: Not Preparing Thoroughly
- Mistake 7: Using a "One-Size-Fits-All" Approach to Communication
- Mistake 8: Not Keeping an Open Mind When Meeting New People
- Mistake 9: Assuming That Your Message has Been Understood
- Mistake 10: Accidentally Violating Others' Privacy



A TASK GUESS, WHAT IS IT?

- Philosephers defined a space, not this substabce.
- It is a base of all our activities/daily events.
- Everybody needs it.
- Every morning each of us get a fresh supply of it.
- You wake up in the morning and your „bag“ is full of this substnce for the whole day.



- It belongs only to you!
- Nobody can steal it from you!
- Nobody can get less or more than you, everybody gets the same!
- It is the most valuable treasury!
- It is an absolutely unique substance!



TIME



HOW TO USE TIME DURING COMMUNICATION

- 1. Set up a time limit and follow it.
- 2. Keep staying if a person enters your office without expectation/invitation.
- 3. Meet other in their offices.
- 4. If you are busy, do not chat!
- 5. Thry to convince others to speak concretly.
- 6. Put the watch on a visible place!
- 7. Use call back system / voice message.
- 8. Think and plan before setting up a meeting/appointment.



HOW TO USE THE TIME EFFICIENTLY

- 1. Differ between urgent and important tasks

	urgent	not urgent
important	I.	II.
not important	III.	IV.



HOW TO USE THE TIME EFFICIENTLY CONTINUES

- 2. try to reduce the disturbance when working on one task;
- 3. try to unify the activity of one task and reduce the „little stuff activity (mailing, chatting etc.);
- 4. take one folder once!
- 5. delegate;
- 6. try to have at least 20 minutes each day only for you – to think, balance, plan so later on you can work more effectively;
- 7. use those moments of the day when you feel best, when you are the most creative to solve the biggest problems;
- 8. set up concrete goals;
- 9. work-life balance, relaxing.



PRINCIPLES OF EFFECTIVE PRESENTATION

- preparation (associations, mental mapping)
- rehearsal/practicing
- be authentic (self-esteem, self-confident)



BEFORE PRESENTATION...

- Keep reminding yourself that
 - you are the professional;
 - the listeners do not know what you planned to tell them exactly;
 - it is not the questions of life/existence...;
 - memorize first three sentences.



CONTENT AND FORM OF THE PRESENTATION

- Structure of the presentation
 - **Introduction**
 - Greeting the audience, welcoming the listeners, introducing of yourself, introducing of presentation (topic, structure, length), mention the benefit, gain, profit, utility for listeners („You will learn..., You will try..., You will experience... etc.)
 - You can begin with a quote, story, question, joke...



STRUCTURE OF PRESENTATION CONTINUES

○ **Main part of presentation**

- Choose only the essential, significant information, do not overwhelm the presentation, use clear terminology;
- Keep structure;
- Follow the rules if you present in power point;
- Use examples;
- Keep the eye contact with listeners, do not read the presentation;
- Pauses are useful;
- Check gestures.



STRUCTURE OF PRESENTATION CONTINUES

Conclusion

- short and accurate
- space for questions
- acknowledgement



QUESTIONS AND ANSWERS

- Do not answer the provocative question, continue to the next question
- If you do not know the answer, promise to find it till the next time
- Ideal situation – The right question in the right time 😊
- <http://www.youtube.com/watch?v=Q5WT2vweFRY>
- The right vs bad presentation
- <http://www.youtube.com/watch?v=S5c1susCPAE>
- How to answer any question
- <http://www.youtube.com/watch?v=g5RknemM8Hw>



PREPARE A PRESENTATION TILL THE NEXT LECTURE

- The topic:
 - 1. My studies
 - 2. My future
 - 3. My hobby
 - 4. Interesting book
 - 5. My travelling
 - 6. An interesting meeting
- In powerpoint for 5 minutes



EFFECTIVE COMMUNICATION

- Improving Communication Skills in Business and Relationships
- http://www.helpguide.org/mental/effective_communication_skills.htm
- <http://www.skillsyouneed.com/ips/barriers-communication.html>
- Very good page:
<http://www.skillsyouneed.com/present/presentation-nerve.html>



- How to answer any question
- <http://www.youtube.com/watch?v=g5RknemM8Hw>
- How to have better com. skills
- <http://www.youtube.com/watch?v=4kyvjEpXuPg>
- <http://www.youtube.com/watch?v=MljvKu0O4zA>
- <http://www.skillsyouneed.com/present/presentation-nerve.html>



- 3 tips to better communication – good!
- http://www.youtube.com/watch?v=D5hMN_XkPQA
- Nonverbal comm 1.5 hour GREAT
- http://www.youtube.com/watch?v=dW9ztSUGY_Q
- E-books GREAT
- <http://bookboon.com/en/effective-communication-skills-ebook>



- http://www.helpguide.org/mental/eq6_nonverbal_communication.htm
- ***Authors: Jeanne Segal, Ph.D., Melinda Smith, M.A., Greg Boose, and Jaelline Jaffe, Ph.D. Last updated: February 2014.***



Thanks for your attention.

rasticova@fbm.vutbr.cz

