



E-LEARNING

Level 3



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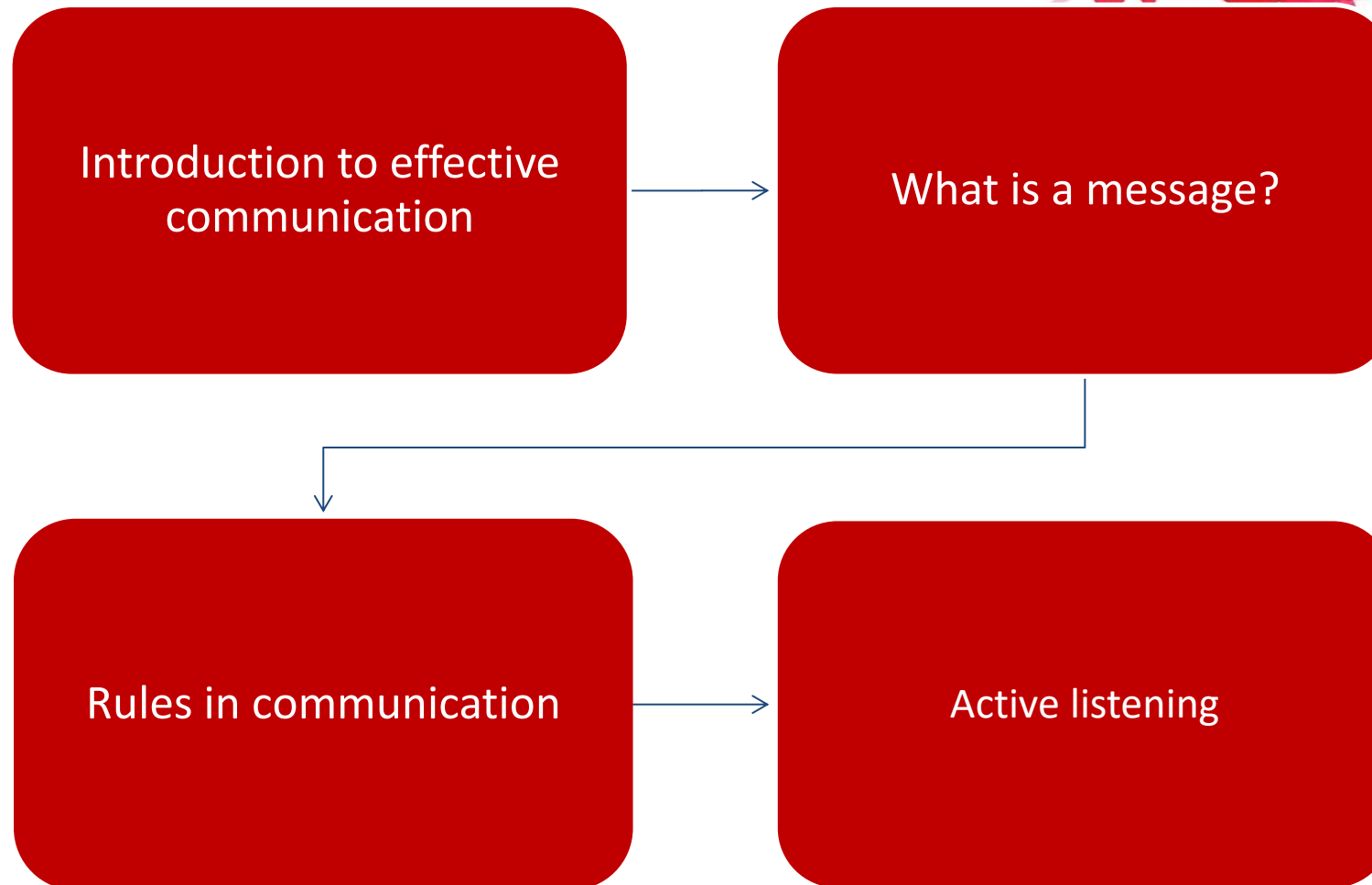
WA2: Communication and Marketing

3.1 Use of appropriate business communication skills for selected audiences and intended outcomes: Part A

LO3.1: Demonstrate the ability to explain the benefits of effective communication in the workplace and to solve problems through communication as well as to select the most appropriate methods for selected audiences and intended outcomes




