



## Work Area 3 Communication and social, telephone handling, code of conduct, equal opportunities and relations

### 2.4 USE OF BUSINESS COMMUNICATION SKILLS CLEARLY AND EFFECTIVELY

- LO007: Demonstrate ability to recall the main principles of effective verbal and non-verbal communication and demonstrate competence in applying these principles in a clear and effective way.



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Work Area Code:	3
Work area title:	Communication and social, telephone handling, code of conduct, equal opportunities and relations
Unit Code:	2.4
Unit Title:	USE OF BUSINESS COMMUNICATION SKILLS CLEARLY AND EFFECTIVELY
Learning Outcomes Nos:	LO007
Learning Outcomes titles:	<ul style="list-style-type: none"> <li>Demonstrate ability to recall the main principles of effective verbal and non-verbal communication and demonstrate competence in applying these principles in a clear and effective way.</li> </ul>
Recommended Duration:	4 hours
Trainer:	



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“Always walk through life as if you have something new to learn and you will”

- Vernon Howard



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# Methodological tool



Hello Mr. President

EUPANEXT\_LO\_007\_M\_001



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- Business Communication is goal-oriented.
  - The rules, regulations and policies of a company have to be communicated to people within and outside the organization.
- In earlier times, business communication was limited to paper-work, telephone calls etc.
  - Now with the advent of technology, we have cell phones, video conferencing, emails, satellite communication to support business communication. Effective business communication helps to build the goodwill of an organization.



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## Verbal and Non-Verbal Communication

- Verbal communication can be **formal** or **informal**. Generally, business communication is a formal means of communication, like meetings, interviews, group discussion, lectures etc. An example of informal business communication would be an employee outing.
- Non-verbal communication can take place in the form of body language and includes aspects such as eye contact, gestures etc



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# Two types of Business Communication

- Written Communication

- Written means of business communication include agenda, reports, manuals etc.



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# Communication inside an organization

- The basic functions of management (Planning, Organizing, Staffing, Directing and Controlling) cannot be performed well without effective communication.
  - Business communication involves a constant flow of information. Feedback is an integral part of business communication.



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- Verbal communication implies communication through the mouth. It includes:
  - individuals conversing with each other, be it direct conversation/telephonic conversation
  - speeches
  - presentations
  - discussions
- However, verbal communication is also affected by non-verbal communication



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We will deal with **verbal and non-verbal** communication, excluding written communication



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- Verbal communication is generally recommended when:
  - the communication has the form of ‘temporary communication’ where no evidence is needed (in which case we need written communication).
  - a direct interaction is required.
- It is significant so as to build a rapport and trust.

Face to face communication meetings, lectures, conferences, interviews are used to build a rapport and trust.

