



Work Area 3: Communication and social, telephone handling, code of conduct, equal opportunities and relationships

4.1. Use of business communication skills to generate solutions in specific situations

- Demonstrate ability to interact with others effectively and efficiently, and generate solutions in specific situations through the use of effective communication techniques (LO101)



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Module Details

Work Area Code:	3
Work area title:	Communication and social, telephone handling, code of conduct, equal opportunities and relationships
Unit Code:	4.1
Unit Title:	Use of business communication skills to generate solutions in specific situations
Learning Outcomes Nos:	LO101
Learning Outcomes titles:	Demonstrate ability to interact with others effectively and efficiently, and generate solutions in specific situations through the use of effective communication techniques
Recommended Duration:	6 hours
Trainer:	



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What is a message

- A **message** is a discrete unit of communication intended by the source for consumption by some recipient or group of recipients. A **message** may be delivered by various means.
 - Verbal
 - Non verbal
 - Written
 - Etc.

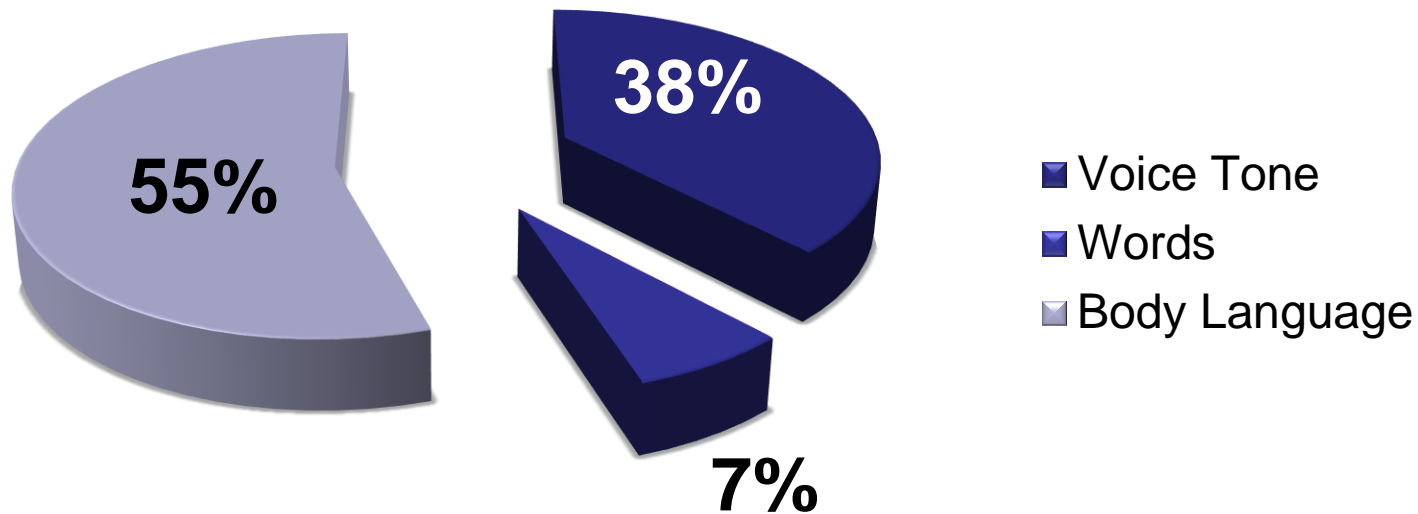


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Message elements



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Understanding the needs of others

- Large-scope community needs – e.g. housing
- Root or causal needs – e.g. medical treatment for a sick person
- Informational needs – facts and knowledge – e.g. do all colleagues know how to write an email?
- Physical needs – money, staff, premises, etc.
- Personal needs - appreciation, understanding, etc.