Route Map

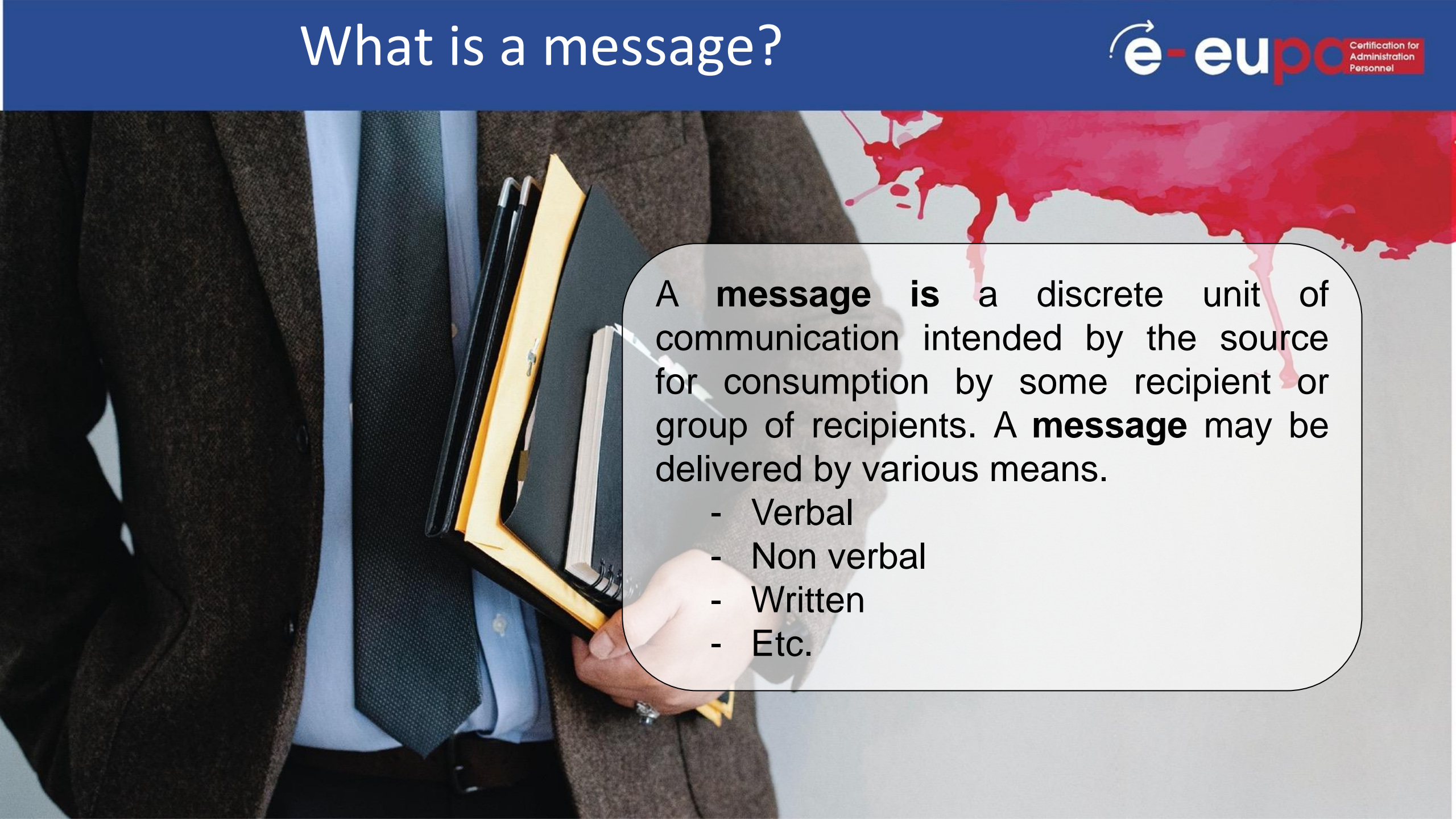


Why is *appropriate* communication important?



- 
- Occasion – Context
 - Goal – Desired outcome
 - Audience
 - Communication methods
 - Words
 - Body Language
 - Feedback

What is a message?

