

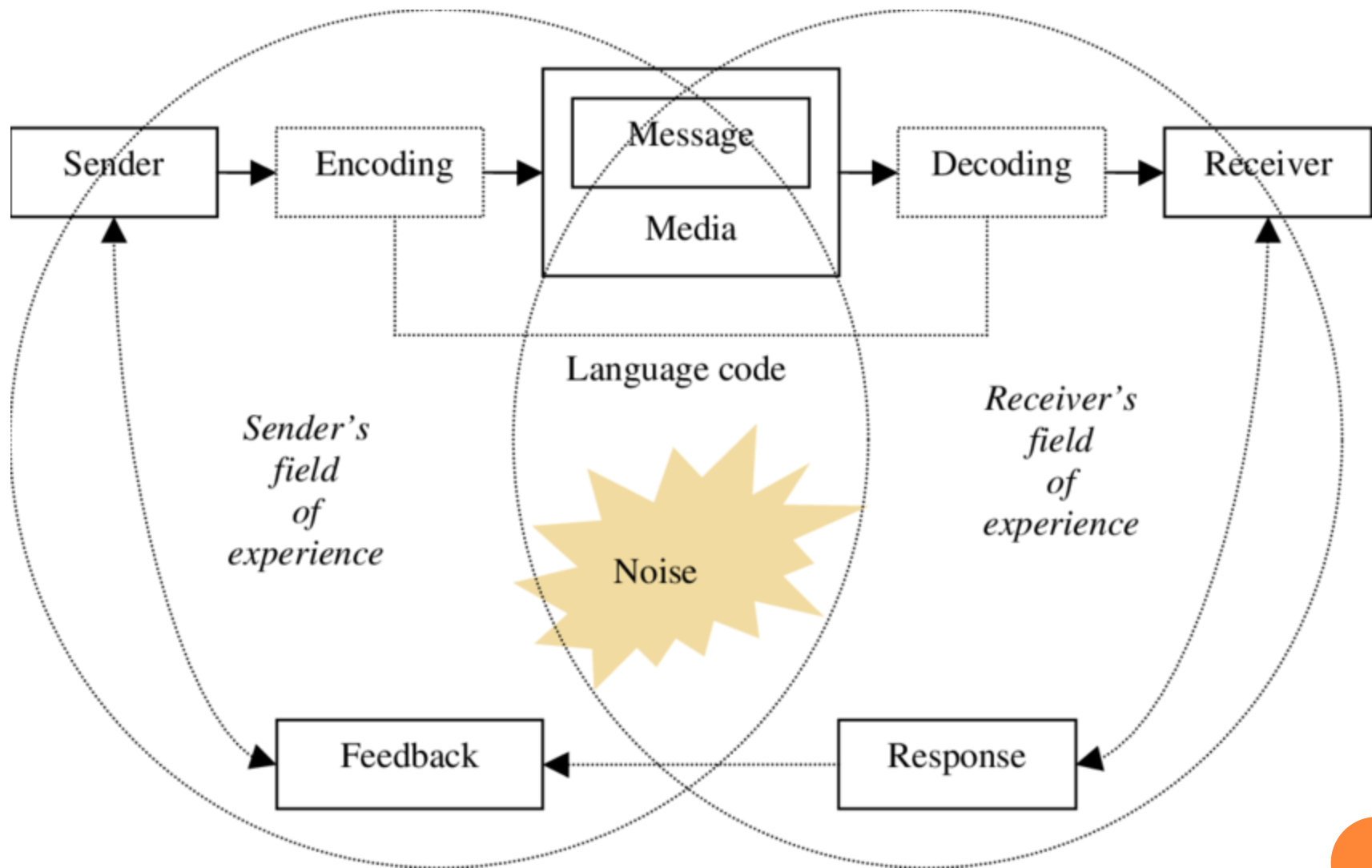


COMMUNICATION PROCESS

A COMMUNICATION PROCESS COMPRISES THE FOLLOWING ELEMENTS AND ACTIVITIES:

- ◆ The sender
- ◆ The sender has an idea
- ◆ The sender encodes the idea into a message
- ◆ The message travels through the channel
- ◆ Noise in the transmission process
- ◆ The receiver gets the message
- ◆ The receiver decodes the message
- ◆ The receiver provides the feedback
- ◆ The frame of reference of the sender and the receiver
- ◆ The context of the receiver





COMMUNICATION NETWORKS IN AN ORGANIZATION

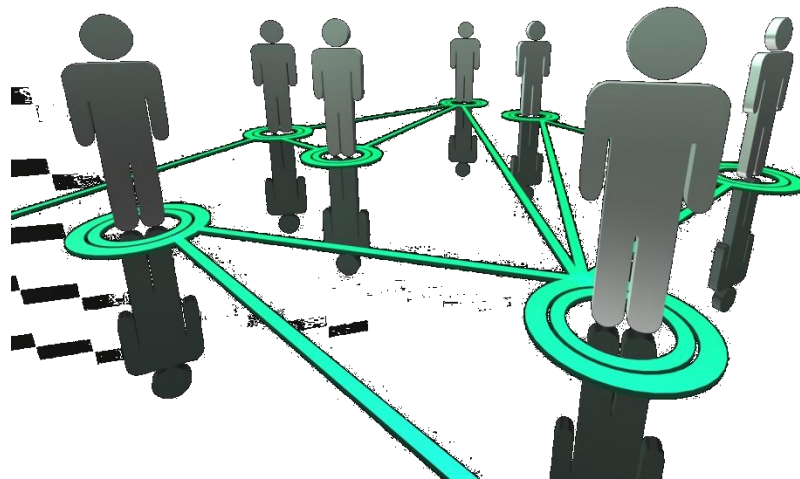
The two kinds of networks that exist are:

- ◆ Formal network of communication
- ◆ Informal network of communication



FORMAL NETWORK

- The management lays down the formal communication networks.
- The formal network is reflected in the organizational chart that shows the hierarchy of command.
- The formal network is also labelled as the 'chain-of-command' model.
- The organizational chart of a company will show that information mainly flows in three directions:
 - ◆ Downward
 - ◆ Upward
 - ◆ Horizontal



1. DOWNWARD COMMUNICATION

- (i) This occurs when superiors send down messages to their subordinates. Decision makers like the CERO and the managers pass down information.

The biggest barrier to downward communication, however, is the long line of communication from the top level to the lower levels.



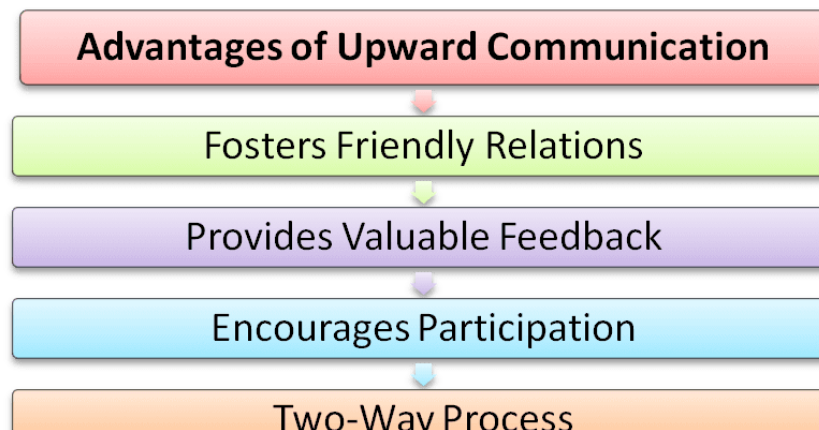
2. UPWARD COMMUNICATION.

- Messages that are sent by subordinates to superiors are labeled as upward communication.
- When employees are expected to perform and show results , it is natural that they might experience some difficulties in carrying out the specified tasks.
 - Stronger Upward communication helps!!



