



CASBO CLASS SM201





Evolution of communication over time

Q: What is communication?

- ***Communication*** can be defined as the process by which people share ideas, experience, knowledge and feelings through the transmission of messages.

Q: What is communication?

- The means of communication are usually spoken or written words, pictures or symbols. But we also give information through body language, gestures, and looks, facial expressions can show how we feel and what we think about an issue or another person.

Q: Why is communication important?

- 70% of our communication efforts are –
 - Misunderstood
 - Misinterpreted
 - Rejected
 - Not Heard

Q: Why is communication important?

- **Effective communication enables a person to build strong interpersonal, small group and large group relationships.**
- Communication is at the heart of a personal relationship in which two people disclose facts, opinions and beliefs, and listen to the same communication from the other party.

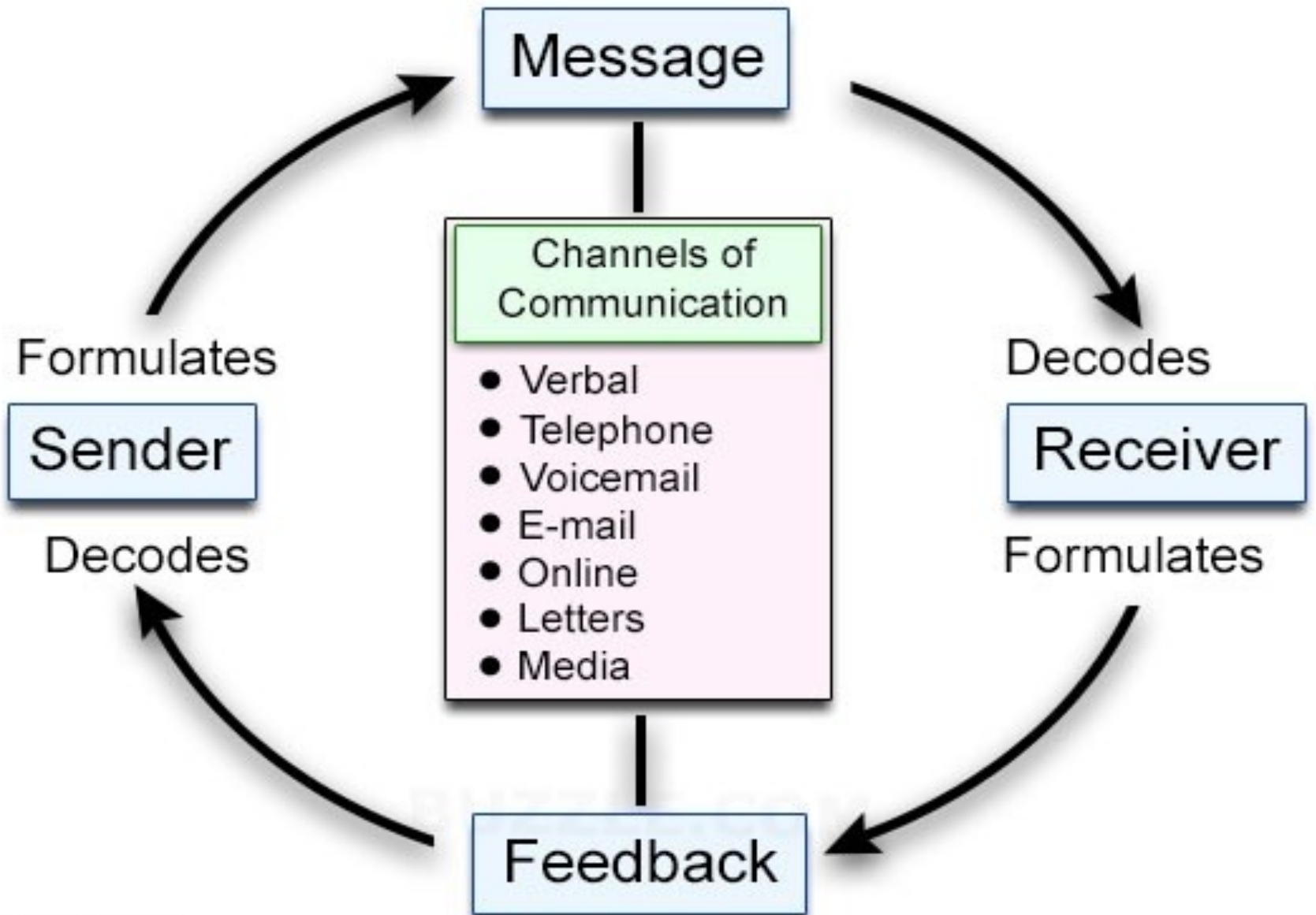
Q: Why is communication important?