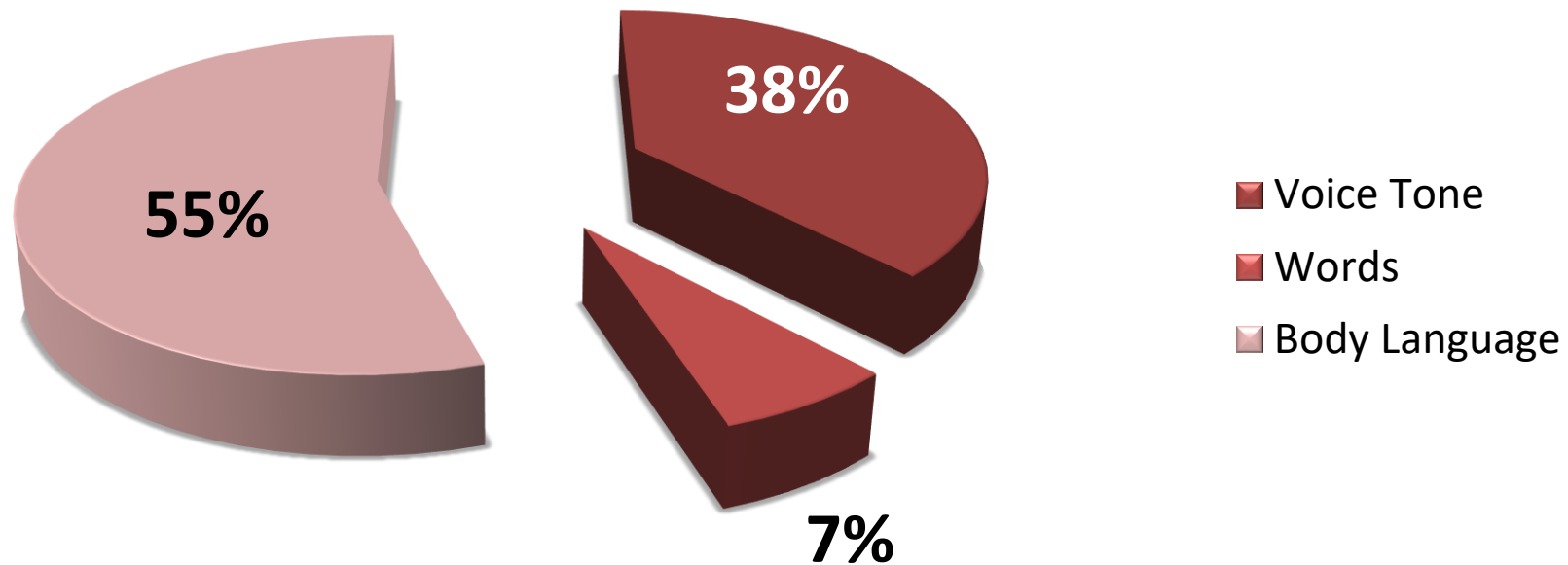


A **message** is a discrete unit of communication intended by the source for consumption by some recipient or group of recipients. A **message** may be delivered by various means.

- Verbal
- Non verbal
- Written
- Etc.

Message elements

Message elements



Changing words makes a huge difference



Three rules: 1st

➤ We can decipher body language in clusters

○ For example, scratching the head can mean a number of things, depending on the other gestures that occur at the same time, so we must always look at gesture clusters for a correct reading.



Dandruff?

Forgetfulness?

Uncertainty?



Sweating?

Lying?

???

Three rules: 2nd

➤ **Look for correspondence
between verbal and non-verbal
communication**

- When words and non verbal signs are in disagreement, people usually ignore words.



Three rules: 3rd

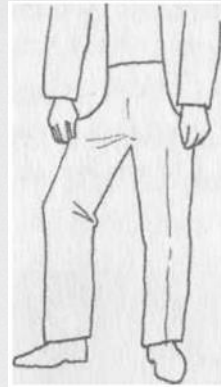
➤ Read' gestures by considering also the context

- If for example, someone sits at a bus stop on a cold day with their legs crossed and facing down, they are not necessarily in a defensive stance, they might be cold.

