

HR Best Practice:

Communicating Effectively



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C

De tribus autem reliquis latissime patet ea ratio, qua societas hominum inter ipsos et vitae quasi communitas continetur, cuius partes duae sunt: iustitia, in qua virtutis est splendor maximus, ex qua viri boni nominantur, et huic coniuncta beneficentia, quam eandem vel benignitatem vel liberalitatem appellari licet. Sed iustitiae primum munus est, ut ne cui quis noceat nisi lacessitus iniuria, deinde ut communibus pro communibus utatur, privatis ut suis. Sunt autem privata nulla natura, sed aut vetere occupatione, ut qui quondam in vacua venerunt, aut victoria, ut qui bello potiti sunt.





The root of the word 'communication' is the Latin *communis* which means, literally, 'common' or 'shared'.

Effectively, therefore, communication is about shared experience and the creation of a common understanding.





*“Communication is the art of
being understood.”*

Anonymous



Types of Communication



INTRA - PERSONAL: WITH ONESELF

INTER - PERSONAL: WITH ANOTHER PERSON

GROUP: WITH A SMALL NUMBER OF PEOPLE

ORGANISATIONAL: WITH THE WHOLE ORGANISATION

PUBLIC: WITH A LARGE AUDIENCE

MASS: WITH SOCIETY



Messages



AND, HOPEFULLY
END UP WITH THE
SAME **IDEA**



THE SENDER HAS AN
IDEA WHICH HE
WANTS TO PASS TO
OTHERS

HE WILL THEN
RECORD HIS
THOUGHTS IN HIS
OWN WAY

FEEDBACK

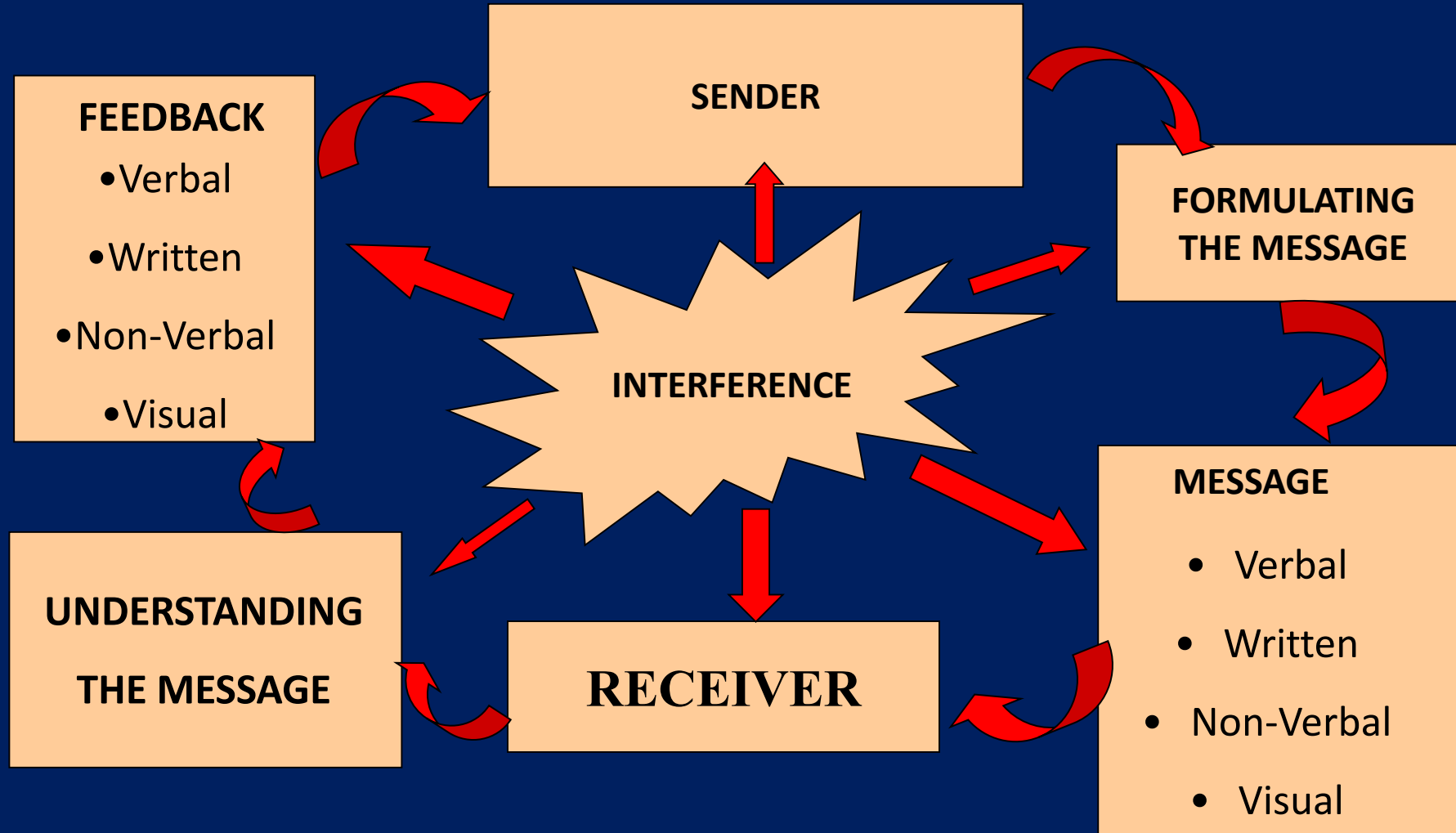
FIRST HE WILL
ORDER HIS
THOUGHTS

THE RECEIVER WILL
INTERPRET WHAT IS
HEARD, SEEN, SENSED

THEN HE WILL **TRANSLATE**
THEM INTO WORDS/GESTURES
AND TRANSMIT THE MESSAGE



The Sender/Receiver Model



Interference can and does occur at each stage of the transmission of a message.



Social psychologists estimate there is usually 40% to 60% loss of meaning in the transmission of message from the sender to the receiver.

Source: Academia.edu





COMMUNICATION



VERBAL COMMUNICATION

EXCHANGE OF INFORMATION WITH
ANOTHER PERSON

NON-VERBAL COMMUNICATION

BODY LANGUAGE : MESSAGES



VERBAL COMMUNICATION



**EXCHANGE OF INFORMATION
BY
WORD OF MOUTH**

ASKING QUESTIONS

LISTENING TO REPLIES

EXPLAINING THINGS





IF YOU ARE NOT GOOD AT COMMUNICATING

- *YOU WILL NOT GAIN INFORMATION*
- *YOU WILL NOT SUCCEED TO EXPLAIN WHAT YOU HAVE TO OFFER*
- *YOU WILL NOT CLOSE THE SALE / PERSUADE*





