



E-LEARNING

Level 3



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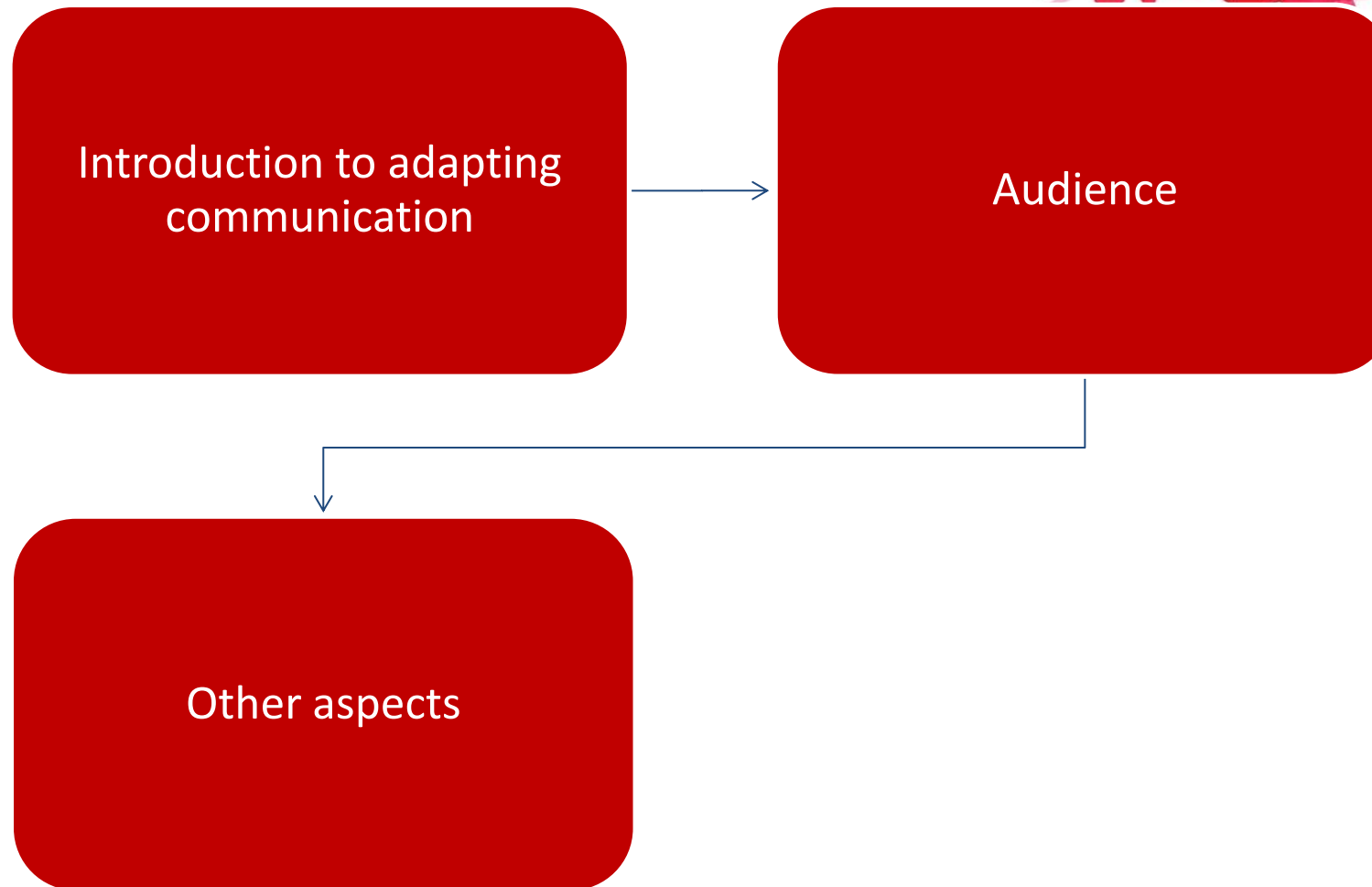
WA2: Communication and Marketing