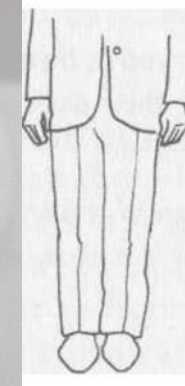


Legs and feet: What can they say to us?

Crotch display: I'm
staying/masculinity



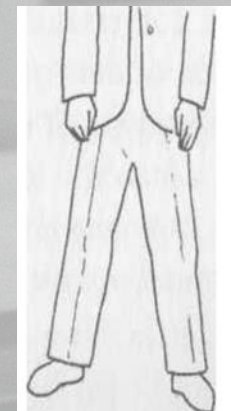
Attention: Formal,
neutral stance



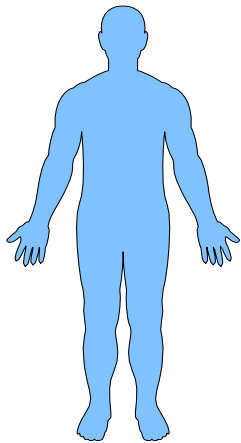
'Closed', defensive
stance



Foot forward: Where he/she
wants to go, the most
important/interesting person



The different bubbles



Intimate bubble

15 – 46 cm

For
embracing,
touching or
whispering

Personal Bubble

46 cm – 1,2m

The distance
we keep in
parties, social
and friendly
interactions

Social Bubble

1,2 – 3,6 m

The distance we
keep with
acquaintances,
e.g. the
mailperson, a
new colleague
etc.

Public bubble

3,6 m or more
When giving a
talk etc.

The different positions

➤ Corner position

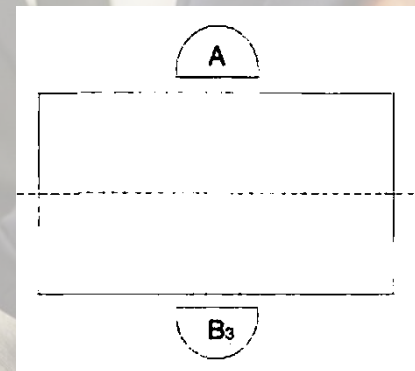
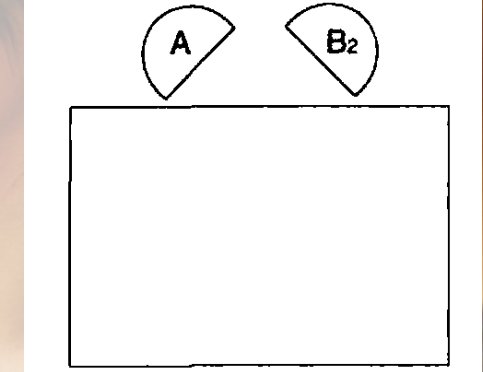
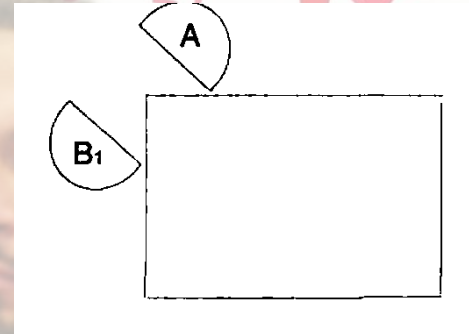
- Friendly talks
- The most suitable position for presentations

➤ Cooperative position

- Working for a common goal
- People sharing views/opinions

➤ Competitive/defensive position

- Not suitable for negotiations



Effective communication is a two-way process, where each person takes responsibility for their own part.

It is important because:

- A sense of community among employees is achieved.
- It allows managers and employees to share vital information
- Employees participate in decision making.

Benefits II

Effective communication is a two-way process, where each person takes responsibility for their own part. It is important because:

- Employees contribute to achieving company goals.
- Open relationships among employees and managers are built through honest communication.
- Prevents barriers from forming among individuals within companies.
- Managers and employees must be able to interact clearly and effectively with each other through verbal communication and non-verbal communication to achieve specific business goals.



Active Listening

Why are we listening?