UPWARD COMMUNICATION CONTINUED

- In upward communication, employees discuss their problems with superiors and also seek suggestions for improvement, sort out unsolved work problems, seek solutions to recurring conflicts, discuss steps for quicker completion of projects, and such other related matters.



3. HORIZONTAL COMMUNICATION

- Also known as lateral communication, messages, here , are passed on between employees working at the same organizational levels.
- For example, communication is transacted between the heads of the accounts/production/maintenance/creative/marketing and communication divisions.
- Similarly, workers in the office and the workers on the site are laterally connected.

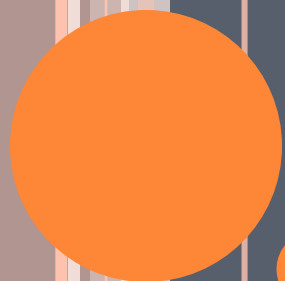


INFORMAL COMMUNICATION NETWORK : GRAPEVINE

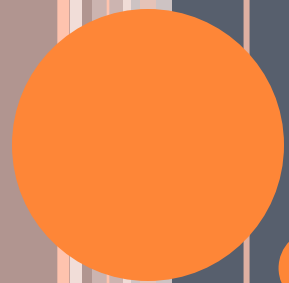


- The informal communication network is also labeled as grapevine.
 - Shared personal experiences, career interests, interpersonal attraction, curiosity about people, things happening within the organization, and social interaction are the reasons behind its existence.
 - Such talks and interactions take place in the corridor, near the water cooler, in the wash room, the lunch room, near the notice boards where people cluster around to express their feelings without any inhibitions.





THANK YOU



LISTENING

LISTENING...

- According to researchers, listening is the most neglected of all the skills of communication.
- Most people confuse listening with hearing.
- According to researchers, listening comes at the top of the list in the four forms of communication:
 1. Listening
 2. Speaking
 3. Writing
 4. Reading



WHAT IS LISTENING ?

Listening requires more intelligence than speaking.

- TURKISH PROVERB

Explained by S.I. Hayakawa.

- Living in a competitive culture, most of us are chiefly concerned with getting our own views across, and we tend to find other people's speeches a tedious interruption of the flow of our own ideas.
- Hence, it is necessary to emphasize that listening does not mean simply maintaining a polite silence while you are rehearsing in your mind the speech you are going to make the next time you can grab a conversational opening.
- Nor does listening mean waiting alertly for the flaws in the other fellow's arguments so that later you can grab a conversational opening.

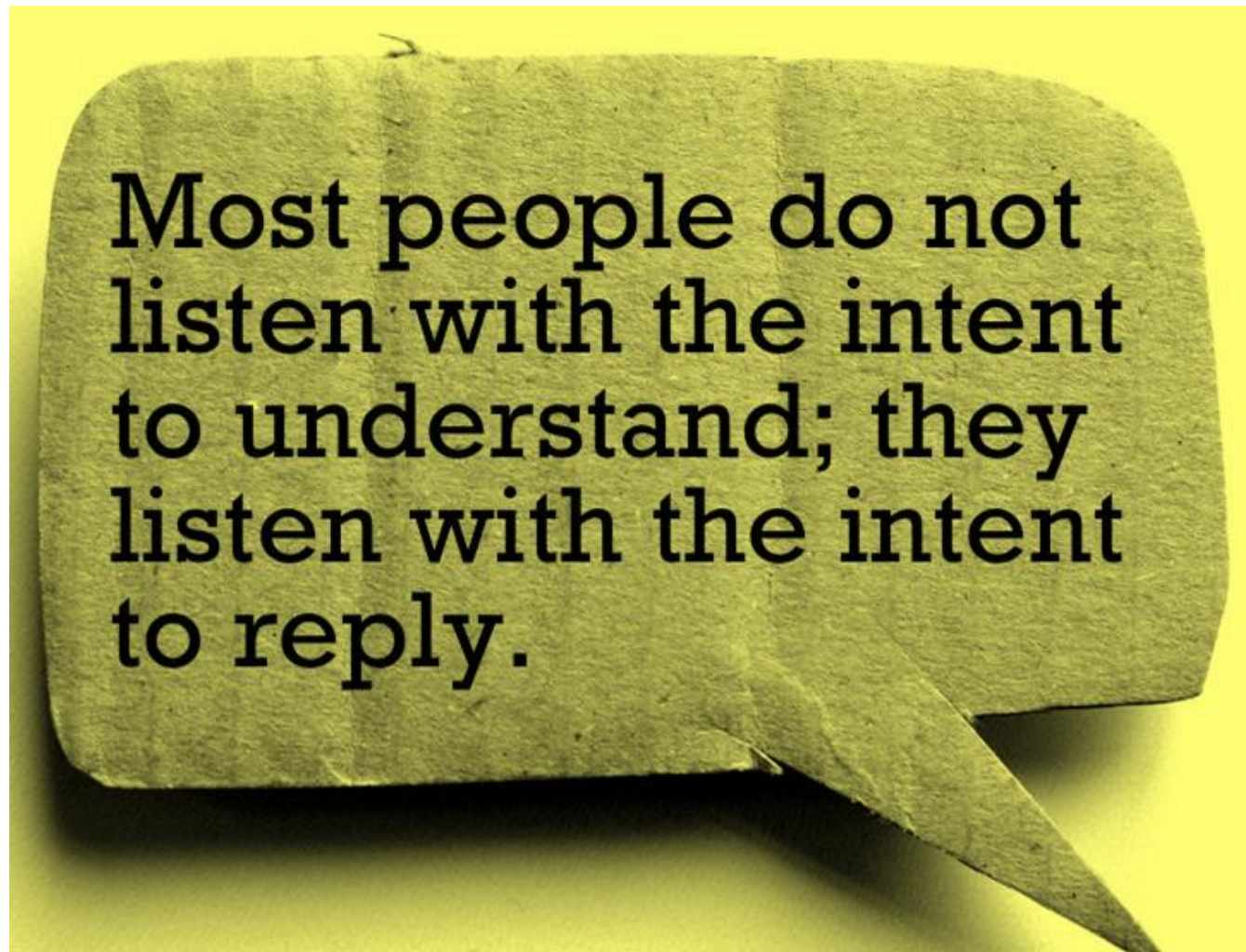


WHAT'S LISTENING?

- Listening means trying to see the problem the way the speaker sees it, which means not sympathy, which is feeling for him, but means empathy, which is experiencing with him.
- Listening requires entering actively and imaginatively into the other fellow's situation and trying to understand a frame of reference different from your own.
- This is not always an easy task.

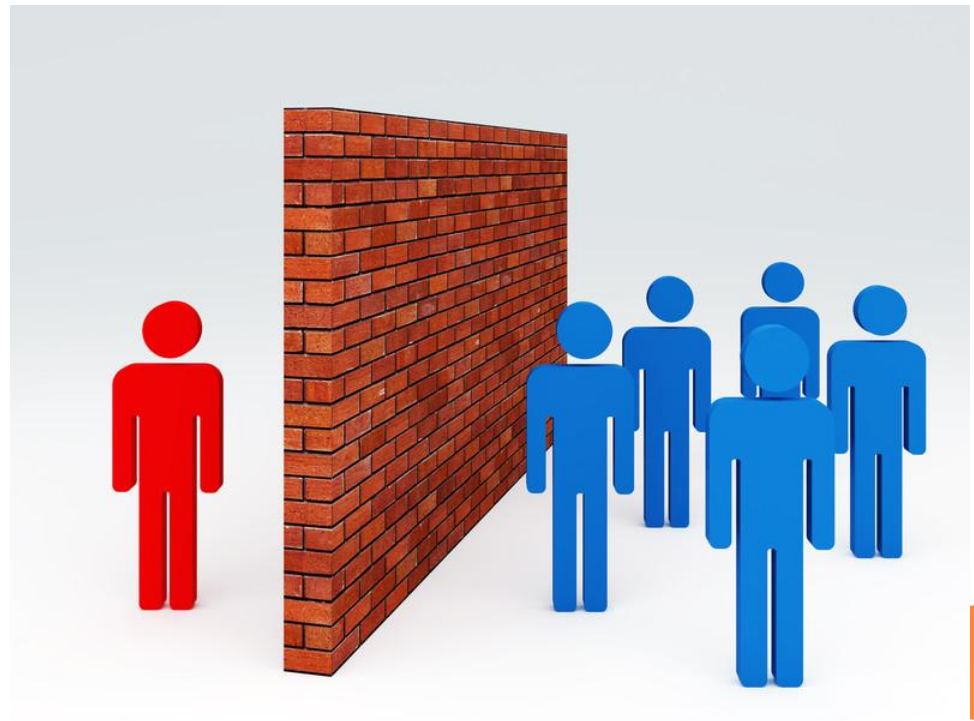


LAST EMAIL / SMS YOU READ ???



