

## 12 COMMUNICATION SKILLS

### COMMUNICATION SKILLS

- Concentrate on being present
  - Listen actively to words & voice
  - Observe body language
  - Clarify & respond with empathy
  - Know the communication process & methods
- TED talk The Art of Effective Communication by Marcus Alexander Velazquez

COMMUNICATION PROCESS  
TRANSMIT (verbal & nonverbal)  
↳ VERBAL: content (spoken words) + voice (paralanguage)  
↳ NONVERBAL (kinesics) → MESSAGE → RECEIVE (listen & observe) → RESPOND (verbal & nonverbal + feedback)  
How the communication process works Alanis Business Academy

### LISTENING SKILLS

Listen actively – be CLEAR

- Concentrate attention
- Look: notice body language
- Evaluate emphasis in voice
- Ask questions to clarify ↴
- Reflect and respond

FEEDBACK: paraphrase, restate  
TED talks: Conscious Listening & 5 ways to listen better Julian Treasure, Power of listening William Ury

VERBAL = CONTENT + VOICE  
(paralanguage) intonation conveys a lot of information

- Clarity of message and speech
- Rate: fast - slow
- Intonation: rising - falling
- Soft – loud volume
- Pitch: high - low

TED talk: How to speak so people will want to listen Julian Treasure

### NON VERBAL (kinesics)

Body language is a large part of communication

- Hand gestures
- Head motions
- Expressions
- Looks – eye contact
- Posture and proximity

TED talk: Your body language may shape who you are Amy Cuddy

QUESTIONS 1) to clarify:

“can you tell me more?”, “did you mean...”, “are you saying...”

2) to encourage discussion:

- Open ended (not yes or no)
- Positive
- Encourage dialogue
- Nudge toward detail

VIDEO: How to ask better questions Tim Ferris

### PRESENTATIONS

- Always about audience
  - Include inspiring ideas & insights
  - Develop a desire for change
- TED talks: How to Avoid Death by Powerpoint by David JP Phillips  
The Secret Structure of Great Talks Nancy Duarte  
3 Magic Ingredients of Amazing Presentations by Phil Waknell

### PHONE

Answer promptly & speak clearly  
Actively listen & focus  
Begin: identify & greet  
Conclude: summarize & thank

- Prepare
- Have notepad & pen
- Offer assistance
- Note messages & respond quickly
- Express appreciation

VIDEO: A better answer why phone etiquette is important

### STORYTELLING

Purpose: theme or main idea  
People: interesting characters  
Plot: events and scenes  
Peril: conflicts and struggles  
Place: setting and times  
Passion: make it emotional  
Personal: why they should care  
Pictures: use sensory imagery  
TED talk: The magical science of storytelling by David JP Phillips

### METHODS

Telephone or text • In person • Meeting or mail • Email

Consider:

- Formality & feedback needed
- Response required & speed
- Audience number & preferences
- Message length & urgency
- Emotional or confidential content, documentation

### SMALL TALK

- Family & friends
  - Occupation
  - Recreation
  - Education
- “What exciting work are you doing?”  
“Do you have any trips planned?”  
“Has something good happened today?” TED talk You are Contagious Vanessa van Edwards

### MEANINGFUL CONVERSATIONS

APPEALING INGREDIENTS

- Special stories
  - Helpful information
  - Amusing humor
  - Really interesting ideas
  - Exciting news
- TED talks: How to skip the small talk Kalina Silverman, 10 ways to have a better conversation by Celeste Headlee