- Miscommunication leads to lost productivity and even disengagement as employees are unclear on what they should focus on.
- Lack of effective communication is expensive.
- Effective internal communication is a key element for building trust and a healthy work environment.



Q: What is the communication cycle?

- The communication cycle is the process by which a message is sent by one individual, and it passes through a chain of recipients. The timing and effectiveness of a communication cycle is based on how long it takes for feedback to be received by the initial sender.



Characteristics of Effective Communications

The ***receiver*** should:

- Be aware, interested, and willing to accept the message
- **Listen attentively**
- Understand the value of the message
- Provide feedback

Characteristics of Effective Communications

Effective communication requires the ***sender*** to:

- Know the subject well
- Be interested in the subject
- Know the audience members and establish a rapport with them
- Choose an appropriate communication channel

Characteristics of Effective Communications

Effective communication requires the ***message*** be:

- Clear and concise
- Accurate
- Relevant to the needs of the receiver
- Timely
- Meaningful
- Applicable to the situation

Characteristics of Effective Communications

An effective verbal communicator:

- **Clarifies**
- **Listens**
- **Encourages empathically**
- **Acknowledges**
- **Restates/repeats**



Characteristics of Effective Communications

- Body Language **60%**
- Tonality of Voice **30%**
- Words Used **10%**

NOMAD INK

Non-Verbal Communication



OK

United States

Boston humorists created the abbreviation *OK* in 1839 as a deliberate misspelling of *All Correct*.



MONEY

Japan

The circular shape that is formed by joining the thumb and index finger together represents a coin.



ZERO

France

Without value or useless.

A *thumbs up* is often used to communicate the American meaning of *OK*.



OBSCENE

Argentina, Brazil, Germany, Greece, Italy, Paraguay, Russia, Singapore, Spain, Tunisia

This sign is used as a derogatory gesture representing a bodily orifice.

Types of Nonverbal Communication

There are two types of nonverbal communication:-

- **Intentional nonverbal communication**

Example: Pointing out the finger, giving smile and clapping.

- **Unintentional nonverbal communication**

Example:?

This may be intentional or unintentional nonverbal communication message.



Characteristics of Effective Communications

An effective nonverbal communicator:

- **R**elaxes
- **O**pens up
- **L**eans toward the other person
- **E**stablishes eye contact
- **S**hows appropriate facial expressions