LISTENING BARRIERS

- Immediately after presentations, according to a research, only 25 percent of what the listener has listened to can be recalled.
- This only shows how listening suffers because of inherent problems.



PSYCHOLOGICAL BARRIERS

1. **Prejudgment/ hasty evaluation** : Shallow listening prevents the listener from looking critically into the finer aspects of what the speaker says.
2. **Superficial frame of reference** : It is failure to understand the mental framework of the speaker. Every person brings with him or her own background of likes and dislikes and knowledge.
3. **Closed mindedness** : Lack of interest in various topics brings about the inability to take interest in the speaker's topic.
4. **Inability to pay attention** : A wandering mind and day dreaming habit
5. **Prejudice/envy/jealousy/dislike/hatred** : Personal limitations can bar a listener from keeping an open mind to receive thoughts and opinions.
6. **Ego involvement/ egocentrism** : Difference of opinion, The listener might think that his/her ideas are more important than what the others think.
7. **The urge to debate or advise**: This refers to an irrepressible urge to contradict the speaker and make a point. Your whole attention is to design your rebuttal by allowing your mind to race at a mile a minute.



ENVIRONMENTAL DISTRACTIONS

1. **Physical distractions** : Noisy surroundings, loud music, noise of machines, noisy office equipment, noise of horns of vehicles from road traffic, etc. affect listening.
2. **Loud talking** : Cultural habits of people at workplace, and conversations at the top of their voices can disturb others at work.
3. **Visual barriers** : Posters on wall may catch your attention while you are engaged in a conversation. Having a discussion in a crowded hallway may affect in the same way.



EMOTIONAL/PERSONAL BARRIERS

1. **Beliefs and attitudes** : Your strong opinions on issues of religion, sex, politics, business policies, may prevent you from agreeing with the speaker.
2. **Sad memories** : Loss of a dear one in a tragedy or if any reference is made to incidents of a similar kind may prevent you from listening.
3. **Fear** : You may not like to oppose the speaker for fear of losing an opportunity or being misunderstood.
4. **Anxiety** : Any kind of anxiety in personal life may keep you disturbed in professional life and hence not able to pay attention.
5. **Anger** : You perhaps expected a reward/ promotion and when not given, you may feel sore about it.



LINGUISTIC/ SEMANTIC BARRIERS

1. **Speaker's style of speaking and mannerisms** : Some speakers have affected manners or rhetorical manner of speaking or have an accent
2. **Difficult words and use of jargon** : Jargon means high phrases and words that maybe peculiar to a trade or profession.
3. **Lag time** : The time taken by the speaker between words and sentences can either irritate or bore you
4. **Different frame of reference** : The speaker's mental framework may be different from yours.
5. **Mispronounced words or words with double meanings** :



SOCIO-CULTURAL BARRIERS

1. **Different cultural background.** Different accents and pronunciation of words by people from different cultures can be a major problem in international communication.
2. **Personal space and public space.** Lack of this can also cause discomfort to people from different cultural background, for example, Asians are different from their Western counterparts.

An Asian participant in a workshop may feel uncomfortable if the speaker, a westerner, comes too close to explain a point.

3. **Sense of time :** This is also a major problem. Research indicates that while a Western businessperson likes to get down to business immediately the Asian counterpart may like to indulge in small talk or have tea before settling down to discuss business.



PHYSIOLOGICAL BARRIERS

1. **Hearing impairment** : It is a physical disability and requires medical attention.
2. **Hunger** : Pangs of hunger can obstruct or reduce listening span.
3. **Tiredness** : Overwork and exhaustion can prevent a listener from paying attention.
4. **Pain** : Physical or emotional pain can block listening altogether.



BAD LISTENERS

1. Declare that the subject is uninteresting.
2. Criticize the content of the speech.
3. Criticize the speaker's manner of talking.
4. Pretend to be attentive.
5. Take down excessive notes.
6. The urge to spar.
7. Jump to conclusion.



OVER COMING LISTENING BARRIERS

1. Be a willing listener by controlling all barriers, and build a proactive interest to think or act congenially for better understanding.
2. Ensure that all environmental distractions/noises do not occur.
3. A long lecture/seminar/conference might demand that you are not hungry or tired to listen to the talks. So ensure that you have taken proper rest and food for the task on hand.
4. It is important that you discipline yourself as a listener by controlling all psychological barriers. Neither day-dreaming, nor dislike for the speaker is going to help you. Hence, it is important to control all disruptive psychological barriers to enable yourself to be a proactive listener.
5. Carrying a notebook/a writing pad to take down brief notes/key points is a good habit to force effective listening on oneself . Application of mind to matter is an enjoyable work.
6. Practising good boy language, sitting correctly, establishing eye contact with the speaker are effective enablers for good listening to take place.



HOW TO INCREASE LISTENING EFFICIENCY

A decade ago, two communication researchers, Tony Alessandra and Phil Hyunsaker, in their book, *Communicating at Work* had recommended a well-researched formula

C : Concentrate Focus attention on what the speaker is saying

A : Acknowledge Demonstrate appreciative body language without faking attention

R : Research Practice self-talk to understand what the speaker is saying

E : Exercise control Exercise emotional control by restraining impatience

S : Sense the non-verbal message Observe the body language of the speaker. Is the intended message supported by body language?

S : Structure Put the message in an order



CARESS FORMULA

The **CARESS** formula helped the managers to steer themselves through the challenging process of

- ◆ Concentration
- ◆ Control of mental distractions
- ◆ Taking down of points
- ◆ Withholding of hasty evaluations
- ◆ Withholding of judgments or arguments till the end of the speech
- ◆ Mental paraphrasing

ASSUME
THAT THE PERSON
YOU ARE
LISTENING TO
KNOWS SOMETHING
YOU DON'T



BENEFITS OF EFFECTIVE LISTENING

1. Helps in creating happy work environment.
2. Reduces tensions and hostilities.
3. Saves time.
4. Improves management-employee relations.
5. Leads to early problem solving.
6. Increases Efficiency
7. Enables you to multi task post listening
8. Increases sales and profits.



THANK YOU !!!

SPEAK IN SUCH A WAY
THAT OTHERS LOVE TO
LISTEN TO YOU.

LISTEN IN SUCH A WAY
THAT OTHERS LOVE
TO SPEAK TO YOU.





USE OF WORDS & SENTENCES IN VERBAL COMMUNICATIONS

Communication Basics

STRATEGY FOR EFFECTIVE COMMUNICATION; :SEVEN C'S OF COMMUNICATION

1. Courtesy

Courtesy is not merely expressing perfunctorily the much used phrases 'thank you' and 'please', but it is a sincere and genuine expression that stems out of respect and care for others.