- to obtain information.
- to understand.
- for enjoyment.
- to learn.

we remember only 25% – 50% of what we hear

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.

Why understand the needs of others?

- 
- To achieve shared and desired goals.
 - To keep the morale of the group high.
 - To reinforce group members' belief in the leader

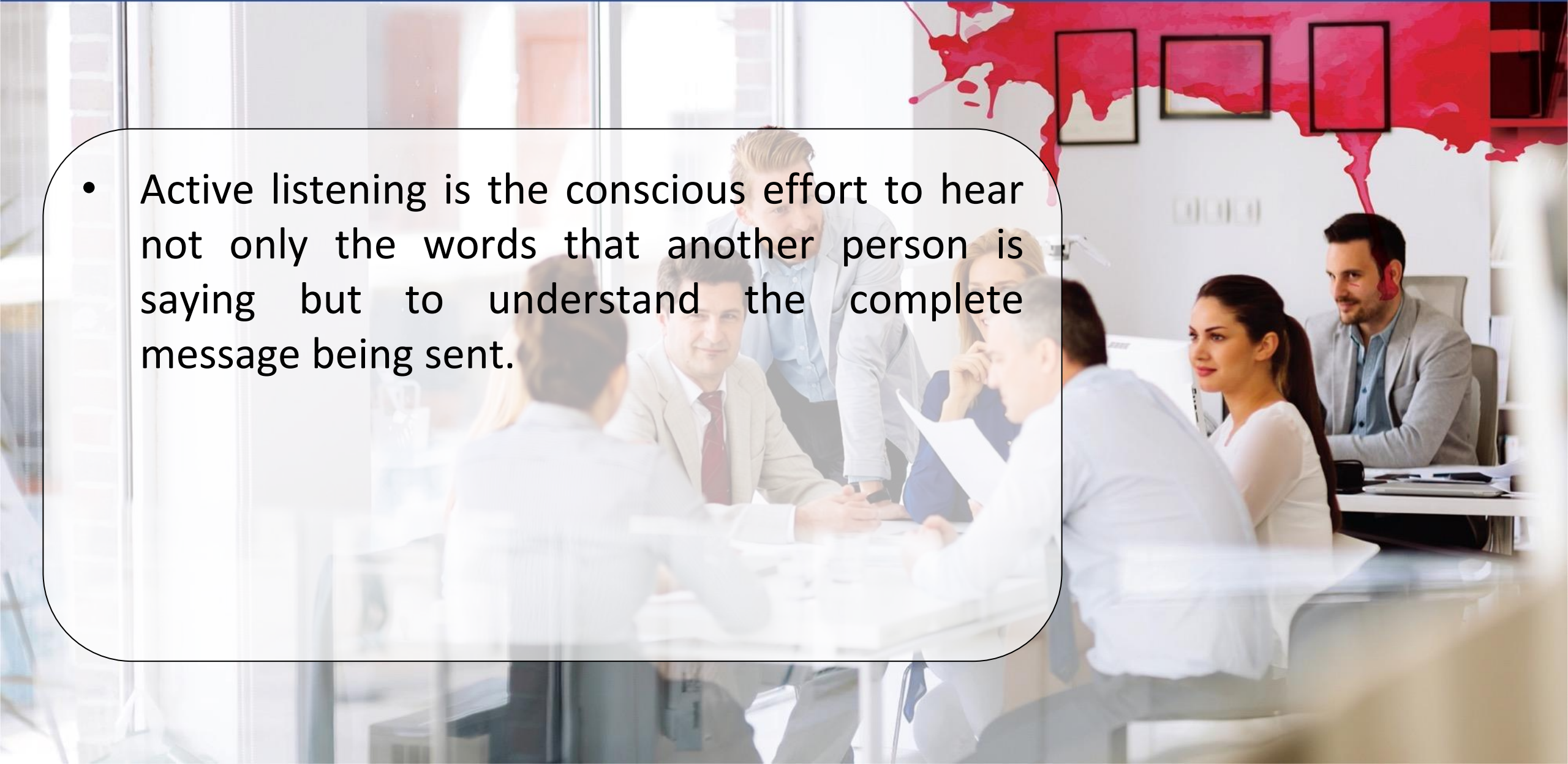
How to understand the needs of others

Ask!

