



Effective Communication

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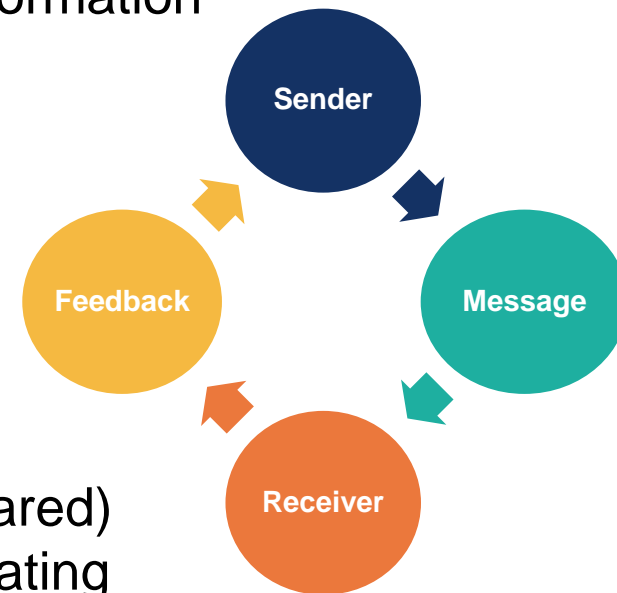
What is communication?

Communication is a two-way process of exchanging information. Information is conveyed as words, tone of voice, and body language. Communicated information studies have shown that:

- Words account for 7%
- Vocal tone accounts for 55%
- **Body language accounts for 38%**

All communications involve at least the following:

- **Sender** (the person delivering the message)
- **Message** (the information that needs to be shared)
- **Receiver** (the person the sender is communicating with)
- **Feedback** (effectiveness of message)



Communication starts with the Sender

Too often, what is said is not always what is heard. To prevent this from happening, do the following:

- State one idea at a time
- State ideas simply
- Know your audience
- Explain when appropriate
- Repeat if appropriate
- Encourage feedback
- Read between the lines



Message

The message is simply the information the sender wants to communicate to the receiver.

- Use correct terminology
- Speak/write clearly
- Use appropriate vocal tone and volume
- Consider the audience
- Engage the reader
- Take the time to read through your message



Receiver

The receiver needs information to accomplish his/her task or to understand an item. The effectiveness of the message often rests on the receiver's ability to listen.

- The receiver's task is to interpret the sender's message, both verbal and nonverbal, with as little distortion as possible.
- All interpretations by the receiver are influenced by their experiences, attitudes, knowledge, skills, perceptions, and culture.



Feedback

Feedback is the final link in the chain of the communication process. After receiving a message, the receiver responds in some way and signals that response to the sender. The signal may take the form of a spoken comment, a long sigh, a written message, a smile, or some other body action.



Non-verbal communication

Even when you're silent, you're still communicating non-verbally. These messages don't stop when you stop speaking either. Body language tends to speak the loudest.

- Facial expressions
- Gestures
- Eye contact
- Posture
- Tone of voice



Causes of cultural barriers

- Language

- Language is a way of looking at the world, and even skilled translators can find it tricky to convey complex emotions and concepts, which can lead to misunderstandings. Do not use jargon.

- Behavior and beliefs

- In some cultures, looking someone in the eye when they are talking to you is considered rude, while in other cultures refraining from doing so is considered disrespectful.

- Signs and Symbols (Semantics)

- For example, the sign “thumbs up” is taken as a sign of approval and wishing luck and is taken as an insult in some cultures.



Email, WhatsApp, Twitter, Instagram, SMS...

- Today many communications are digital.
- The intention of your message can easily be misunderstood.
- CAPITALS are often interpreted as shouting!
- Intonation in your message is gone
- The abbreviations we use are not always understood...



Communication on social media

The three tips for communicating more effectively via social media are pause, paraphrase and probe.



- **Pausing** is essential because sometimes our impulsivity gets the best of us. Pausing ensures better quality, substance and grammar.
- **Paraphrasing** is good because it helps to make sense of multiple perspectives and helps to communicate the point you are trying to make.
- **Probing**, or good question asking serves to clarify and extends the conversation. Good questions usually result in good feedback.

How to develop good communication skills

- Use appropriate volume for your conversation setting.
- Get feedback from your receiver.
- Have confidence when talking.
- Make sure you're using proper grammar.
- Try to speak fluently and try to make sure people can hear you when you speak.
- A good speaker is a good listener.
- Do not interrupt or talk over the other person.
- Make eye contact when speaking and listening.

Positive Communication

It's in Your Hands!

Start Today.



Reference: United States Coast Guard; Auxiliary Division, Team Coordination Training