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



Adapting communication

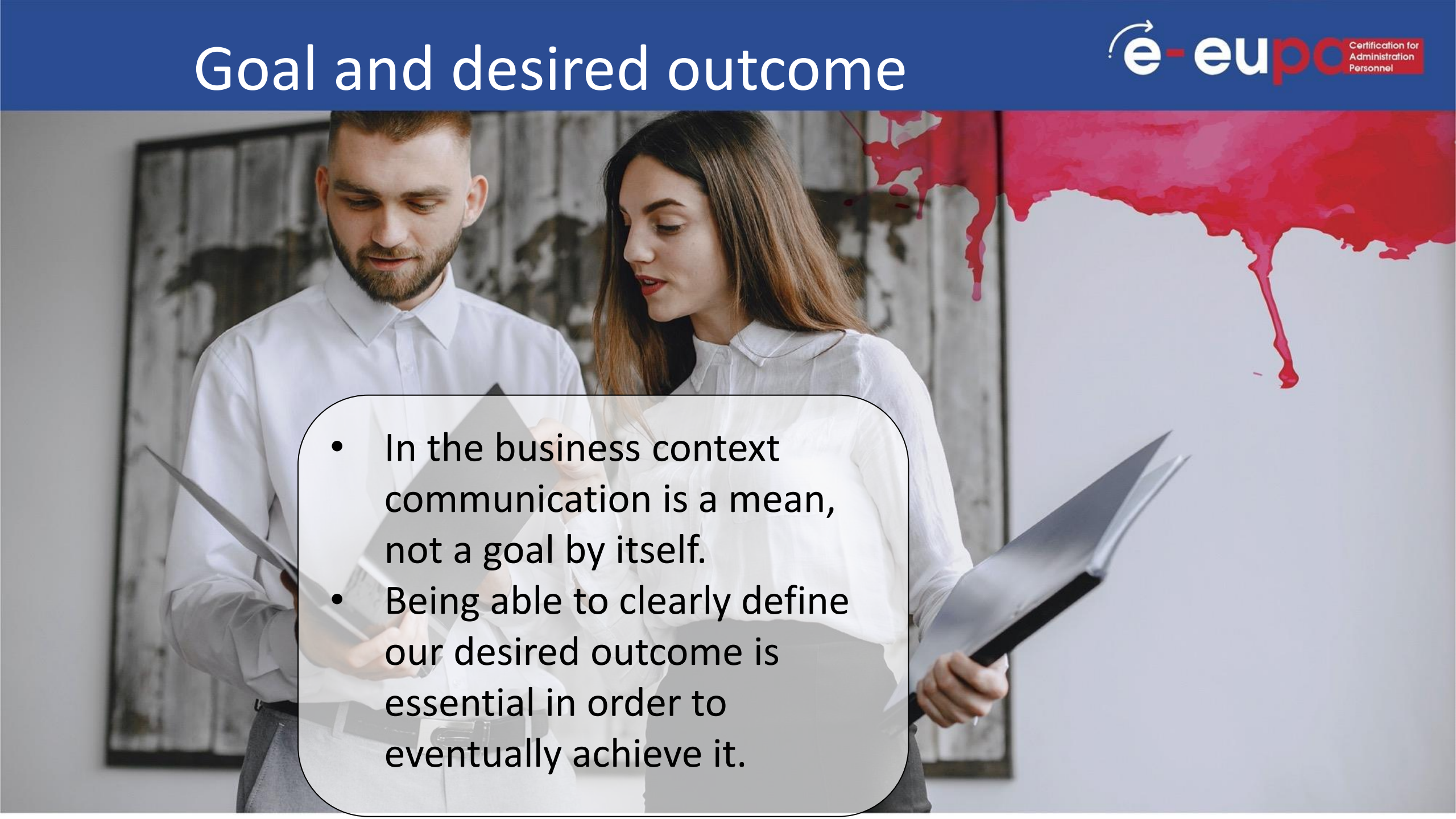
The situation we communicate in, is of great importance!

Always be aware of:

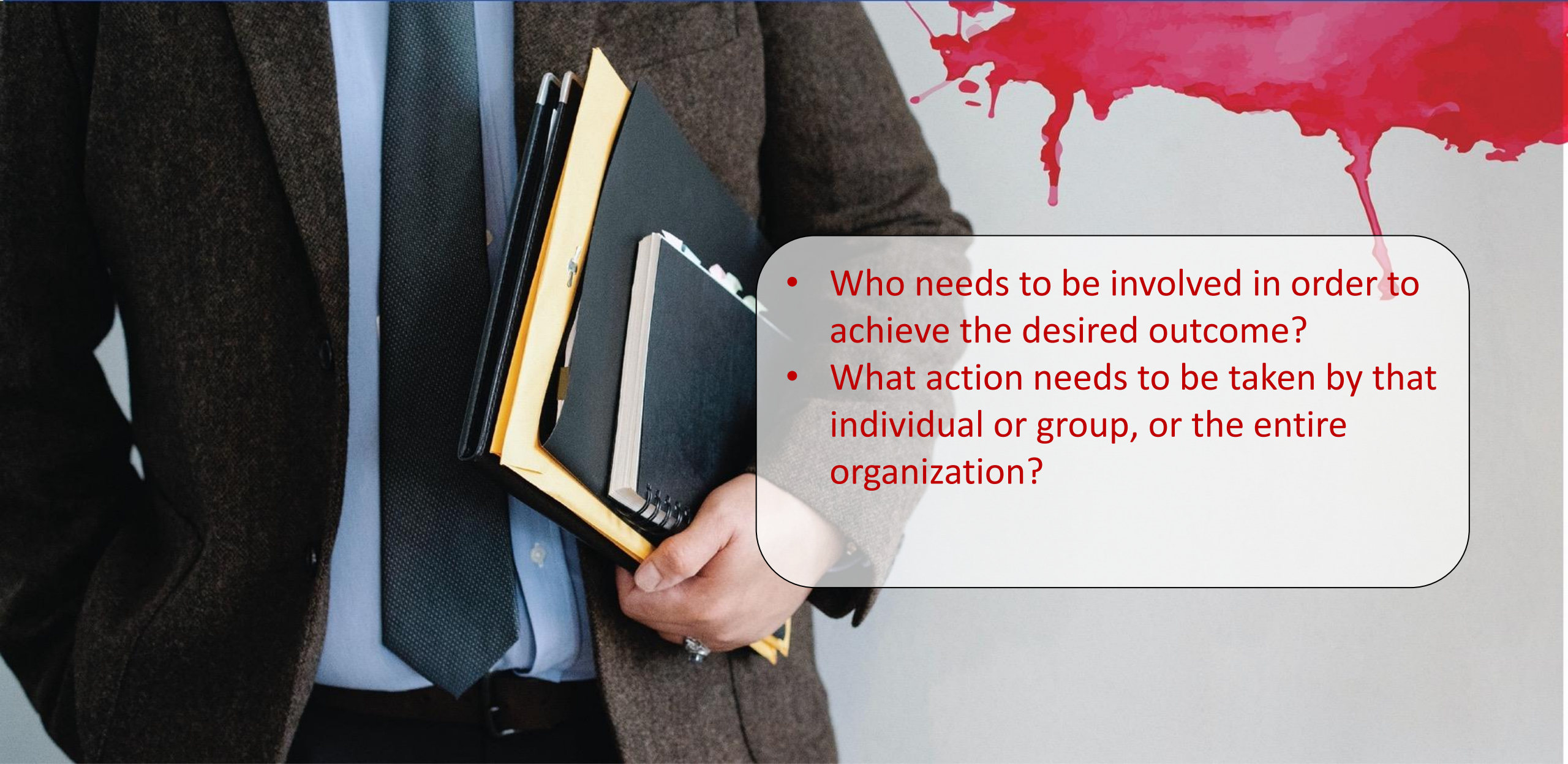
- Time
- Place
- Cultural differences
- Etiquette/level of formality
- Age
- Gender
- Ability
- Social status
- Etc.



Goal and desired outcome

- 
- In the business context communication is a mean, not a goal by itself.
 - Being able to clearly define our desired outcome is essential in order to eventually achieve it.

Audience

- 
- Who needs to be involved in order to achieve the desired outcome?
 - What action needs to be taken by that individual or group, or the entire organization?

We should be able to adjust our communication styles and media according to our audience.

- Consider talking to your boss compared to your spouse
- Consider giving a lecture to 50 people about telephone techniques compared to explaining the same techniques to a new colleague



- **Know your audience.**
- To adapt your communication effectively, you need to understand who you are talking with.
 - See things from their view and tailor your communication to them as much as possible.
 - Recognize your relationship with the audience.



Adapting Communication: Audience II

- Acknowledge differences in personality.
 - Extroverts vs. introverts
 - Visual, kinesthetic, auditory
- Conduct an audience analysis.
 - Look at the age span, gender, education level, values, cultures, family structures, and background experiences of those in your audience.