- *Surveys*
- *Focus groups*
- *Formal interviews*
- *One-to-one conversations*
- *Place a suggestion box*
- **Maintain good relationships**
- **Do your research**
- **Be accessible**

What is active listening?

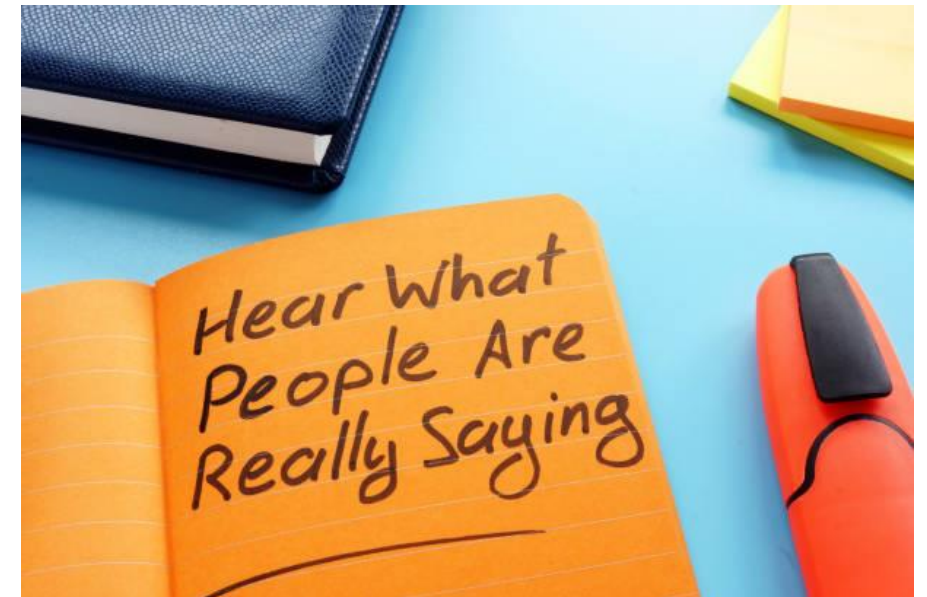
- Active listening is the conscious effort to hear not only the words that another person is saying but to understand the complete message being sent.



How its done:

- By paying attention to the other person very carefully.
- By avoiding distractions
- By avoiding forming counter arguments when the other person stops speaking.
- By not allowing yourself to get bored, and lose focus.

Tip:
try repeating key words mentally



1. Pay Attention

- Give the speaker attention, and acknowledge the message/give feedback. Also, pay attention to non-verbal communication.
- Look at the speaker directly.
- Put aside distracting thoughts.
- Don't prepare for a counter-argument!
- Avoid being distracted by environmental factors.
- "Listen" to the speaker's body language.



Active listening techniques

2. Show That You're Listening

- Use your own body language and gestures to convey your attention.
- Nod occasionally.
- Smile and use other facial expressions.
- Note your posture and make sure it is open and inviting.
- Encourage the speaker to continue with small verbal comments like yes, and uh huh.