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- *Assertiveness means standing up for your personal rights - expressing thoughts, feelings and beliefs in direct, honest and appropriate ways.*
- *By being assertive we show respect for the thoughts, feelings and beliefs of other people.*



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- Fogging
- The Stuck Record Technique
- Positive Enquiry
- Negative Enquiry
- Scripting
- I statements
- Empathy
- Escalation
- Ask for More Time
- Change Your Verbs



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- Before preparing the presentation determine:
- **The type of talk.** Will it be an informal discussion? a seminar? a more formal presentation?
- **The composition of the audience.** Who? How many?
- **The time allotted.**
- **Expectations concerning content.**



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- Breath slowly and deeply
- Project your voice. Make eye contact with your audience, but don't single out one individual.
- Avoid looking at your notes when you don't need to.



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- Try to stick to the general outline of your notes.
- Think about the ideas, and your words will follow naturally.
- Speak slowly and clearly, and use gestures.

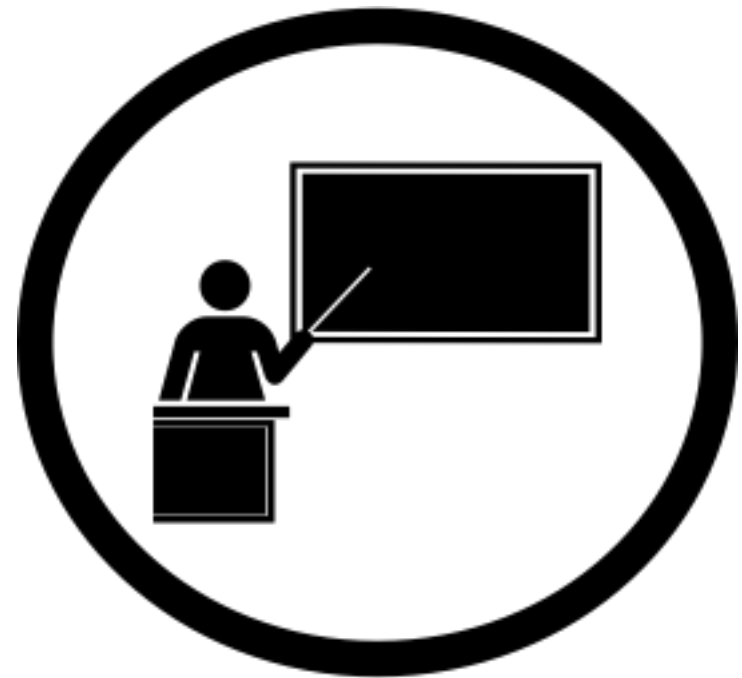


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- A tape recorder or videotape are useful tools. **Look for variation in speed or tone, or for distracting fillers like 'um's (and 'er's, 'like's and 'you know's).**
- Avoid distracting mannerisms, e.g., don't pace or adjust your clothing.
- **Make sure you are speaking to your audience, not to the floor, ceiling, or, especially, the projection screen.**

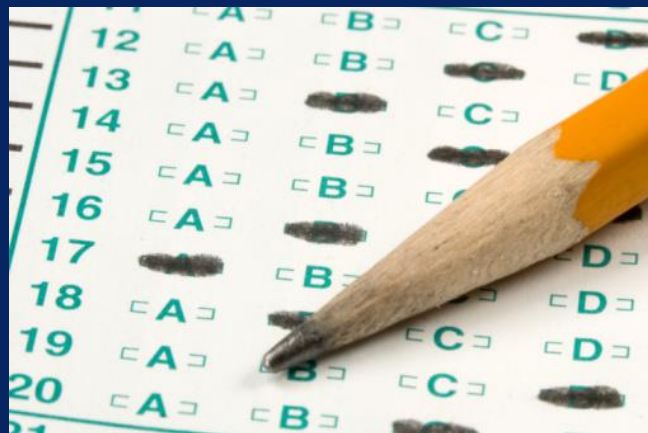


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Methodological tool



Evaluating communication skills

EUPA_LO_101_M_001



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Evaluating communication skills scale, 1