The Skills of Sending Messages

**“COMMUNICATING IS
MORE THAN JUST
TALKING”**



COMMUNICATING EFFECTIVELY: SENDING MESSAGES



- KNOWING *WHAT* YOU WANT TO SAY
- DECIDING *WHEN* TO SAY IT
- DECIDING *WHERE* WILL BE THE BEST PLACE
- JUDGING *HOW* BEST TO SAY IT
- KEEP IT SHORT and SIMPLE
- SPEAK CLEARLY
- MAKE EYE CONTACT
- MONITOR THE RESPONSE
- USING APPROPRIATE LANGUAGE
- BEING CONCRETE - AVOID VAGUENESS
- SYNCHRONIZE YOUR VERBAL AND NON-VERBAL SIGNALS
- CHECK THAT THE PERSON HAS UNDERSTOOD





*“PUT YOUR MIND IN GEAR
BEFORE YOU PUT YOUR
MOUTH IN MOTION”*

Poster at Villa Chelsea





The eyes are the mirror of the soul.





**A LOT OF FRICTION ENCOUNTERED IN LIFE
IS CAUSED BY SOMEONE USING THE
WRONG TONE OF VOICE.**





***“Speak when you are angry and
you will make the best speech
you will ever regret.”***

Anon





*“IT IS NOT SUFFICIENT TO
KNOW WHAT ONE OUGHT TO
SAY, BUT ONE MUST KNOW
HOW TO SAY IT.”*

Aristotle





"Remember not only to say the right thing in the right place, but to leave unsaid the wrong thing at the tempting moment."

Ben Franklin





“Nothing is too simple that it cannot be misunderstood.”

Freeman T Jnr





THE SKILLS OF RECEIVING MESSAGES

**“LISTENING MEANS MORE
THAN JUST HEARING”**





Listening Skills Test 15 minutes

Can you lend me your ear?

Most people believe they are good listeners without considering the important differences between hearing and listening.

The ability to hear is innate, but **the ability to listen well is a skill that must be developed and practiced.**

Listening means paying attention and making a conscious effort to process what you hear. It is one of our most important skills and it is also one of the most overlooked.

We often take our ability to listen for granted, even though it plays a major role in good communication.

Assess your listening skills with this test. Examine the following statements and situations, and choose the option that best applies to you.

<https://www.psychologytoday.com/us/tests/personality/listening-skills-test>



COMMUNICATING EFFECTIVELY : RECEIVING MESSAGES



- CLEARING AWAY 'BAGGAGE'
- ACTIVE LISTENING
- ATTEND TO THE CONTENT IN THE WORDS AND THE FEELING BEHIND THEM
- ASK FOR CLARIFICATION
- FIND OUT MAIN THEME - WATCH OUT FOR SIDE ISSUES
- LISTEN POSITIVELY - AVOID PREJUDICES



Don't...