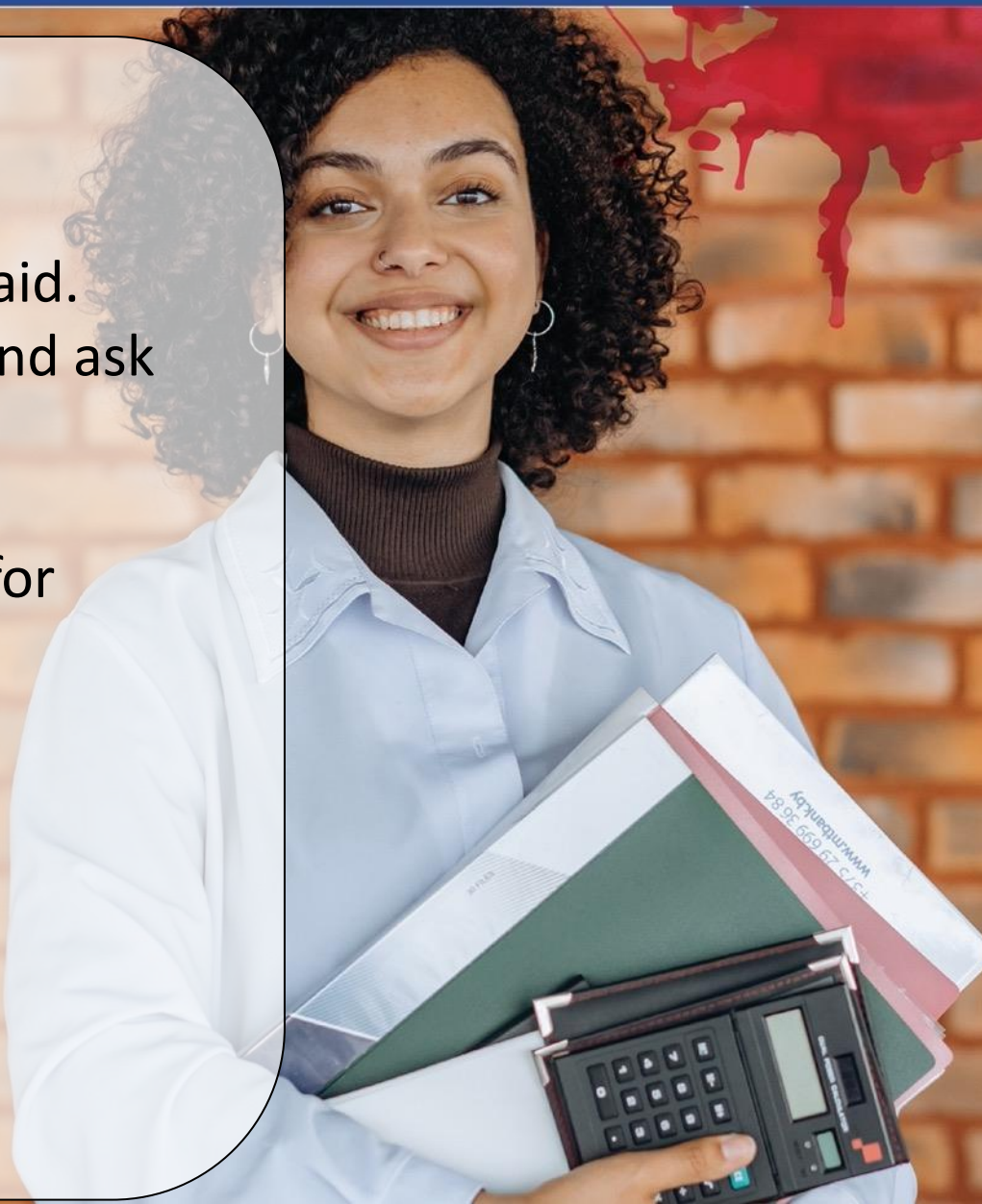


Active listening techniques

3. Provide Feedback

Your role as a listener is to understand what is being said. Reflect what is being said and ask questions.

- By **paraphrasing**.
- By asking questions for clarification.
- By summarizing the speaker's comments periodically.



Active listening techniques

4. Avoid interrupting

- It frustrates the speaker and limits full understanding of the message.
- Allow the speaker finish before asking questions.
- Don't interrupt with counter arguments.



Active listening techniques



5. Respond Appropriately

- Show respect and understanding. Avoid attacking or putting down the speaker.
- Be candid, open, and honest in your response.
- Assert your opinions respectfully.
- Treat the other person in a way that you think he or she would want to be treated.

Active listening signs/feedback

Non-verbal signs:

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

Verbal signs:

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

Methodological Tool I



Active Listening
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Revision Questions

Question 1

What is a message?

- a) Discreet unit of communication
- b) Something that can be only delivered by verbal cues
- c) Communication breakdown
- d) Exchange of eye-contact

Question 2

Why should we improve our listening skills?