EXCEPTIONAL COMMUNICATION SKILLS INDICATORS

- Master of written communication
- Very readable writing
- e-mail messages to the point
- Clear, direct, and concise writing
- No grammatical errors
- Outstanding reports and documentation
- Good speaker
- Active listening
- Thinking before talking
- Organized presentations
- Superb public speaking
- Comfortable in front of a group
- Great debating
- Great communicator
- 'Reading' other people



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Evaluating communication skills scale, 2

EXCELLENT COMMUNICATION SKILLS INDICATORS

- Readable writing
- Gifted writer
- Proofreads carefully
- Appropriate writing style for different contexts
- Clear and articulate communicator
- Outstanding vocabulary
- Communicates easily with everyone
- Effectively reads subtle cues and body language



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FULLY COMPETENT COMMUNICATION SKILLS INDICATORS

- Confident and comfortable with writing projects
- Comfortable & effective in front of a group
- Prepares well before making presentations
- Communicates easily
- Good listener
- Uses words effectively and economically
- Avoids excessive use of jargon
- Writes with very few grammatical errors



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Evaluating communication skills scale, 4

MARGINAL COMMUNICATION SKILLS INDICATORS

- Writing style difficult to understand
- No interest in improvement
- Unclear e-mails
- Writes too much
- Doesn't listen carefully enough
- Speaks without organizing thoughts
- Too much detail
- Not enough detail
- Needs to listen more and talk less



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UNSATISFACTORY COMMUNICATION SKILLS INDICATORS

- Numerous grammatical errors and typos
- Long time to get to the point
- Ignores punctuation
- Inappropriate terms and expressions
- Insensitive to others
- Unaware of messages that body language is sending
- Wrong words
- Doesn't pay attention to the cues and body language of others
- Doesn't listen



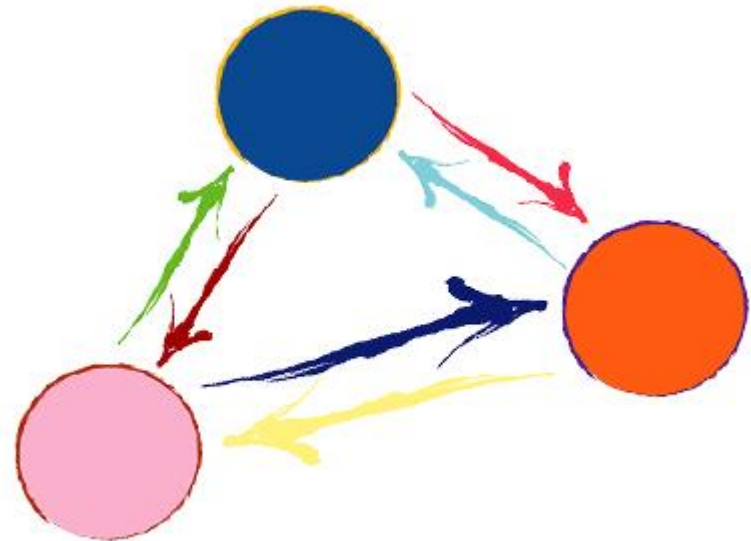
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Types of interaction

- accidental
 - repeated
 - regular
 - regulated



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- CLICHES
 - FACTS
 - OPINIONS
 - FEELINGS



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- Typical, routine comments, questions and answers.
 - the most superficial level of conversation
 - How are you?
 - Having a good day?
 - Take care
 - Safe but useless



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- Basic information/Statistics about the weather, the office, features of a product friends, the news, personal activities, etc.
 - comfortable and nonthreatening
 - Requires no in depth thinking or feeling.
 - **DON'T** read too much into the facts