The following tips may be kept in mind if you wish to achieve courtesy in communication:

- Be sincere
- Avoid anger or extreme rapture
- Refrain from preaching
- Use Positive words
- Avoid negative words
- Avoid all discriminating words



2. Clarity

- When you choose simple, precise, familiar, right words and short sentences to express your ideas, you succeed in expressing your thoughts well.
- Clear expression is a fine balance between familiar words and words that are precise.
- Precision does not mean using jargon.
- For clarity, the writer or the speaker must know what kind of words the receiver will accept.
- Here audience analysis or foreknowledge about the audience helps the communicator to use technical words for precise communication.



3. Conciseness

- This is a prerequisite to effective business communication.
- This is money in business. A long winding message is a time robber and business people reject such messages in no time.
- Conciseness is achieved by eliminating all redundant words. Conciseness implies that you use only relevant words and phrases.



4. Concreteness

- Clarity and conciseness come with the use of concrete words.
- Use of figures, facts, names, examples, and vivid nouns add a special touch to expressions.
- The message is remembered easily.
- In business communication, we need to be precise and factual.
- Concreteness means opposite of being abstract or vague.



5. Correctness

- Correct use of grammar, message composition and appropriate words and adapting the right level of communication to suit the receiver's level determine the correctness of communication.
- Adapting the right tone for conveying a message is basic to the success of communication.



6. Consideration

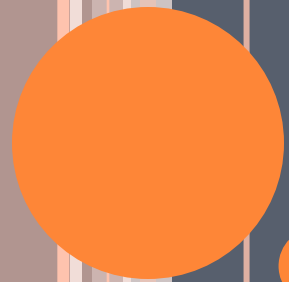
- This implies that the sender of the message gives due importance to the receiver
- And composes the message keeping in mind various factors like price, delivery date, specifications, and other benefits from the receiver's side.
- This kind of a thoughtful approach to communication is also termed as 'you-attitude'.



7. Completeness

- A business communication message is not complete unless it adheres to all the seven C's.
- Completeness does not only mean providing all necessary information, including something extra but also the matter has been put across to the receiver of the message.
- The substance and the style of the message must go hand in hand.





ORAL COMMUNICATION

ORAL COMMUNICATION

- Oral Communication is as challenging as written communication.
- What makes written communication different from oral communication is that it is permanent and forms a part of documentation that can be referred to as and when required.
- It is believed by many that good writers may not necessarily be good speakers.
- In business communication, however, one has to make an attempt to master both the forms of communication.



How do you become a good speaker?

Good speakers are not born; they are made!



Factors that Matter in Oral Communication

1. Projection.

An effective voice is not only clear but also as loud as the occasion and the listeners demand. When you make a presentation to a group, ensure that you are heard even at the end of the room.

2. Articulation.

It means speaking all the parts of a word carefully. Incorrect articulation occurs because of carelessness on the part of the speakers. It involves:

- (a) Leaving off parts of a word (deletion),
- (b) Adding parts to a word (addition), or
- (c) Slurring words together.

Slurring is caused when the speaker, in a hurry, speaks two or more words at once.



3. Modulation.

Varying the tone and the pitch of your voice is called modulation. Pitch refers to the sound vibration frequency. Pitch should never be too high or too low. Listeners like a controlled pitch.

4. Pronunciation.

You are judged by the way you speak the words that your listeners expects you to speak. Wherever you go, your knowledge of careful pronunciation will always be an advantage. Pronunciation basically deals with the stress, non-stress of consonants and vowels and opening and closing of the mouth.



5. Enunciation.

Enunciation means the care and precision with which you use your tongue and jaw to produce clear speech sounds. While consonants provide sharpness/crispness to sounds, vowels add melody and richness.

6. Repetition.

The key phrases are used with different vocal emphasis for creating an impact on the listeners. Very often, you might just discover that your listener has missed out some important words or points. By repeating, you help the person to assimilate the thoughts well.



Speed matters? Yes it does!!

- The rate and timing of the words when you are actually speaking is called speed.
- People who are in the habit of speaking fast, generally do not time the delivery of their speech.
- It is important to bear in mind that we do not speak words in sentences at a stretch.



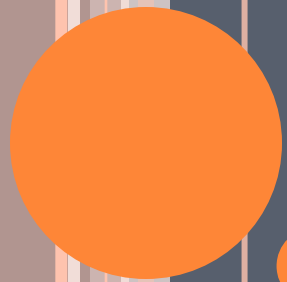
Written Communication

- We have already discussed the power of the Seven C's of communication.
- Throughout your career, you will have to use the written word extensively, besides using the oral channels of communication.
- Communicating with co-workers, colleagues, juniors, suppliers, creditors, media people, and stakeholders, will test your ability to use words correctly, simply, clearly, and courteously.
- Lets have a look at factors that equip you to use your language effectively for business purpose. (next slide)



- The more complex and competitive global businesses become, the more the pressure will be on those who conduct these businesses.
- Communication has to be simple, easily understood, transparent, and pleasant.
- Business English aims at simplicity, clarity, brevity, authenticity, courtesy and completeness.
- Avoid business jargon
- Don't be wordy, be concise
- Avoid using passive voice
- Avoid repetitions
- Avoid camouflaged verbs
- Use familiar words
- Avoid using vague, abstract words – Use concrete words





THANK YOU

The left side of the slide features a series of vertical stripes in shades of brown, tan, and grey. Overlaid on these stripes are several orange circles of varying sizes, arranged in a cluster that tapers towards the bottom.

PRESENTATION SKILLS

PRESENTATIONS

- Presentations take place all the time in organizations.
- Generally, presenters have ample time to prepare a presentation.
 - Yet there are times when a presenter has to make a presentation on the spot.
 - Such a presentation may take an unstructured pattern.
- Making a presentation to the client for a business deal about products, of course, needs a strong sales pitch about quality, price, reliability and several other factors that are important to position a product as better than its competitor's product.
- Power point slides supported by excellent oral delivery are called for such a task.
- **But does presentation mean only power point deliveries?**
- A good presentation is about effective communication between two or more persons.



MISCONCEPTIONS ABOUT PRESENTATIONS

- Good speakers are born, not made!
- I am an introvert. I feel very nervous
- I am scared of looking away at the audience. Too many faces make me forget my matter. I fail to present my thoughts.
- I am not fluent speaker. How can I make a good presentation?
- I have vernacular education background. I find it difficult to express my thoughts in English!
- I must make a perfect presentation every time I present!



WHAT IS A PRESENTATION ALL ABOUT?

- For making a successful presentation, one simple thing to be remembered is that gathering a lot of information is not the only task.
- The objective should be to make the points or concepts clear so as to make them comprehensible to the audience.
- **This does not mean that you have to memorize the whole material to be presented.**



THE FOLLOWING THREE STEPS ARE NECESSARY FOR YOU:

- **Developing** a presentation – What is my topic? What is the purpose?
- **Knowing** Your Audience
- How will I **deliver**? What does my audience want to know from me?



PREPARATION & PRACTICE

Presentation Structure

- A presentation generally has a few important points around which the text revolves.
- The idea of making presentation is to help your audience to recall your matter.
- Only you can help your audience to remember the maximum by organizing the matter well.
- What you require to do is to structure the matter in a manner that will give the right message to your audience.
- Essentially a presentation, like a good report or an essay, has three parts to it, the introduction, the body, and the conclusion.



WHAT YOU CAN DO IS TO ADOPT DIFFERENT STYLES FOR DIFFERENT GROUPS

- If the group is small and informal, use a narrative style, interspersed with anecdotes, a bit of humor, in a lighter vein.
- If it is a business presentation to a small, knowledgeable group, a deductive approach can be used to save time.
- You may also use a descriptive style that enables you to describe the details of the topic



HOW TO FIND THE MATERIAL AND WHICH SOURCES TO FOLLOW?

- A good presentation always demands the right sources that have to be tapped for background research. This is a tedious part of the work. In today's time of information explosion or information overload, one is flooded with information/data.
- 1. Newspaper agencies/documentation archives for newspaper cuttings.
- 2. Documentation achieves/public libraries/ college libraries/ institute libraries for various articles
- 3. Bibliography section in well-written books for relevant references
- 4. Company reports, government reports by personally approaching them.
- 5. Professional Journals
- 6. Interviews with professionals/friends/personal contacts
- 7. Other sources such as Internet, CD-ROMS, videos, audios.