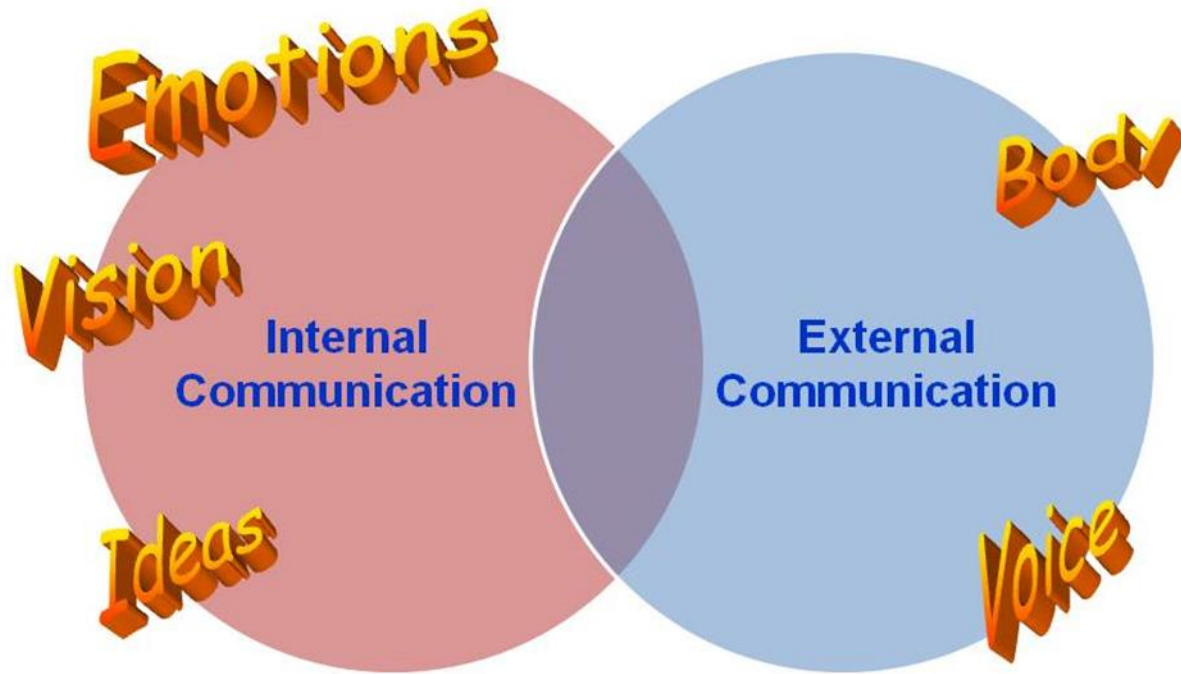


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# Internal and external communication



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- Internal communication

- The dialogue we have with ourselves. It may be positive or negative. It depends on
  - Our emotions (we can understand if the person communicating with us is happy or sad)
  - Vision (we communicate differently if we have a vision for our life, that is we know what we want to achieve)
  - Ideas (our ideas affect our communication. For example, if we believe that the world is full of dishonest people this is reflected in our communication)

- External communication

- How we communicate with others
  - Using our body (face expressions, eye contact, gestures)
  - Using our voice (words and tone of voice)



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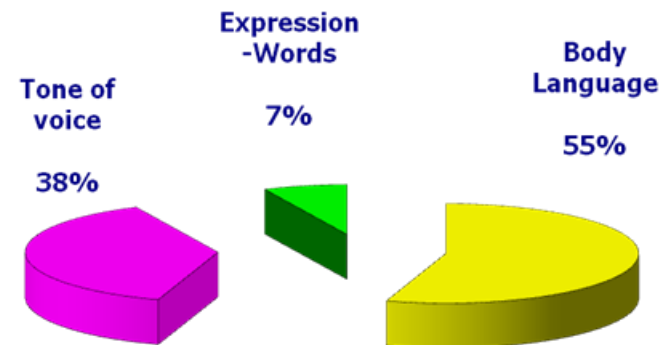
# How information is transmitted

- Speech

- Tone of voice
- Words/ Vocabulary used/ Expression

- Visual

- Body posture
- Gestures
- Facial expressions
- Eye contact
- Degree of relaxation



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- Warm or Cold?
  - We have all experienced a warm or a cold “good morning”.
- During introductions
  - Natural, soft, warm and friendly → shows confidence and enthusiasm.
- Presenting arguments or answering questions
  - Positive, energetic, stable and slightly higher tone.
- During objections or hostility
  - Soft, calm, lower tone, reassuring and compromising.
- Closing a presentation or a conversation
  - Energetic, positive, warm and calm.



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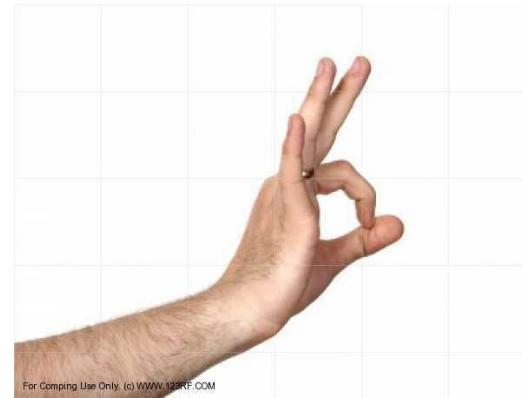
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# The magic of body language

Human communication consists of gestures, body language, body positions, distances.



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Are verbal signals innate or acquired?

Take a few seconds to think about it.



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# Innate or Acquired?

- Most of the non-verbal signs are developed and depend on the civilisation.
- Some of them however are innate!
  - Note that a baby smiles even before its birth.



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- Non verbal signs - The smile 😊



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## What does it mean?