- **Cut off people – verbally or mentally**
- **Change the direction of the conversation**
- **Assume you know what's coming next**
- **Filter things through own perspective**





LISTENING

“...IS DEMONSTRATING THAT YOU ARE INTERESTED IN WHAT THE OTHER PERSON IS SAYING”.

LISTENING IS NOT REALLY THE RECEPTION OF IDEAS OR BOUNCING OF SOUND WAVES OFF THE EAR DRUMS.

LISTENING IS MUCH MORE INTRICATE AND COMPLEX THAN THE PHYSICAL PROCESS OF HEARING.

WHEN WE HEAR WE MERELY OBSERVE SOMEONE ELSE’S THINKING..... WHEN WE LISTEN WE THINK ALONG WITH THE SPEAKER.





L OOK INTERESTED

I NQUIRE WITH QUESTIONS

S TAY ON TARGET

T EST UNDERSTANDING

E VALUATE THE MESSAGE

N EUTRALISE FEELINGS





5 Levels of Listening

- 1. Don't listen to the other person**
- 2. Pretend to listen**
- 3. Selectively filter what you hear**
- 4. Attentively listen in small bursts**
- 5. Full body listening**





Listen “between the lines”.

- **Watch nonverbal cues that could indicate what the speaker isn't saying.**
- **Often what she is not saying is as important as what she is.**





“The most important thing in communication is hearing what isn’t said.”

Peter Drucker





LISTENING



“IT TAKES TWO TO SPEAK THE TRUTH - ONE TO SPEAK AND ANOTHER TO LISTEN.”

Henry David Thoreau





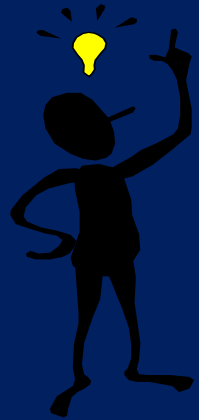
Learn to **listen**

Listen to learn





“WE CAN LEARN MUCH FROM LISTENING AND LITTLE FROM TALKING.”



*“YOU SELDOM GET THE ENTIRE MEANING JUST FROM
THE WORDS UTTERED.”*

*“LISTENING CAREFULLY MEANS BEING ALERT TO THE OTHER
PERSON’S NON-VERBAL CUES.”*





HEAR VS LISTEN

**WE CAN LISTEN THREE TIMES
FASTER THAN WE SPEAK.**

**IF PEOPLE LISTENED TO
THEMSELVES MORE OFTEN,
THEY WOULD TALK LESS.**





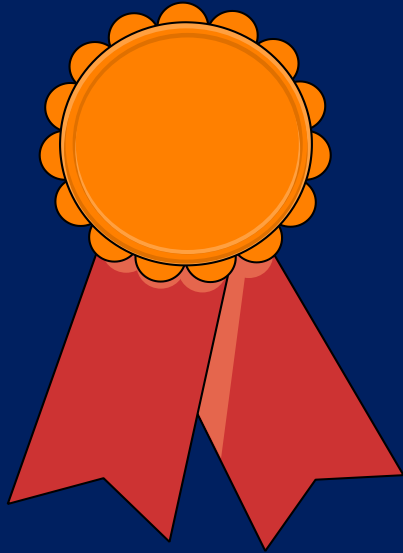
*“THE GREATEST MOTIVATIONAL
ACT ONE PERSON CAN DO FOR
ANOTHER IS TO LISTEN.”*

Roy Moody





LISTENING GIVES YOU FUEL



**HEARING IS PASSIVE
LISTENING IS ACTIVE**



EMPATHY



- EMPATHY IS THE HIGHEST MEANS OF COMMUNICATION AND UNDERSTANDING
- WHEN WE EMPATHISE WE ARE MOVING FROM SERVICE TO CARE.





5 C's of Communication

C ?

C ?

C ?

C ?

C ?





5 C's of Communication

C lear

C orrect

C oncise

C omplete

C onsiderate





5 Ways to Listen Better – Julian Treasure TED TALK





BODY LANGUAGE -
non verbal communication
skills





Body Language

“The silent language”

Edward Hall





*“WHEN THE EYES SAY ONE
THING AND THE TONGUE
ANOTHER, A PRACTISED MAN
RELIES ON THE LANGUAGE OF
THE FIRST.”*

RALPH EMERSON



COMPONENTS OF COMMUNICATION AND THEIR EFFECTS



ELEMENTS

INFLUENCE

VERBAL CONTENT

?

(words alone)

VOCAL INFLUENCE

?

