



E-LEARNING

Level 3



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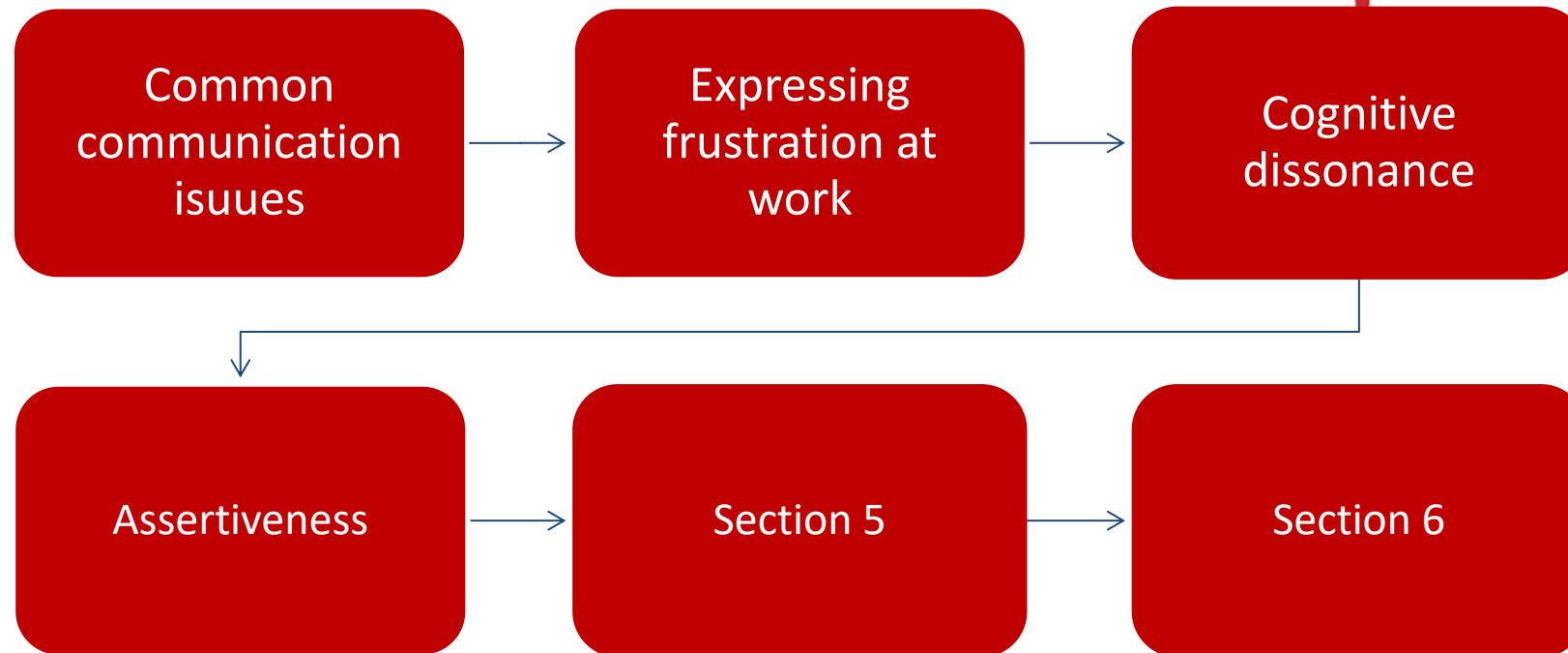
WA2: Communication and Marketing

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

LO3.2: Demonstrate the ability to accept the behaviour and views of others and express frustration and disagreement in a constructive way



Route Map



Common communication issues

Body Language/Tone of Voice **Differences in Style** **Communication Roadblocks**