I do not know, I do not understand

I am so happy

I like it

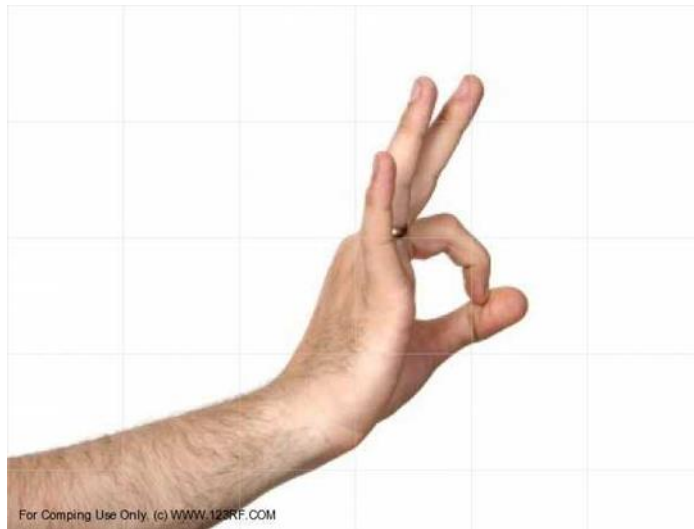


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# Non-Verbal Signs - gestures



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## What does it mean?

I am cold

I am not comfortable

I am not happy



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## What does it mean?

I am happy

I am comfortable

I am clever



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## What does it mean?

I am looking at something with interest  
I am very bored



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What does it mean?

- I am desperate
- I am happy
- I am bored



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## What does it mean?

- I am thinking
- I am sad
- I am tired



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## What does it mean?

