

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

- Concentrate attention
 - Look: notice body language
 - Evaluate emphasis in voice
 - Ask questions to clarify ↴
 - Reflect and respond
- FEEDBACK**: paraphrase, restate
 You're Not Listening by Kate Murphy, Julian Treasure TED talks: Conscious Listening, 5 ways to listen better

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

- Start strong
- Captivate attention
- Offer a story
- Reveal a reversal
- End with a call to action

TED talks: DK TED talk The Public Speaking Lesson You Never Had, 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

- **Special stories**
- **Helpful conversation starters**
- **Amusing humor**
- **Really interesting ideas**
- **Exciting news**

“What is the first movie you saw?”

TED talk In defense of small talk

Kyle Kellams

MEANINGFUL CONVERSATIONS

APPEALING INGREDIENTS

- **Share humor**
 - **Have interesting topics ready**
 - **Ask questions to learn more**
 - **Respond in kind**
 - **Explore with curiosity**
- TALK by Alison Wood Brooks, The science of conversation at Google Talks