HOW MANY SLIDES TO USE? ARE THERE ANY RULES TO FOLLOW?

A presentation is a multi-media work. Slides are a part of a good presentation. The question is about the number of slides that can be used.

- The number of slides will depend on the matter that you wish to present.
- But each slide must be a comprehensive one.
- It must contain only the minimum text in support of what you have to say; 6-8 words per slide seem to be a good number because they will not clutter the slide.
- Please remember, the audience has come to listen to you, not for a visual demonstration!
- Let your slides be a combination of powerful visuals and powerful verbal, one supporting the other.
- The elaborate explanation of your matter should be spoken by you and not included in the slide.



HOW MANY SLIDES? CONTINUED...

- Many poor slide makers include too many words/ long sentences in the slide. This must be avoided.
- Avoid abstract nouns/ too many adjectives/adverbs and Passive constructions.
- Use action oriented words/verbs. They lend power to your thoughts.
- Ensure that the font size is readable-not too small.
- Use a consistent style-bullet points, font size and colors (Times New Roman & Arial)
- Use Caps only for the headings.
- Use diagram/charts/graphs wherever possible, but keep them simple.





GETTING STARTED

On Making Presentations

PRACTICE BEFORE YOU PRESENT

- Before you actually go to give presentation, it is necessary that you practice or rehearse the presentation.
- Synchronizing with your visual aids is a crucial requirement.
- A part of your practice session should be devoted to the way you would establish eye contact with your audience, smile and keep a pleasant face and simultaneously handle the delivery.
- **Rehearse for;**
 1. Confidence
 2. Spontaneity
 3. Synchronization with your visual aids
 4. Interaction with your audience and
 5. Inviting questions and answering them.



TAKE CARE OF HOW YOU DRESS/LOOK

- It is necessary to look well turned out for making a presentation. Looking well doesn't mean dressing up to kill the audience. It means the speaker must be well groomed for the presentation.
- Impressions always have a lasting impact on an audience and that too the first few seconds!
- The end viewers must be able to identify themselves with you.



WRITING DOWN THE PRESENTATION

(1/2)

- You may choose to write out the entire speech or just the outline. In the beginning, when you are not used to making presentations, you may have to write out the entire manuscript. However, it is essential that you write down the detailed sub-heads or lengthy matter and practice it well.

- **Putting it all together**

Clarify your topic; make sure that you know exactly what it is you will be speaking about.

Develop a comprehensive plan that pinpoints issues and desired outcomes.

- **Identify your theme**

This is the message around you will weave your content, the thread that connects all your points.

The theme must connect all the pieces of the content, must flow logically from concept to concept.



WRITING DOWN THE PRESENTATION

(2/2)

- **Choose your words well**

The words must accurately express your thoughts . Do not use difficult words or jargon to communicate.

Every word must be visually powerful and accurate The audience must feel convinced.

- **Emphasize the important points**

The key concepts must be cleared in the allotted time which must include the

Transition (link ideas, through theme)

Anchor (grab attention, draw participation)

Benefits (constantly noting in real-world terms what is in it for me.

- **Avoid pretense**

A put-on accent or behavior is a sure way to mar your presentation. You need to be yourself!

- **Edit ruthlessly**

Time-bound presentations need concise and precise expressions. Superfluous words/phrase/sentences/paragraphs must be removed.



DELIVERING THE PRESENTATION

- Once you have visualized that your presentation is going to be successful because you have researched and practiced your matter well, you should be able to stand before your audience confidently and raring to go ahead with your presentation.
 - However, no matter how well prepared you are with your presentation, the first few minutes have to be under your firm control to avoid having butterflies in your stomach.
- Hence, the first few minutes as you focus your attention on the audience, let your mind take control of the butterflies. And how do you do that? **Here are a few tips;**
- **The introduction;** Open your presentation with words of thanks both for the chairperson and the audience. Be courteous and sincere in doing so (for a formal or large gathering).
- **The Body Language;** Deliver your speech not simply through words but also through your body.
- **Stand Straight;** A straight standing posture will make your spine straight and help you to pull your stomach in. This in turn will help you to breathe well.
- **The Correct Standing Posture**



THE COMMON ERRORS THAT YOU SHOULD NOT COMMIT

- Putting your face down
- Showing awkward gestures (crossed arms, titled body, eyes down, and no smile)
- Making the body stiff (give your body a bit of movement to add a little variety to your speech and let the audience to be a part of your presentation)
- Taking too fast/too slow
- Not speaking in clear and audible fashion.



THE POWER PAUSE

- A very important and yet often overlooked aspect of delivering a presentation is the dramatic pause that a speaker needs to take to give an additional effect to the speech.
 - On making a strong point
 - On using a jargaon
 - On Stating a fact / Number
 - On a quote
- **How does it help?**



QUALITIES OF A SKILLFUL PRESENTER

- **Self Control:** not feeling nervous
- **Poise:** in good command of body language
- **Awareness of People, time and place:** full knowledge of the audience, time and the venue
- **Tact:** the ability to blend with the audience matter
- **Decisiveness:** being clear about the matter
- **Persuasiveness:** the ability to make the audience see your point of view.
- **Enthusiasm:** never losing sight of the objective of the presentation and hence keeping up the spirit of the presentation
- **Honesty:** not faking knowledge or information
- **Flexibility:** not being rigid if there is a different point of interpretation from the audience.



CAPTURING & MAINTAINING ATTENTION

- All presentations have a broad framework.
- The main objectives are to inform, persuade, inspire and convince.
- Many speakers try to blend their presentation with a bit of fun or humorous remarks to break the monotony.



THE FOLLOWING POINTS SHOULD BE KEPT IN MIND (1/4)

- Begin confidently by speaking slowly and less loudly than usually do. Keep your voice under control. The pitch and the rate are crucial because they can tilt your presentation either way – against you or in your favor.
- Watch the tone of your voice. Do not speak in demanding manner. A good presenter does not talk down at the audience. She/he talks to an audience.
- Deliver with confidence and humility- no one like to listen to an arrogant speaker. No matter how knowledgeable you are, you need to make your audience feel comfortable with you and your messages.



THE FOLLOWING POINTS SHOULD BE KEPT IN MIND (2/4)

- It is important that you choreograph yourself well with the visual aids and the audience. **How do you do this?**
- As you speak, you should not only smile and sustain your focus on your audience, but you should also know how to manage your thoughts, the aids and the delivery. Use a pointer or a laser torch to point out the text that you wish to be read by the audience.
- Do not memorize your matter. If you forget, you will tend to panic over it leading to nervous body language. Focus on the key points, learn to develop them on the spot, and string your thoughts for a harmonious presentation.



THE FOLLOWING POINTS SHOULD BE KEPT IN MIND (3/4)

- An introduction body, conclusion should be the format of your presentation.
- If you jump-start confidently and clearly, your audience will love it and will be willing to listen to you for the rest of the presentation.
- A good presentation has mix of humor and real matter so that the audience is made to experience the seriousness without getting bored of the facts and the technical matter.
- Once you are confident of your matter, you will prefer to stay in the cool zone, for the matter flows from your mind in a systematic manner. A structured presentation helps the audience to understand the content.



THE FOLLOWING POINTS SHOULD BE KEPT IN MIND (4/4)

- The audience will also look for **what is new in the presentation**. The presenter must keep **WIIFM (What's in it for me?)** in mind.
- When the presenter delivers from the audience's point of view, connectivity with the audience is on a higher level.
- Knowledge of the audience and their expectations help the presenter to tailor the presentation well.