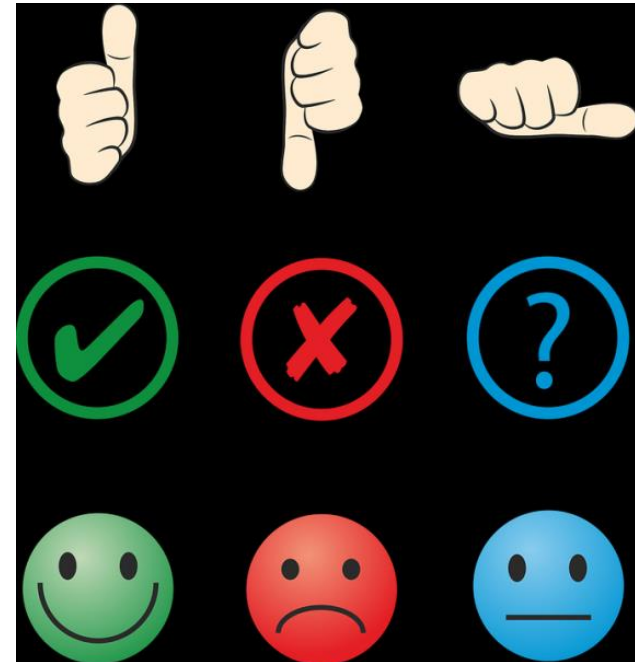
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Opinions

- Making sense of the facts
- Includes concerns, expectations, and personal goals, dreams, and desires.



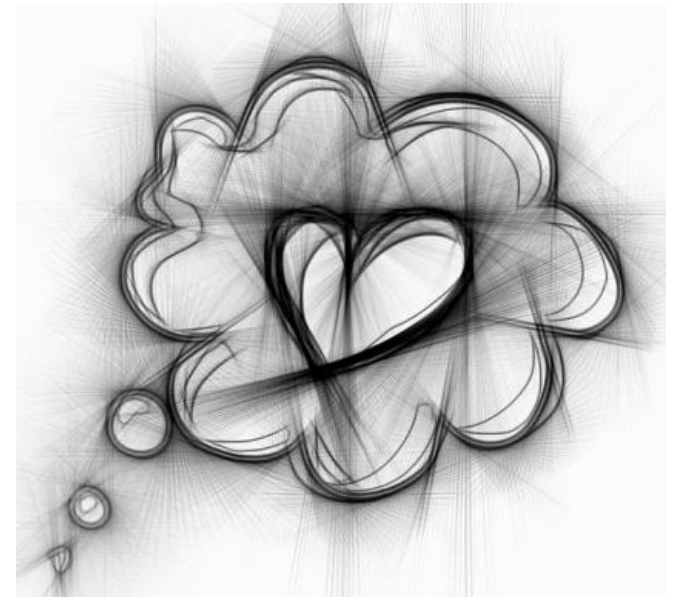
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Feelings

- This is where emotions are shared.
- The level of genuine communication



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Active listening techniques

1. Pay Attention
2. Show That You're Listening
3. Provide Feedback
4. Avoid interrupting
5. Respond Appropriately



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Active listening signs/feedback

Non-verbal signs:

- Smile
- Eye contact
- Posture
- Mirroring
- Avoiding distraction

Verbal signs:

- Positive reinforcement
- Remembering
- Questioning
- Reflection
- Clarification
- Summarisation



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VIDEO



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Empathy defined

- the ability to understand and share the feelings of another person.