- I am thinking
- I am sad
- I am tired

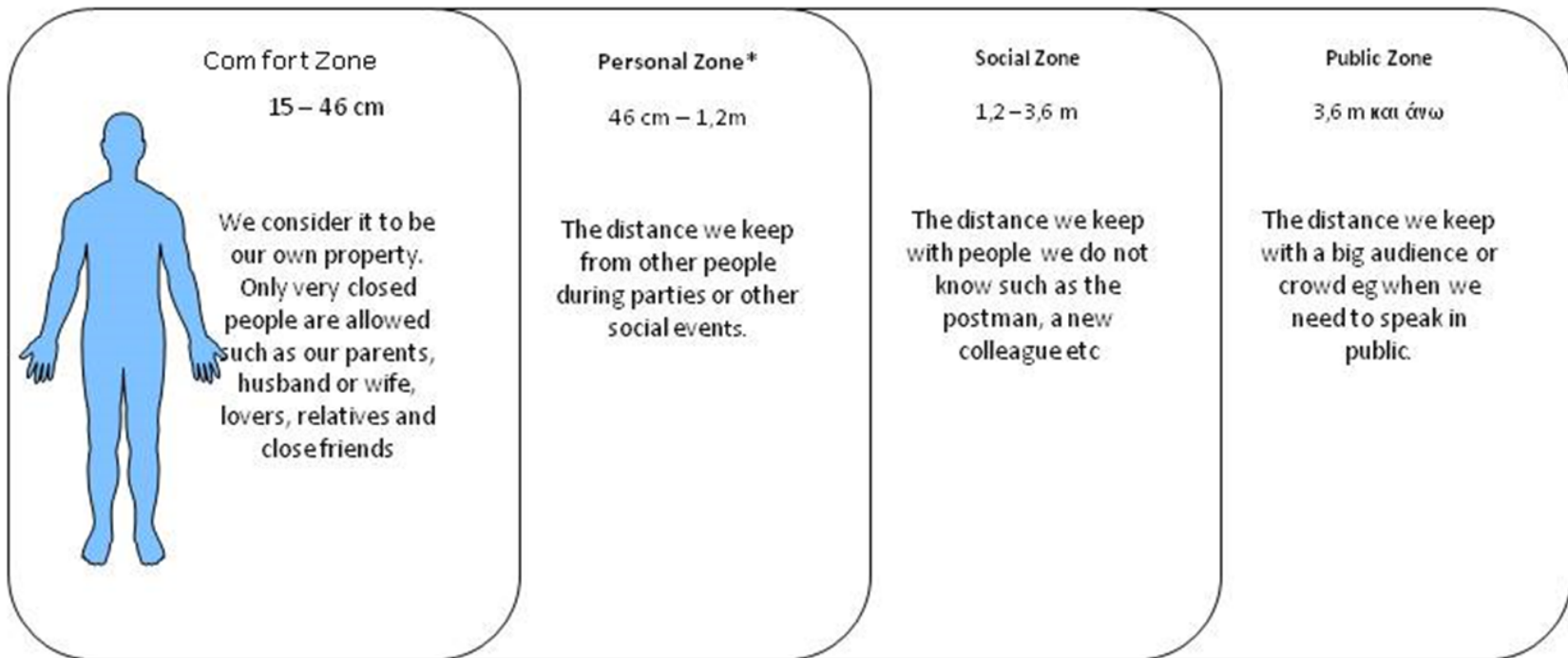


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# Lets keep our distance



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# Lets keep our distance

- **Comfort zone** 15-46 cm
  - (parents, husband/ wife, relatives, very close friends)
- **Personal zone** 46-1.2 m
  - (parties, social and friends' events)
- **Social zone** 1.2-3.6m
  - (with people we do not really know - postman, new colleague)
- **Public zone** > 3.6m
  - (usually referring to a big group of people)
- **Also depends on culture**

*The distance we keep with other people depends on the people!*



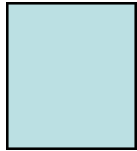
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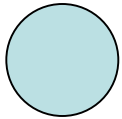
# Tables and Positions



Square table -  
Formal



Corner Position- A  
friendly discussion



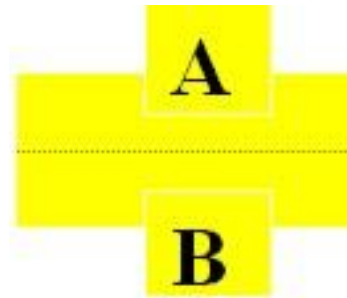
Circular table -  
Informal



Cooperation



Rectangular  
table - positions  
of power



Competition/ Defence



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- Interpersonal communication

- Includes message sending and message reception between two or more individuals.
- This can include all aspects of communication such as listening, persuading, asserting, non-verbal communication, and more.
- A primary concept of interpersonal communication looks at communicative acts when there are **few individuals** involved, unlike areas of communication such as group interaction, where there may be a large number of individuals involved in a communicative act (Wikipedia)



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- **Avoid prejudice;**
  - negative attitude towards the members of a rational, religious or national group. Includes negative feelings, stereotyped beliefs, and a tendency to discriminate.
- **Avoid stereotypes;**
  - can be a public belief against a specific group and usually they are subjective i.e. Islam-Terrorists, American-talkative and demonstrative etc.
- **Involved in win-win situations**
  - avoid conflict. Be clear, precise, open, honest, do not hide your emotions.
- **Integrity**
  - honesty and consistency of the character, meaningful actions, values, methods, measures, principles, expectations and outcomes.



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# The Importance of a Speaker's Posture and Body Language

- It is important to:
  - observe the speaker's behavior and body language
- Having the ability to interpret a person's body language lets the listener develop a more accurate understanding of the speaker's message.



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- Clarity of Purpose:
- Completeness:
- Conciseness:
- Feedback:
- Empathy:
- Modify the message according to the audience:
- Multiple Channels of communication:
- Make effective use of Grapevine (informal channel of communication)



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Both speakers and listeners should act  
together as a team



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Wrong Expressions/Negative  
words and expressions

WHAT



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# Verbal – Vocal Dos and Don'ts

## Don'ts:

- 'You are wrong'
- 'No... This can't be done'
- 'I can't...'
- 'I disagree...'
- You can't...

**WHAT**

## Dos

- The right way to go...
- I could be done if... or What can be done...
- I could, if...
- I agree, and.... Or I agree but...
- You can be served with a...



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# More Verbal – Vocal Don'ts

WHAT

- No
- I can't
- Impossible
- Why?
- What?
- Our policy
- Listen!!!
- Wait
- Wrong
- You shouldn't



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# Methodological tool



ZOOM

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- Review Question 1
  - Which elements of non-verbal communication are universal/inherent?



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- Key Point 1

- Non verbal signs are more important than verbal ones

- Key Point 2

- Internal communication is the dialogue we have with ourselves. It may be positive or negative
- External communication is how we communicate with others



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# Well Done!

## You have completed this unit



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