BRINGING YOUR PRESENTATION TO A CLOSE (1/2)

- A well structured presentation has to reach the peak before it begins to climb down for an end.
 - This is where you will seize the opportunity to make the conclusion memorable.
- It is a part where you clinch the purpose of your speech.
- The audience should be able to see clearly how the introduction, the middle, and the conclusion and beautifully tied up to form a chain.
- To progressively move toward this achievement is not easy. It is an intense task and it has to be done well.



BRINGING YOUR PRESENTATION TO A CLOSE (2/2)

- The conclusion is an important part of the presentation because
 - It is the part that the audience will carry back with them.
- A quick recap of the points that you have developed throughout can be reviewed
- The impact is all the more intense is all more intense when it is packed with an anecdote or an analogy.
- At the end
 - Allot sometime for queries (Q&A)
 - Thank the audience for listening to you.



HANDLING QUESTIONS: THINKING ON FEET SKILL

- An insightful and intelligent presenter always anticipates questions from the audience. ‘
 - Thinking on feet’ means the presenter should be able to handle the questions calmly and confidently.
1. Encourage the audience to ask questions- do not mumble.
 2. Listen to the questions very well-an exhausting presentation may leave the presenter tired and hence a little disoriented. But the task of presentation is still not over till the last question has been answered . Effective listening helps!
 3. Do not blurt out an immediate answer. Practice the technique of power pause. Absorb the question and arrange your thoughts in an order.
 4. Somebody who has asked a good question must be complimented. It encourages others to ask also.
 5. A sincere attempt at answering questions is always appreciated by the audience.



A QUICK RECAP OF THINGS THAT YOU SHOULD NOT COMMIT IN PUBLIC

- Content: Poorly researched matter.
- Speech: talking too rapidly/monotone/lack of speech clarity/lover accentuation/wrong pronunciation.
- Voice: high pitch, talking down at the audience, speaking in a mumbling /muffled tone, lack of voice modulation, wrong intonation /inflection
- Face: unsmiling face/ poker face, poor/no eye contact
- Gestures: fidgeting behavior/ hands in pocket, arms crossed across the chest, tilting body weight.
- Language: poor grammar, long sentences, using slang/ colloquial expressions.
- Style: lack of confidence, indirect communication, beating about the blush, no paper introduction, body and conclusion of the speech, but repetition and talking much without actually saying anything!



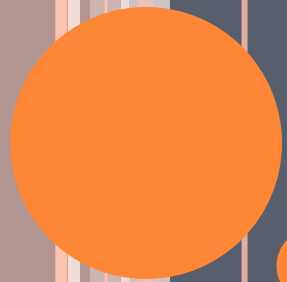
CLASS ASSIGNMENTS

1. Form groups of 4 students
2. Make a short Presentation on a non text book topic
e.g. Tribal Welfare | Sustainable development
Goals | Science in 2050

Present to another batch of 4 students ; each group presents to each other.

3. Task at hand is to get each student to improve
Important; take feedback constructively; Please remember this exercise is to make your skills stronger and not to win an award in class. This is a mock exercise.





THANK YOU



THE POWER OF NON- VERBAL COMMUNICATION

NON-VERBAL COMMUNICATION

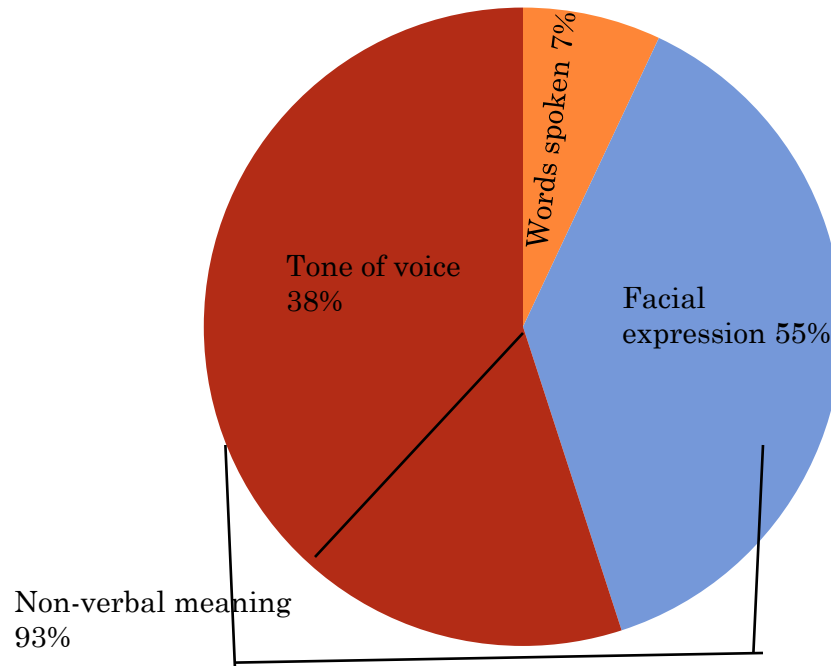
VERBAL- 7% (WORDS)

VOCAL – 38% (INTONATION, PITCH, VOLUME)

VISUAL – 55% (GESTURE, POSTURE, ALL PHYSICAL MOVEMENTS).

SEE FIGURE 6.1.

Elements of Oral Message



WHAT IS NON-VERBAL COMMUNICATION?

- When we communicate our thoughts without using words, we communicate non-verbally.
- The popular aphorism “Actions speak louder than words” holds a great deal of meaning when it comes to understanding the essence of non-verbal communication.
- Non-verbal communication is the way in which we express our feelings, emotions, attitudes, opinions, and views through our body movements.



- In verbal communication we use words;
- In non-verbal communication we use our eyes, hands, face, and other body movements to express our thoughts.
- The body and its movements substitute words.



NON-VERBAL COMMUNICATION SUB-DISCIPLINES

- ✦ Kinesics (K)
- ✦ Occulesics (O)
- ✦ Paralanguage/ Paralinguistics (P)
- ✦ Proxemics (P)
- ✦ Artifactics (A)
- ✦ Chronemics (C)
- ✦ Tactilics (T)



HANDS:

1. Clenched hands: In a sitting position – the gesture has many meanings. It can mean emphasis, determination, 'I know it all' nervousness as in an interview.
2. Hands interlocked at the crotch level: The fig leaf position is only meant for statues and should be avoided.
3. Slashing/jabbing the air with hand: Something very culturally specific to the Indians is slashing/jabbing the air with hand and pointing someone with the forefinger.



PALM GESTURE:

1. Open Palm Gesture: Is associated with openness/frankness, particularly valued in presentation.
2. Slapping The Palms: A common sight with people in a joyous mood, but must be avoided in presentation.





HANDSHAKES:

1. Handshakes: Normal handshakes determine good grip and professionalism.
2. Knuckle grinding handshake: Should be avoided particularly in social situations. It belongs to the 'rough and tough' guy.
3. Fingertip-grab handshake: Different people and those socially not groomed do not know how to shake hands. They offer only the tips of their finger and keep the person at arm's length.



DEAD-FISH HANDSHAKE:

These hands are sweaty, flaccid and lifeless, like a dead fish. The hand is cold and clammy, and the person with such hands is considered weak or ungroomed and therefore, unpopular. Shaking such hands gives a damp and uncomfortable feeling.



KINESICS:

The different ways in which people move their bodies that include postures, gestures, head nods, and leg movements, are called Kinesics.

Finger Movements:

1. **Pointing index finger:** As a natural accompaniment of speeches, the movement of the finger may not seem offensive. But very often when it accompanies heated arguments, it sends a negative signal to the onlooker.

The finger pointing is associated with authority, politicians, parents, and preachers. But pointing it out as an accusation should be avoided.



2. **Steepling Fingers;** This gesture communicates that the person is very sure of himself.

The hand steeple happens by propping up the **fingers** of one hand, with the **finger** of the other hand, to form a bridge.

In this posture **fingers** are not interlocked and the palms do not touch.