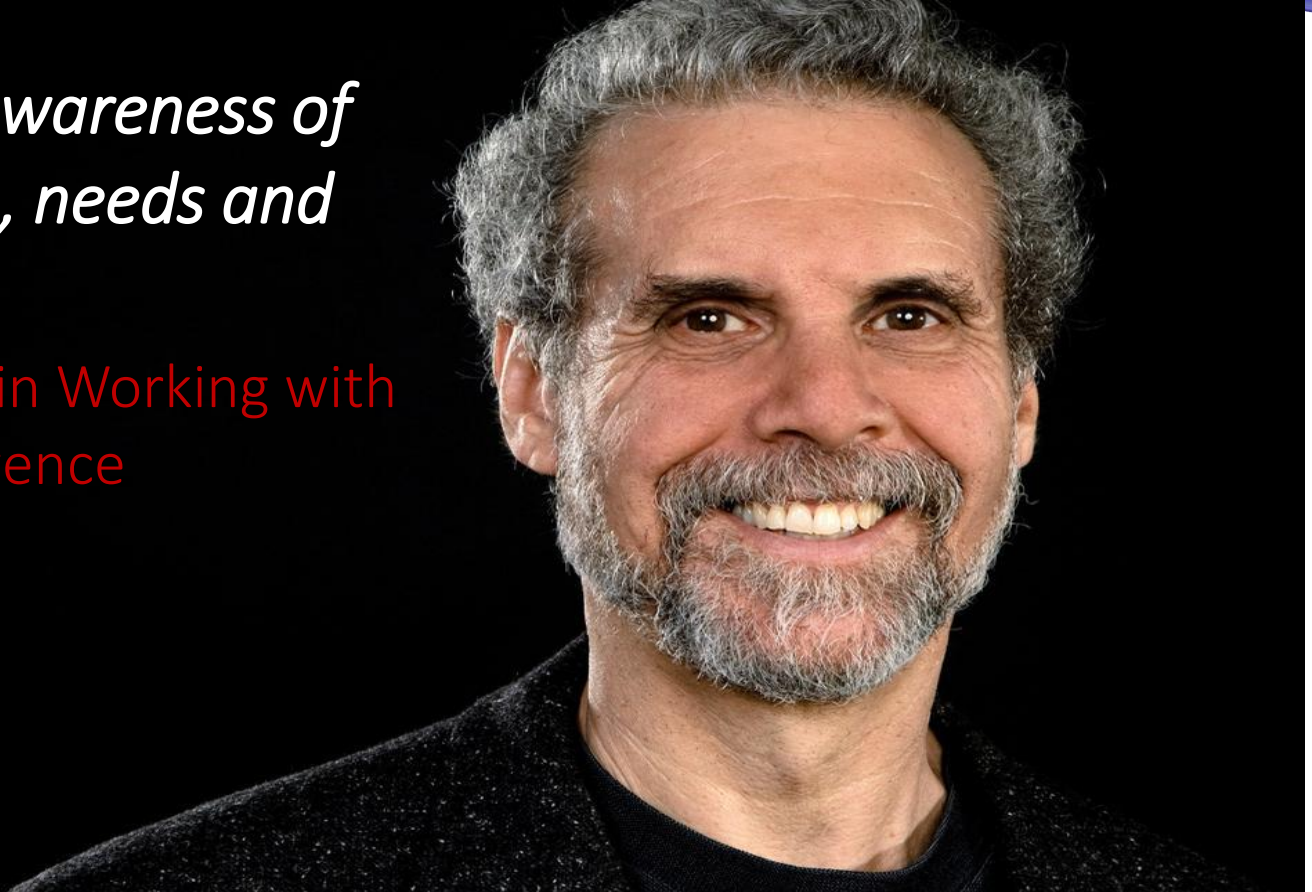
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"[Empathy is] awareness of others' feelings, needs and concerns."