With the Aggressor-Asserter, you must:

- Be brief, direct and concise.
- Provide options.
- Use a fast, quick pace.
- Focus on results and return-on-investment.
- Avoid providing lots of details.
- Provide short answers.
- Look them straight in their eyes.
- Be truthful.



With the 'Socializer', you must:

- Allow time for social interaction.
- Put details in writing or email.
- Have a fast pace, positive approach.
- Use a whiteboard in your discussions (Socializers are quite visual).
- Use phrases like "Picture this" or "Do You See."
- Avoid a harsh, aggressive tone.



With the Mediator, you must:

- Be patient and logical.
- Use a steady, low-keyed approach.
- Involve them in the planning process.
- Praise them privately.
- Allow time for “marination of ideas”.
- Start conversation with a warm and friendly greeting.
- Keep your tone of voice at discussion level.



Adapting Communication:

Types of audience IV

With the Analyzer, you must:

- Be organized and logical.
- Support your position using facts.
- Make sure that each point is understood before moving to the next point.
- Not use the phrase—“Let me give you some constructive advice.”
- Use words such as process, data and procedure.
- Realize that Analyzers are motivated by quality and data.

Adapting Communication: Situation

Time and place matter.

A joke that would be a hit with your friends may not be appropriate at the office.

Identify the level of formality.

Formal occasions like ceremonies and business presentations require more formal language and dress. Informal occasions like hanging out with your family or friends allow you to be more relaxed and casual.



Adapting Communication: Methods

Each method of communication has advantages and disadvantages. If you are able to choose, pick the method that would be most effective for your audience and objective.

Adapting Communication: Methods II

- During meetings, participate by sharing ideas, but also take the time to listen. Do not monopolize the discussion.
- When giving a speech, realize that you are the only one talking. Anticipate questions your audience may have and try to address those in your communication.
- When engaging in social media, you can be more relaxed. Communication often occurs in one- or two-sentence segments. Be casual, but concise.
- Email and text messaging require a conscious choice of words. Be direct. Express tone through your words or the use of emojis (in an informal setting).

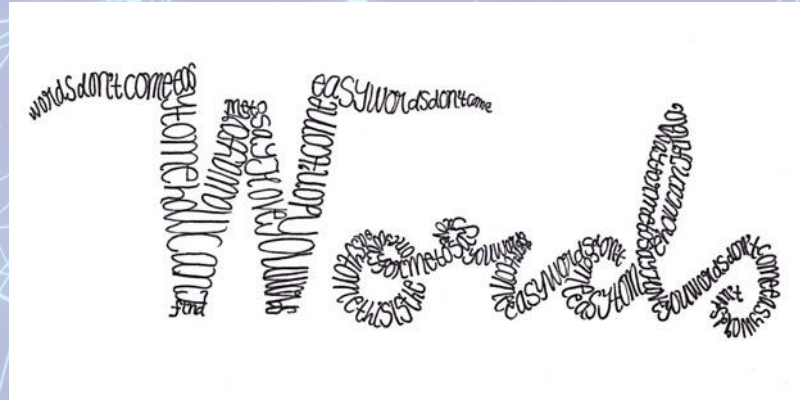


Adapting Communication: Words


Watch your words.

- Be intentional with the language you use.
- Words can help you quickly connect with someone, but they may also offend them.
- Choose words based on the age, education, and literacy level of the person(s) you are talking with.
- Use words they understand and can connect with.


- If you must use jargon, take the time to explain what it means



Adapting Communication: Body Language

- 
- Body language can be interpreted differently in different situations.
 - Personal space varies by culture, by individual, and by relationship.

Adapting Communication: Feedback

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- Some people may offer verbal feedback by asking questions.
 - You can also watch their non-verbal communication
 - If they seem confused, explain it again in different words.
 - If they seem upset, listen to them and try to understand why.

Methodological Tool I



Intercultural communication
feedback

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Revision Questions

Question 1

In the business context communication is a:

- a) Mean
- b) Goal
- c) Decision
- d) Outcome

Question 2

How do you handle the socializer?

- a) Involving them in the process
- b) Allow time for social interaction
- c) Supporting your position with facts
- d) Using fast, quick pace

Revision Questions

Question 3

Personal space varies by culture, by individual, and by relationship

- a) By culture
- b) By individual
- c) By relationship
- d) All of the above

Question 4

We shouldn't be able to adjust our communication styles and media according to our audience.