The gesture essentially is indicative of a superior attitude and often gets reflected in a superior-subordinate relationship. The raised steeple indicates 'giving opinion' and the lower steeple indicates 'listening.'

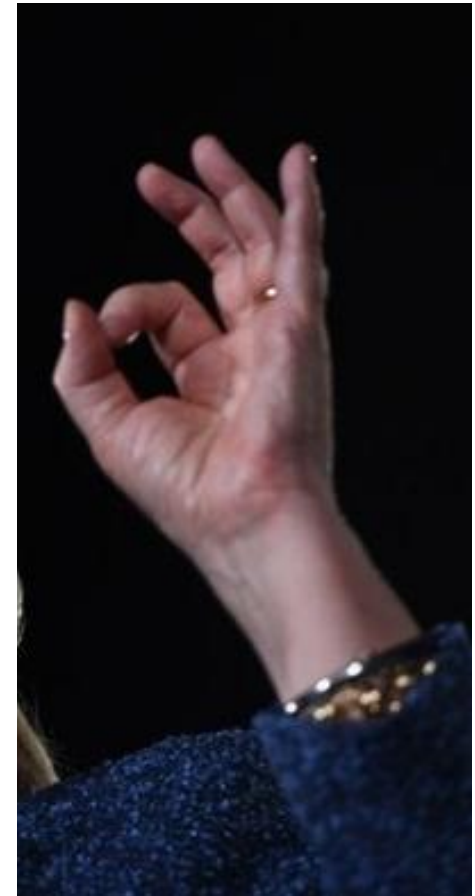


3. THE OK GESTURE:

The tips of the thumb and the index finger are brought together to form an 'O'.

In all English-speaking countries, including India, it suggests that 'all is correct.'

However, in Japan, it means 'money', in France, it means 'zero', and in Brazil, it means 'insult.'



4. The “V” sign: The gesture was used by Sir Winston Churchill during the Second World War days. He popularized it as sign of victory. The sign is popular in our country too and we often see our leaders flashing their fingers in the ‘V’ form after emerging victorious in elections.
5. The neck scratch: It is a symbol of doubt or uncertainty.



Arms:

1. **Crossed arms across the chest :** This kind of gesture indicates that the person is on the defensive; has a made up mind and a fixed position on a subject.

The gesture also means a protective guard against threats. Sometimes when the person is on the defensive, the gesture might combine with clenched teeth or red face.

2. **Partial arm cross.** A diffident gesture, this is commonly seen in people who are with strangers.

3. **Arms crossed behind the back :** A person disturbed mentally often takes this body position. The locking of the hands is virtually like locking one's mind over a situation.



POSTURES

Postures form an important chunk of kinesic behaviour that communicate a person's responses to different people in different situations.



OCCULESICS

This is the science of the movement/grammar of our eyes and of facial expressions.

The power of our eyes

The study of facial expressions begins with the eyes because they are the most powerful medium of communication we possess other than words.



EYE GRAMMAR

1. Staring eyes : Too much eye contact that either shows superiority or lack of respect, a threatening attitude or a wish to insult.
2. Too little eye contact : It has multiple interpretations. The gesture indicates dishonesty, impoliteness, insincerity, and also shyness.
3. Withdrawal of eye contact : This is considered as a sign of submission.
4. Frequently looking away at people from a distance : This is generally an extrovert's behaviour, interested in knowing reactions, or to dominate or to influence or scrutinize.
5. Scarcely looking at a person when in close proximity : An introvert shows this kind of behaviour, when discussing intimate or difficult topics, or dislike for the other person.



THE FACE

“You can read his face like ac open book” is a common remark made about people whose facial expressions show a lot of transparency of expressions.

Emotional people have a demonstrative face that shows the feelings of anger, envy, happiness, sneers, dislike, tension and sadness, as the thoughts enter their mind.



PARALINGUISTICS

This is the science of the vocal cues that accompany our speech. Some scholars separate it from the study of body language and call it 'paralanguage'. The science of paralinguistics refers to the volume, pitch, tone, intonation, modulation, and the rate of speech.



PROXEMICS : THE CULTURAL ICEBERG

It is the study of the distance between people and objects. In international business, proxemics has emerged as an important area owing to cross-cultural factors. Different countries have different cultural patterns.

Proxemics, the science of space, is an important area of study in non-verbal communication.



ARTIFACTICS

The non-verbal message signals that an individual sends across through appearance, clothing, style, perfume, personal objects like pens, cell phones, briefcases, etc. belong to the area of artifacts.

These form a part of your total personality. Very often, a person is associated with the use of certain choice of brands, or perfumes or even the automobile that the person owns.



CHRONEMICS

The concept of time and its impact on people is the science of chronemics. Like proxemics, chronemics too is culture bound.

- ◆ Have you taken an appointment if you wish to meet someone for business purpose?
- ◆ Do you inform that the meeting is likely to be of certain duration?
- ◆ Do you limit your meeting to specific points?
- ◆ Do you intervene and hijack the talk?
- ◆ Do you keep people waiting if someone has come to see you?
- ◆ Are you punctual for your appointments?



TACTILICS

Humans do not only communicate through words and eyes, but also through the language of touch, something that they have learnt from the world of animals. Tactilics is the science of touch language. It includes touching self, others, and objects. Research show two kinds of touch language:

- Bodily contact
- Touching with hands

The language of touch can have great therapeutic value.

Various kinds of touch are :

- A pat on the shoulder (assurance/encouragement)
- Holding hands and arms (social gesture of goodwill/goodbye)
- Stroking hair or face / Caressing (in a close relationship, usually sexual one)



GESTURE CLUSTERS

Gesture clusters are a series of non-verbal signals that a body speaks at a point in time of communication.

Judging a person's gestures in isolation or separate from the rest of the gestures at the point of making an analysis of the person's body language should be avoided. **No gesture operates in isolation.** One gesture is wired to the other at any given point in time during an act of communication.

They are combination of different body gestures. While interpreting gesture clusters, one has also to examine a person's state of mind.



Meanings Attached to Certain Gesture Clusters Certain combinations of gesture clusters have been identified as reliable indicators of a person's feelings. Some of them as pointed out by researchers are :

- | | | |
|----|---|--|
| 1. | Open palm, hands, leaning slightly forward in the chair while in conversation/discussions, a good handshake, broad, natural smile | are congruent gesture clusters indicating openness/transparency. |
| 2. | Crossed arms, rigid body, minimal eye contact, clenched fists, tense face | are all indicators of defensiveness. |
| 3. | Mouth guards, side glances, smirk smile, shifting body, rubbing nose | are indicators of suspicion, doubt, secrecy and dismissal. |
| 4. | Head tilted on one side, hand under the chin, hand-to-cheek, leaning | are indicators of evaluation. |

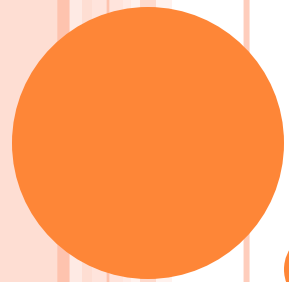


HOW TO KNOW WHEN PEOPLE TELL LIES?

Albert Mehrabian made the following observations when he investigated the behaviour of people who indulged in speaking untruthful message.