Daniel Goleman, in *Working with Emotional Intelligence*

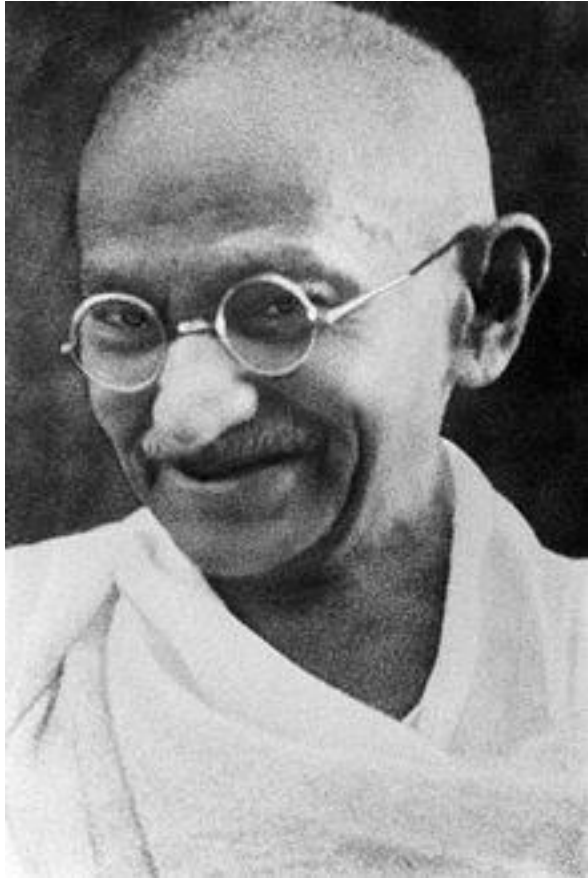


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Empathy



"I call him religious who understands the suffering of others."

Mahatma Gandhi



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Empathy

"Empathy is intuitive, but is also something you can work on, intellectually."

Tim Minchin



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Empathy: How to show it

- Listen
- Open-up
- Offer physical affection
- Focus your attention outwards
- Withhold judgment
- Offer help



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Empathy: How to build it

- Practice curiosity about strangers
- Volunteer
- Challenge your own prejudice
- Use your imagination
- Practice experiential empathy
- Treat people as being important