(tone, stresses, pitch, silences)

NON-VERBAL INFLUENCE

?

(expressions, gesture, posture)



COMPONENTS OF COMMUNICATION AND THEIR EFFECTS



ELEMENTS

INFLUENCE

VERBAL CONTENT
(words alone)

7%

VOCAL INFLUENCE

38%

(tone, stresses, pitch, silences)

NON-VERBAL INFLUENCE

55%

(expressions, gesture, posture)

(Dr. R Mehrabian *Non-Verbal Communication*)



ASPECTS OF BODY LANGUAGE



POSTURE

GESTURES

FACE

EYES

TONE OF VOICE

PROXIMITY





POSITIVE BODY LANGUAGE

SMILE

OPEN POSTURE

INTERESTED EXPRESSION

MODERATE EYE CONTACT

HAND/ARMS SUPPORT WHAT IS
BEING SAID

SUFFICIENT VOLUME, VARIED PACE &
PITCH OF VOICE





NEGATIVE BODY LANGUAGE

• **WOBBLY VOICE**

• **HARD VOICE**

• **SLOW SPEECH**

• **RAPID SPEECH**

• **WORRIED
EXPRESSION**

• **EXTREMES OF
EXPRESSION**

• **EVASIVE LOOKS**

• **EXCESSIVE EYE
CONTACT**





NEGATIVE BODY LANGUAGE

- DEFENSIVE ARMS AND LEGS

- DOMINANT POSTURE

- MOUTH COVERED WITH HANDS

- FINGER WAGGING OR JABBING

- EXCESSIVE DISTANCE

- INVASION OF PERSONAL SPACE

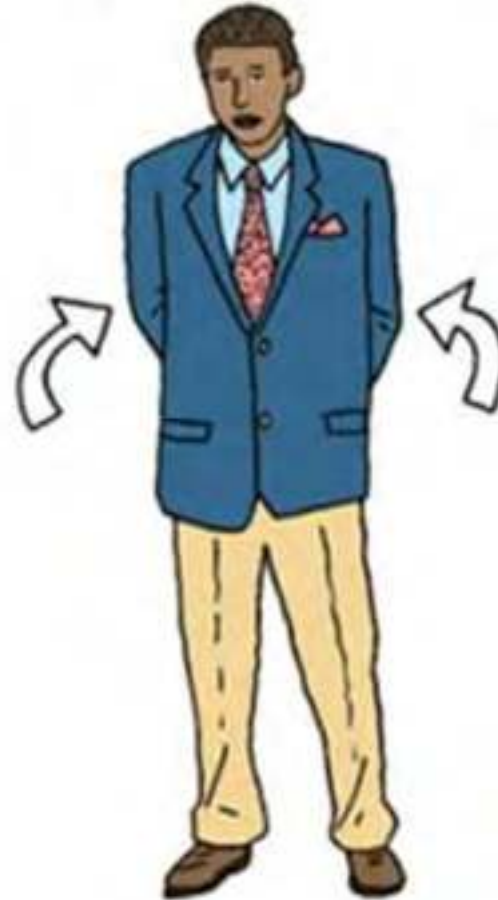


ARMS AKIMBO:



Establishes dominance or communicates there are 'issues.'

ARMS BEHIND THE BACK:



Says "don't draw near"
—keeps people at bay.

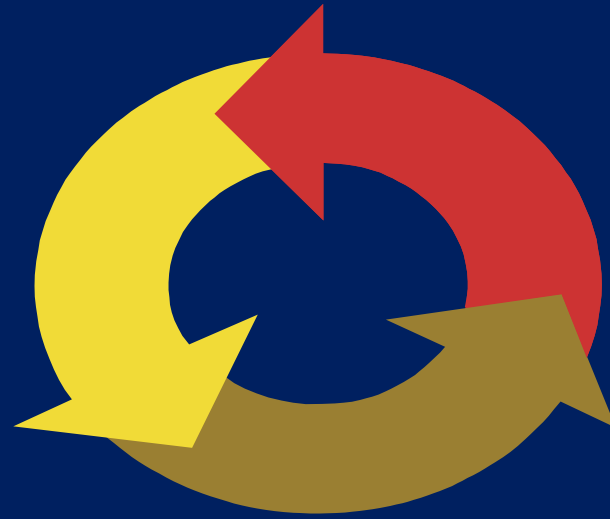


BODY LANGUAGE

PEOPLE BUY MORE WITH THEIR EYES
THAN THEY DO WITH THEIR EARS.

<https://www.youtube.com/watch?v=0lowGcxmAgc>





**GOOD COMMUNICATION
IS THE KEY TO GOOD SERVICE**





**GOOD SERVICE
IS
THE BEST FORM
OF
PUBLIC RELATIONS**

