



## Effective Communication

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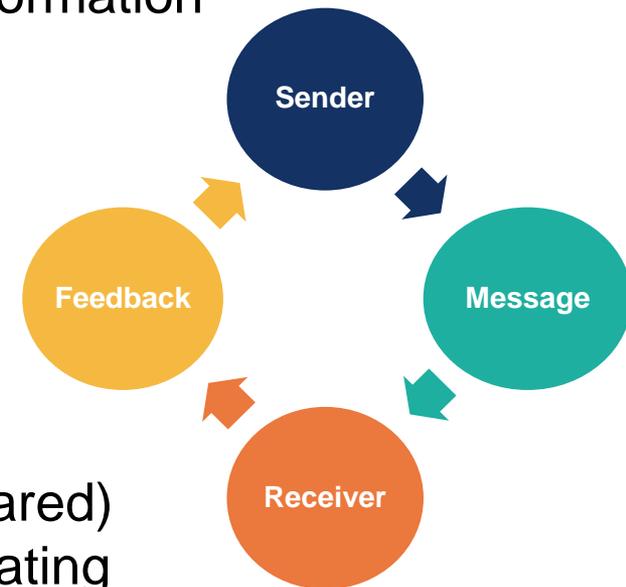
## What is communication?

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

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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

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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

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- 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