- The person talks slowly and talks less; commits speech errors, and has slow body movements
- The person blushes and perspires
- The voice has tremors
- The person may gulp and shake
- The person may play with pencils or spectacles
- Shuffling the feet
- Twitching the toes
- Crossing and uncrossing the legs
- Touching the eye
- Licking the lips
- Drumming the fingers and gripping the arm rest





WRITTEN COMMUNICATION

ENSURING EXCELLENT WRITTEN COMMUNICATION

- Focus clearly on your message for **clarity**
- Check all facts, including grammar and language, for **correctness**
- Check all relevant data for **Completeness**
- Build and maintain goodwill through **Courtesy**
- Express and impress through **Conciseness**
- Avoid vagueness in expression through **Concreteness** of choice of words, phrases
- Maintain old business relationship and build new ones through **Consideration**



- Respect for the receiver of the message rules supreme in business writing. Words once written cannot be taken back. Words arranged well give rise to a positive tone in communication. Effective communication is about using various communication tools thoughtfully and wisely. Effective business writing is about using plain English.
 - **Use of polite/courteous words or phrases** helps build rapport and understanding with our listeners.
 - **Action words.** Being positive and pleasant by avoiding angry, rude and discriminating words always helps in bridging understanding. Rude words lead to a negative tone.
 - **Avoid camouflaged verbs(a verb used as a noun).** It leads to loss of message. Message must be clear and less time consuming for the reader. A reader's time must not be wasted.
 - **Avoid cliches.** Modern business English does not use cliches or jargon. These are old fashioned expression/phrases or overused expressions that sound stale and stilted. The use of commercialese or jargon makes writing heavy and impersonal.
 - **use simple, familiar, short words for big words.** Short words are of great value in business communication.
 - **Use abbreviations, technical words and acronyms cautiously.** The rise in information overload, the need to communicate faster, and meeting deadlines are forcing managers to resort to written mechanisms that would save their communication time.
 - **Communication without bias: Avoid all discriminatory words.**



USE SHORT SENTENCES

- Maximum length is 17-20 words. Short sentences emphasize content and quick understanding of the message. Suzanne D. Sparks in her book, the Manager's Guide to Business Writing has given the following chart..
- **Up to 8 words – very easy- 90% readers reached**
- **11 words – fairly easy -86% readers reached**
- **17 words – standard 75% readers reached**
- **21 words – fairly difficult- 40% readers reached**
- **25 words – difficult – 24% readers reached**
- **29 words and up- very difficult- 4.5% readers reached**



BASIC REQUIREMENTS OF A BUSINESS LETTER

- Most business letters have the following basic parts.
 1. Letterhead
 2. Dateline
 3. Inside address
 4. Reference lines (Attention, personal and confidential, subject)
 5. Salutation
 6. Body of the letter
 7. Complimentary close
 8. Signature
 9. Stenographic reference
 10. Enclosures/copies



MIND YOUR E-MAIL AND MEMO MANNERS

1. Do not contribute to email overload
2. Keep messages short
3. Use short paragraphs
4. Limit each message to one subject area or purpose
5. Use a subject line
6. Proof read each message
7. Do not use all capital letters
8. Remember email is not private



THE PROCESS OF WRITING FOR BUSINESS PURPOSE

- We may summarize that the process of writing begins with:
 - ❖ A clear purpose
 - ❖ Who the reader is
 - ❖ What is to be conveyed
 - ❖ What is the scope
 - ❖ What action/ result is expected



CLARITY OF PURPOSE

- Ask yourself the following questions for determining your purpose:
 - ❖ Why am I writing this letter/memo/e-mail?
 - ❖ Is it an order that I expect?



KNOW YOUR AUDIENCE

- Adapting yourself to your audience will help to compose your message in a manner that will have a higher possibility of acceptance.
- It is important to know what motivates your reader.



WHAT IS THE SCOPE OF MY LETTER/MEMO/E-MAIL? WHAT DO I CONVEY?

- Having established the purpose, you now need to be clear about what should be written and what should be left out. A routine, short letter does not need any elaboration. A letter of inquiry for service or product information should be brief and to the point.



WHAT ACTION DO I WANT?

- The more you research your subject, more focussed you will be on your specific need, and you will begin on a definite note.



STRATEGIES FOR WRITING BUSINESS LETTERS

- Business writing is functional writing. There are two approaches followed in business writing:
 - ❖ Direct approach
 - ❖ Indirect approach



DIRECT APPROACH

- Put the big idea first and let your reader know the purpose of your writing.
- The details should follow in the subsequent paragraph.
- Do not put unnecessary details in the letter. This will neutralize the effect of the good effect that has been created.
- Only select points should go into the letter.
- A direct approach saves the reader's valuable time.
- It help the writer to focus on the central idea and organize the thoughts briefly.
- The writer also experiences less of the 'writer's block' fear.
- This kind of approach works very well for all employee.



REPORT WRITING

- One of the most challenging communication exercises that managers face at workplace, is to write reports.
- Virtually every aspect of a manager's job involves report writing, from meetings with clients/customers, employee grievances, monthly sales reports, annual reports, quarterly production reports and project reports, to extensive analysis of facts and figures that run into pages.
- In the beginning, report writing may seem an overwhelming task. Gathering data, putting the matter in an order, making it clear and easily understood, demand attention during the entire thought process to enable the writer to put it in a formal report structure. The length of a report also may vary from a page two to lengthy manuscripts as in the case of special project reports or government report.



WHAT IS A REPORT?

- “...a document in which a given problem is examined for the purpose of conveying information and findings. Putting forward ideas first and sometimes making recommendations.”



A GOOD BUSINESS REPORT HAS BEEN DEFINED AS

- ❖ An orderly arrangement of factual information
- ❖ That is objective in nature
- ❖ That serves some business purpose.
- ❖ That is functional and aims at solving organizational problems.
- ❖ That is designed to give a complete picture of what has taken place at a distance from the reader who does not know about it but gathers knowledge about it from what the report writer in the report.
- ❖ That is logical, clear, and comprehensive.
- ❖ That gives information, helps the process of decision making and helps in clearing the jungle of information, and clear doubts.

Last but not the least, it has to serve some business purpose.



FEATURES OF A GOOD BUSINESS REPORT

- Factual (not imaginative). The words should enable the reader to visualize distinctly what has been written (use of concrete words).
- Objective (no personal opinion/on bias, no prejudice, no criticism, no gripes)
- Comprehensive (concise and complete)
- Detailed (all relevant information included)
- Logical (sequential)
- Clear (accuracy and clarity)
- Coherent (devoid of all cliches)



TYPES OF REPORT

- Routine/periodic/progress reports
- Informational reports
- Justification reports with recommendations
- Situational reports
- Feasibility reports
- Research reports
- Business plan/proposal



HOW TO BECOME A GOOD REPORT WRITER?

- The following qualities are essential for a report writer:
 1. Sound knowledge of english language and grammar
 2. Ability to use intuition to probe into the vast body of data and gather relevant information
 3. Good judgment of facts (ability to sieve fact from fiction assumptions biases)
 4. Ability to write accurately, concisely, correctly , and simply (describe facts and place them in perspective)
 5. Ability to think logically and objectively
 6. Ability to perceive facts in totality and not in isolation.



RESUME WRITING

- Crafting good resumes for jobs is a skill that has to be learnt. All recruiting executives expect to scan well-written resumes.



PARTS TO BE INCLUDED IN A RESUME

1. Your name followed by your full postal address
2. Two lines/sentences about career objective
3. Education
4. Work experiences
5. Personal details
6. Professional membership
7. (references) be included?



TYPES OF RESUME

- Resumes can be written in different forms. The usual ones are
 - ❖ Chronological/traditional resume
 - ❖ Functional resume

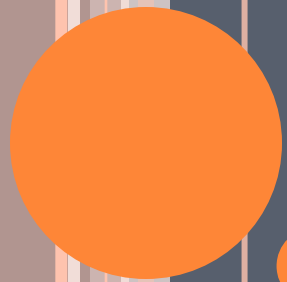
The traditional or the chronological resume is formatted in the reverse chronological order, that is, you begin with the recent achievement first along with the date. Please note the details of the parts in the sample resume. This format is preferred when the candidate has had a steady career growth, and therefore would like to highlight the advantages of a successful career. It includes education, employment history, job titles, company names, and dates of employment.



FUNCTIONAL RESUME

- A candidate prefers to use the functional format when she/he has changed jobs quite often gathering work experiences or wishes to highlight challenges, handling problems, and showing results. A changing career, jumping from job to job, and returning to career after a gap make a candidate choose this format.





THANK YOU