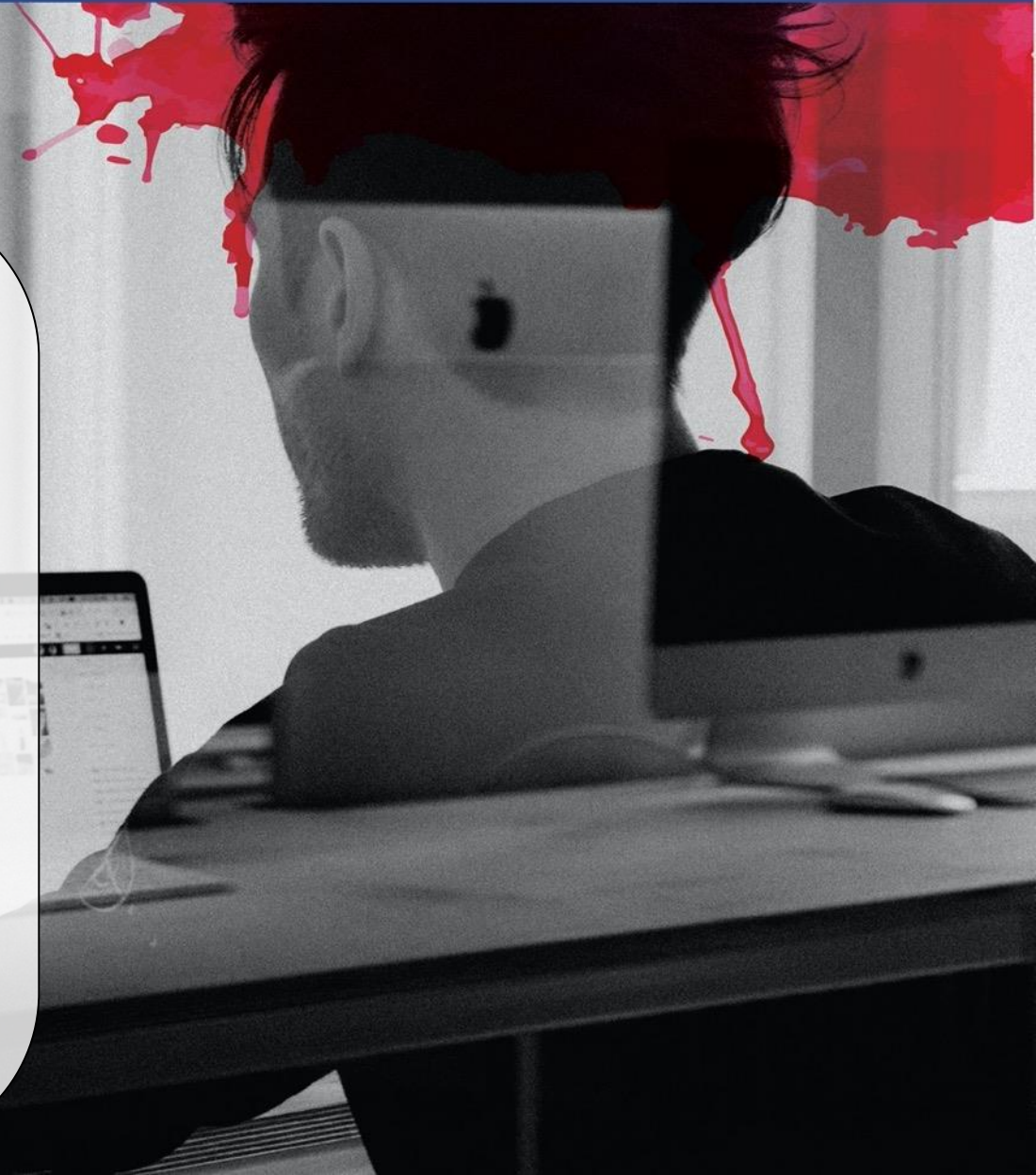
- a) TRUE
- b) FALSE

Module Key points

Key Point I

Needs

- Large-scope community
- Root or causal
- Informational
- Physical
- Personal



Module Key points

Key Point II

When communicating, always be aware of:

- Time
- Place
- Cultural differences
- Etiquette/level of formality
- Age
- Gender
- Social status/prestige
- Etc.



WELL DONE!

You have completed Unit 3.1 - Part B



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