Barriers to communication

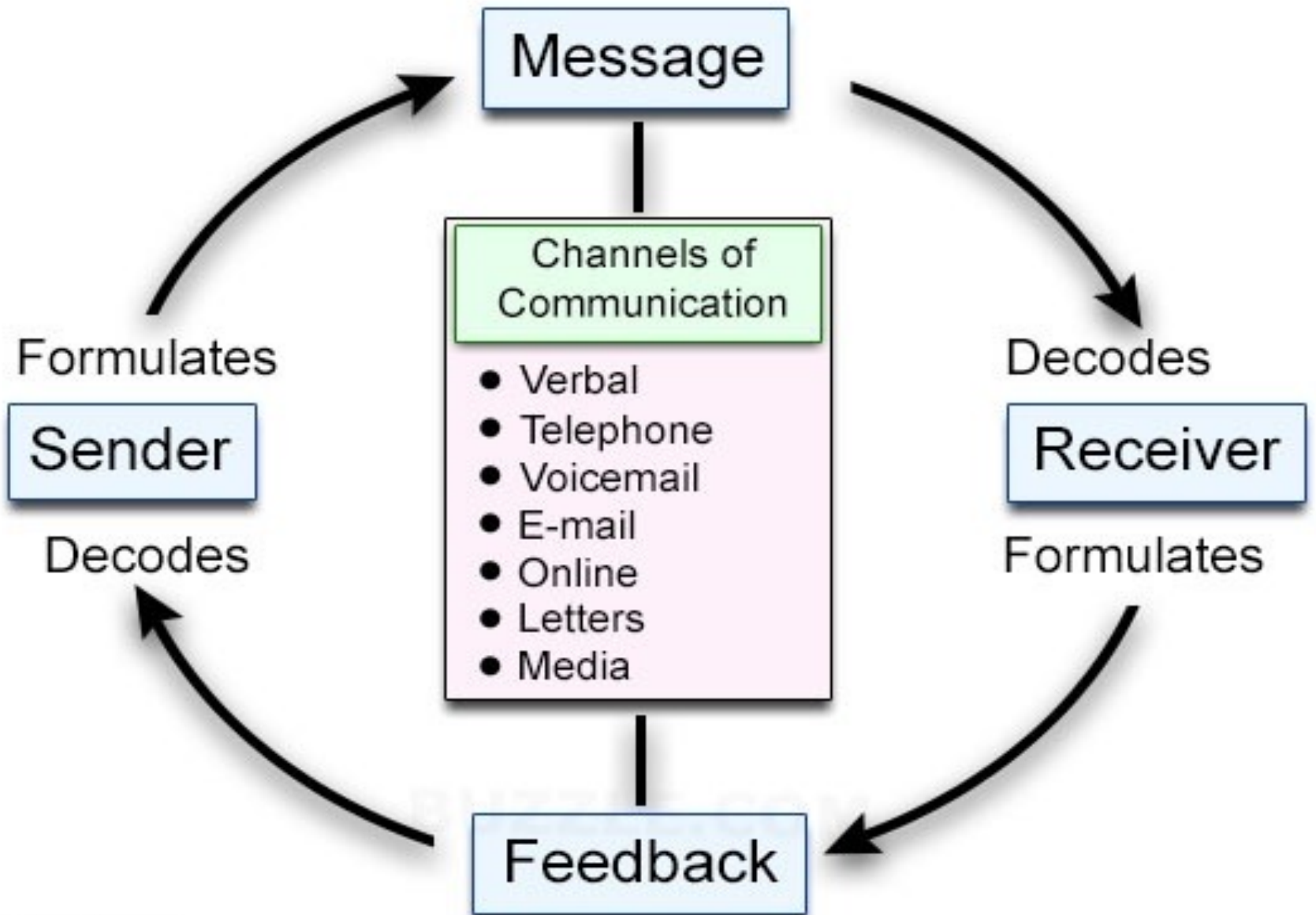
- Language
- Values and beliefs
- Gender and age
- Economic status
- Educational level

Barriers to communication

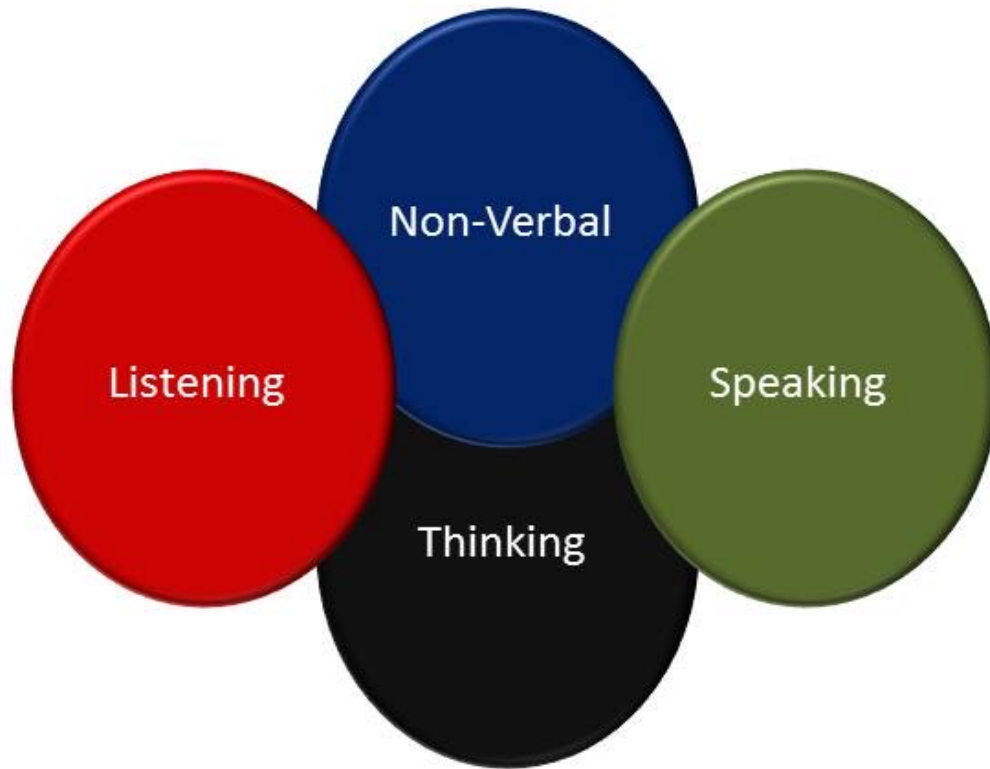
- Physical barriers
- Attitude
- Timing
- Understanding of message
- Trust

+ CommYOUnication

- **Communication Skills:**
- Directly Relates to 85% of One's Success In Life
- And it's a SKILL – It's meant to be practiced.