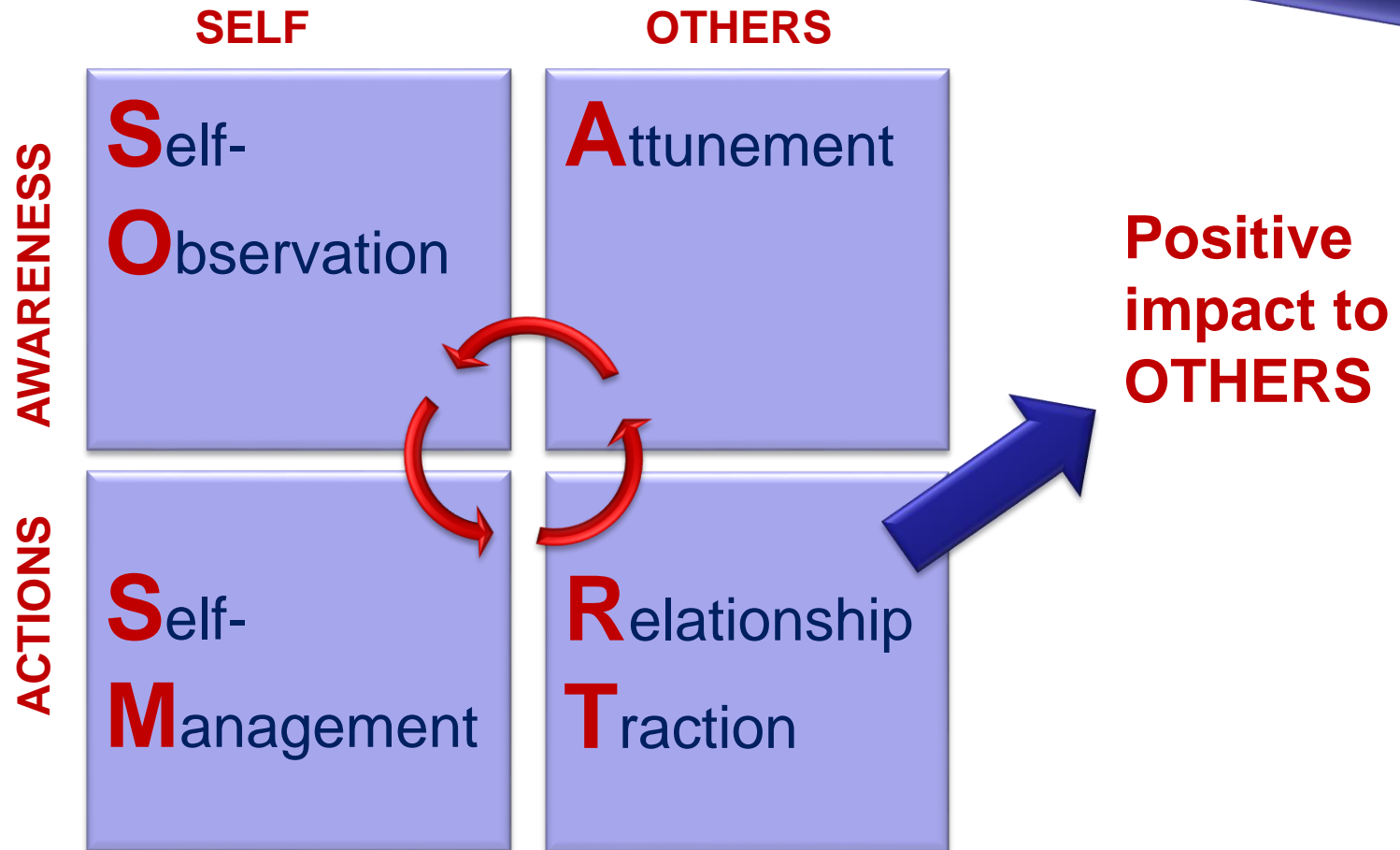


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SO SMART model



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Levels of empathy, 1: Understanding others

“sensing others’ feelings and perspectives, and taking an active interest in their concerns”
(Goleman)

- Listen well
- pay attention to non-verbal communication
- Show sensitivity, and understand others’ perspectives
- Help other people based on their understanding of their needs and feeling.



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Levels of empathy, 2: Developing others

- Acting on their needs and concerns,
- Helping them to develop to their full potential.
- People with skills in this area usually:
 - Reward and praise people
 - Provide constructive feedback
 - Provide mentoring and coaching
 - Provide stretching assignments



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Levels of empathy, 3: Being service-oriented

- putting the needs of customers first
- looking for ways to improve
- People who have this approach will
 - ‘go the extra mile’ for customers
 - understand customers’ needs, and try to meet them



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Levels of empathy, 4: Leveraging Diversity

- Create and develop opportunities for different kinds of people
- recognise and celebrate that we all bring something different to the table.
- People with this skill:
 - respect and relate well to everyone, regardless of their background.
 - see diversity as an opportunity
 - challenge intolerance, bias and stereotyping



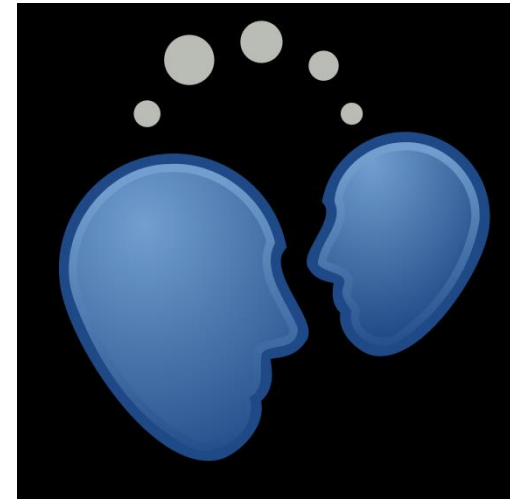
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Levels of empathy, 5: Political Awareness

- ‘Political’ means sensing and responding to a group’s emotional undercurrents and power relationships.
- Political awareness can help individuals:
 - to navigate organisational relationships effectively, allowing them to achieve where others may previously have failed.



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Methodological tool

Empathy role play: Exclusion /inclusion

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- Review Question 1
 - Which are the 4 Levels of interaction
- Review Question 2
 - What do the initials of the ‘SO SMART’ model stand for?
- Review Question 3
 - What are the benefits of being service-oriented?



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- Showing empathy techniques:
 - Listen
 - Open-up
 - Offer physical affection
 - Focus your attention outwards
 - Withhold judgment
 - Offer help
- Ways to build empathy
 - Practice curiosity about strangers
 - Volunteer
 - Challenge your own prejudice
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Well Done!

You have completed this unit



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