

## 12 COMMUNICATION SKILLS

<p><b>COMMUNICATION SKILLS</b></p> <ul style="list-style-type: none"> <li>• Concentrate on being present</li> <li>• Listen actively to words &amp; voice</li> <li>• Observe body language</li> <li>• Clarify &amp; respond with empathy</li> <li>• Know the communication process &amp; methods</li> </ul> <p>TED talk The Art of Effective Communication by Marcus Alexander Velazquez</p>	<p><b>COMMUNICATION PROCESS</b></p> <p>TRANSMIT (verbal &amp; nonverbal)</p> <p>↳ VERBAL: content (spoken words) + voice (paralanguage)</p> <p>↳ NONVERBAL (kinesics) → MESSAGE → RECEIVE (listen &amp; observe) → RESPOND (verbal &amp; nonverbal + feedback)</p> <p>How the communication process works Alanis Business Academy</p>	<p><b>LISTENING SKILLS</b></p> <ul style="list-style-type: none"> <li>• Concentrate attention</li> <li>• Look: notice body language</li> <li>• Evaluate emphasis in voice</li> <li>• Ask questions to clarify ↴</li> <li>• Reflect and respond</li> </ul> <p>FEEDBACK: paraphrase, restate You're Not Listening by Kate Murphy, Julian Treasure TED talks: Conscious Listening, 5 ways to listen better</p>
<p>VERBAL = CONTENT + VOICE (paralanguage) intonation conveys a lot of information</p> <ul style="list-style-type: none"> <li>• Clarity of message and speech</li> <li>• Rate: fast - slow</li> <li>• Intonation: rising - falling</li> <li>• Soft – loud volume</li> <li>• Pitch: high - low</li> </ul> <p>TED talk: How to speak so people will want to listen Julian Treasure</p>	<p><b>NON VERBAL</b> (kinesics)</p> <p>Body language is a large part of communication</p> <ul style="list-style-type: none"> <li>• Hand gestures</li> <li>• Head motions</li> <li>• Expressions</li> <li>• Looks – eye contact</li> <li>• Posture and proximity</li> </ul> <p>TED talk: Your body language may shape who you are Amy Cuddy</p>	<p>QUESTIONS 1) to clarify: "can you tell me more?", "did you mean...", "are you saying..."</p> <p>2) to encourage discussion:</p> <ul style="list-style-type: none"> <li>• Open ended (not yes or no)</li> <li>• Positive</li> <li>• Encourage dialogue</li> <li>• Nudge toward detail</li> </ul> <p>VIDEO: How to ask better questions Tim Ferris</p>
<p><b>PRESENTATIONS</b></p> <ul style="list-style-type: none"> <li>• Start strong</li> <li>• Captivate attention</li> <li>• Offer a story</li> <li>• Reveal a reversal</li> <li>• End with a call to action</li> </ul> <p>TED talks: DK TED talk The Public Speaking Lesson You Never Had, 3 Magic Ingredients of Amazing Presentations by Phil Waknell</p>	<p><b>PHONE</b></p> <p>Answer promptly &amp; speak clearly</p> <p>Actively listen &amp; focus</p> <p>Begin: identify &amp; greet</p> <p>Conclude: summarize &amp; thank</p> <ul style="list-style-type: none"> <li>• Prepare</li> <li>• Have notepad &amp; pen</li> <li>• Offer assistance</li> <li>• Note messages &amp; respond quickly</li> <li>• Express appreciation</li> </ul> <p>VIDEO: A better answer why phone etiquette is important</p>	<p><b>STORYTELLING</b></p> <p>Purpose: theme or main idea</p> <p>People: interesting characters</p> <p>Plot: events and scenes</p> <p>Peril: conflicts and struggles</p> <p>Place: setting and times</p> <p>Passion: make it emotional</p> <p>Personal: why they should care</p> <p>Pictures: use sensory imagery</p> <p>TED talk: The magical science of storytelling by David JP Phillips</p>
<p><b>METHODS</b></p> <p>Telephone or text • In person • Meeting or mail • Email</p> <p>Consider:</p> <ul style="list-style-type: none"> <li>• Formality &amp; feedback needed</li> <li>• Response required &amp; speed</li> <li>• Audience number &amp; preferences</li> <li>• Message length &amp; urgency</li> <li>• Emotional or confidential content, documentation</li> </ul>	<p><b>SMALL TALK</b></p> <ul style="list-style-type: none"> <li>• Special stories</li> <li>• Helpful conversation starters</li> <li>• Amusing humor</li> <li>• Really interesting ideas</li> <li>• Exciting news</li> </ul> <p>"What is the first movie you saw?"</p> <p>TED talk In defense of small talk Kyle Kellams</p>	<p><b>MEANINGFUL CONVERSATIONS</b></p> <p><b>APPEALING INGREDIENTS</b></p> <ul style="list-style-type: none"> <li>• Share humor</li> <li>• Have interesting topics ready</li> <li>• Ask questions to learn more</li> <li>• Respond in kind</li> <li>• Explore with curiosity</li> </ul> <p>TALK by Alison Wood Brooks, The science of conversation at Google Talks</p>