Survival Skill - Communications



Listening creates empathy and emotional intelligence

Paraphrase to validate that you are listening

Lead with questions to enable stakeholders to find the answers



1
NEW
DEFINITION
IS ADDED ON
WIKI.DICT

1,600+
READS ON
Scribd

13,000+ HOURS
MUSIC
STREAMING ON
PANDORA

12,000+
NEW ADS
POSTED ON
craigslist

370,000+ MINUTES
VOICE CALLS
ON

98,000+
TWEETS

320+
NEW
twitter
ACCOUNTS

100+
NEW
Linked in
ACCOUNTS

1
NEW
ARTICLE IS
PUBLISHED

6,600+
NEW
PICTURES ARE
UPLOADED ON
flickr

50+
WORDPRESS
DOWNLOADS

695,020+
facebook
STATUS
UPDATES

125+
PLUGIN
DOWNLOADS

79,364
WALL
POSTS

510,040
COMMENTS

694,445
SEARCH
QUERIES

168 MILLION
EMAILS
ARE SENT

60+
NEW
BLOGS

1,500+
BLOG
POSTS

70+
DOMAINS
REGISTERED

600+
NEW
VIDEOS

100+

Answers.com
Yahoo! Answers

40+

QUESTIONS
ASKED ON THE
INTERNET...

25+ HOURS
TOTAL
DURATION

GO-Globe.com
and its subsidiaries

Lead With Clear Communication –

--Engaged employees, students, and parents are a competitive advantage.

--Whether your undergoing changes, launching new services, or rethinking how you do business, make sure you are maximizing your communication efforts.

- Activity

- Show Off

- Learn

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- Communication for Effective Change
 - You cannot over-communicate when you are asking your organization to change.
 - Everyone who has led a successful change management effort expresses the need for over-communicating during a change experience and makes this statement in retrospect

- Communication for Effective Change
 - Communication is one of the toughest issues in organizations. It is an area that is most frequently complained about by employees during organizational change and daily operations.

- Communication for Effective Change
 - Communicate consistently, frequently, and through multiple channels, including speaking, writing, video, training, focus groups, bulletin boards, intranets, and more about the change.

- Communication for Effective Change
 - Communicate all that is known about the changes, as quickly as the information is available.

- Communication for Effective Change
 - Provide significant amounts of time for people to ask questions, request clarification, and provide input.
 - People must feel involved in the change. Involvement creates commitment—nothing else is as significant during a change process.

- Communication for Effective Change
 - Clearly communicate the objectives of the change management effort.
 - Help people to understand how these changes will affect them personally. If you don't help with this process, people will make up their own stories, usually more negative than the truth.

- Communication for Effective Change
 - The change leaders need to spend time conversing one-on-one or in small groups with the people who are expected to make the changes

- Communication for Effective Change
 - Communicate the reasons for the changes in such a way that people understand the context, the purpose, and the need

- Communication for Effective Change
 - Provide answers to questions only if you know the answer. Leaders destroy their credibility when they provide incorrect information or appear to stumble or back-peddle when providing an answer. It is much better to say you don't know and that you will try to find out.

- Communication for Effective Change
 - Publicly review the measurements that are in place to chart progress in the change management and change efforts.
 - Publicize rewards and recognition for positive approaches and accomplishments in the changes and change management. Celebrate each small win publicly.

CONCLUSION

Some interesting quotes said by some famous people are:-

- * Our actions speak louder than words.
- * If personality is an unbroken series of successful gestures, then there was something gorgeous about him. --**F. Scott Fitzgerald, regarding *Gatsby***
- * "The limits of my language means the limits of my world."--**Ludwig Wittgenstein**
- * Electric communication will never be a substitute for the face of someone who with their soul encourages another person to be brave and true.--**Charles Dickens**

“Most people do not
listen with the intent
to understand;
they listen with the
intent to reply.”

Stephen R. Covey
(1932-2012)
InspirationBoost.com



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