- a) To gain influence and power
- b) To avoid conflict and misunderstandings
- c) To reduce productivity
- d) To not pay attention to someone else

Revision Questions

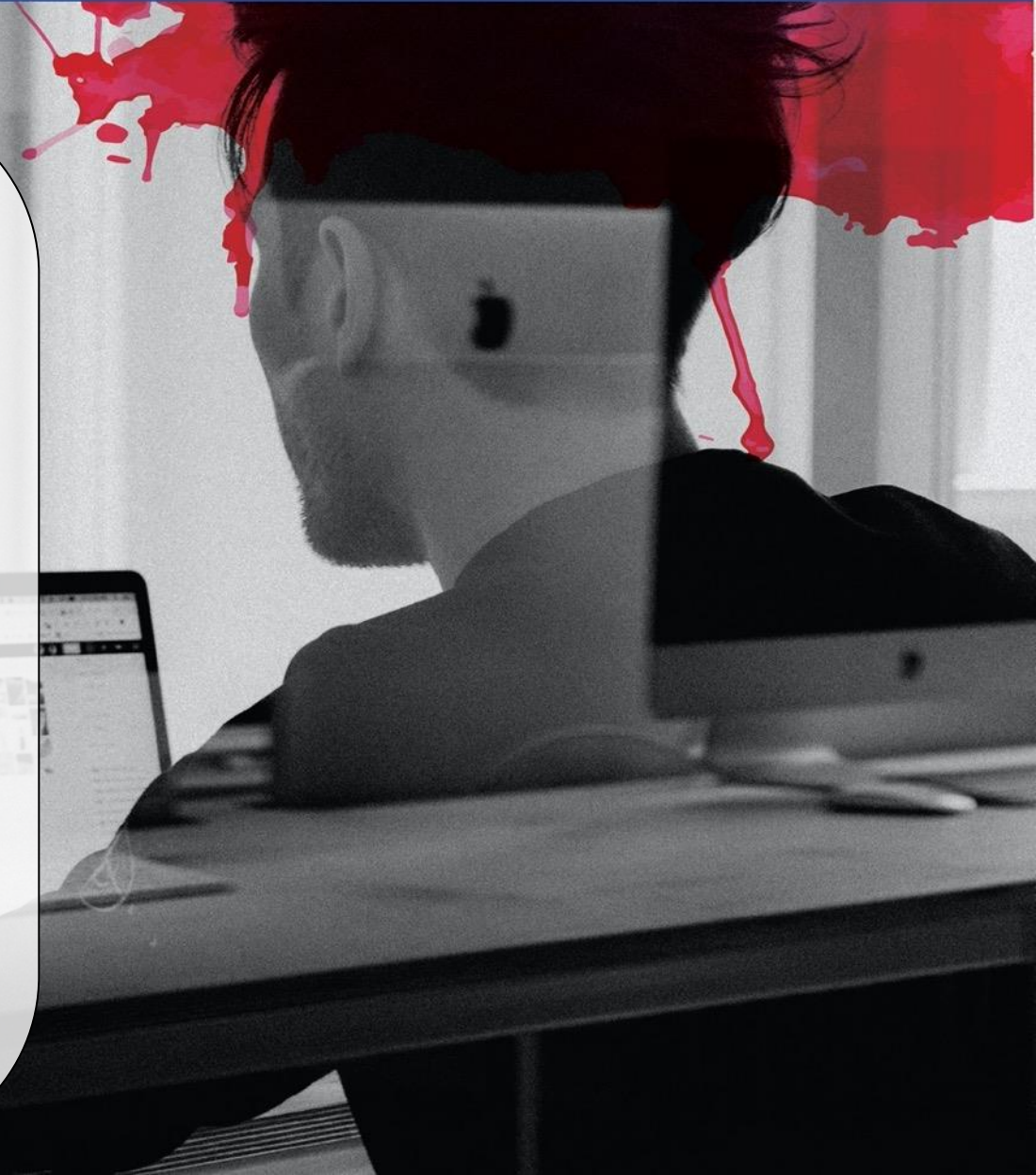
Question 3

What is a non-verbal sign?

- a) Smile
- b) Remembering
- c) Clarification
- d) Questioning

Module Key points

- A message can be:
 - Verbal
 - Non verbal
 - Written
 - Etc.
- Verbal
 - Tone (How)
 - Words (What)
- Non-verbal
 - Posture
 - Hand Gestures
 - Facial Expression
 - Degree of Relaxation





WELL DONE!

You have completed Unit 3.1 – Part A



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