- Criticism
- Contempt
- Defensiveness
- Stonewalling



How to tackle these



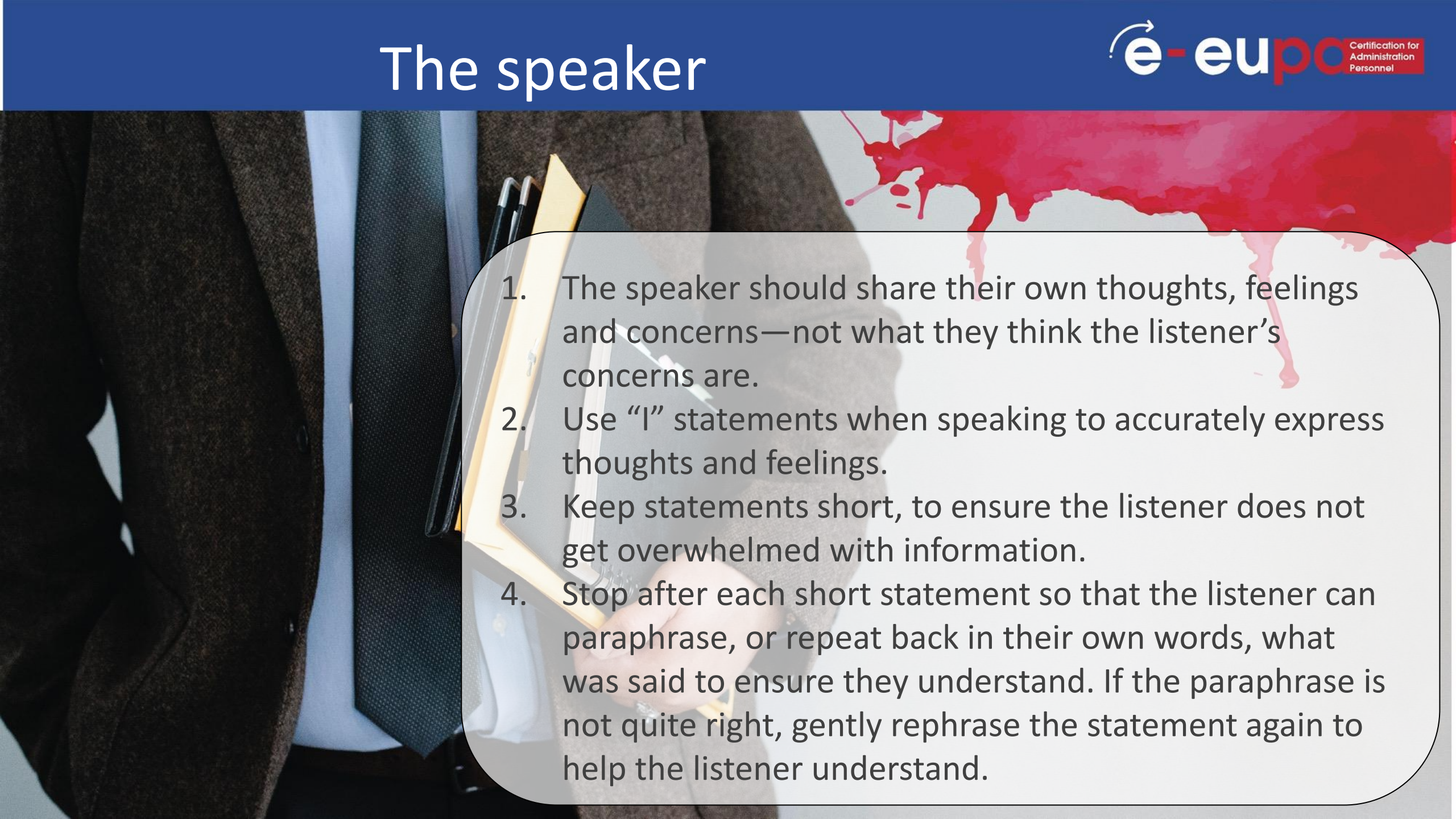
Soften the Startup.

One of the skills to overcome communication roadblocks includes a soft startup to the conversation by starting with something positive

Make and Receive Repair Attempts.

Repair attempts are efforts to keep an increasingly negative interaction from going any further by taking a break or making efforts to calm the situation.

The speaker

- 
1. The speaker should share their own thoughts, feelings and concerns—not what they think the listener's concerns are.
 2. Use “I” statements when speaking to accurately express thoughts and feelings.
 3. Keep statements short, to ensure the listener does not get overwhelmed with information.
 4. Stop after each short statement so that the listener can paraphrase, or repeat back in their own words, what was said to ensure they understand. If the paraphrase is not quite right, gently rephrase the statement again to help the listener understand.

The listener

1. Paraphrase what the speaker is saying. If unclear, ask for clarification. Continue until the speaker indicates the message was received correctly.
2. Don't argue or give opinion about what the speaker says—wait to do this until you are the speaker, and then do so in a respectful manner.
3. While the speaker is talking, the listener should not talk or interrupt except to paraphrase after the speaker.



Video: Frustration as a part of the creative process



- **Wait**
 - Hold your peace until you can discuss the problem calmly
 - Waiting until you're calm allows you to express your frustration in a constructive way, increasing your chances of finding an acceptable resolution.



Expressing frustration at work II

- **Self Assessment**

- Identify the source of frustration
- Consider whether you are exaggerating the severity of the problem,
- Consider whether you are in any way responsible for causing the frustrating situation
- Consider whether personal issues are clouding your judgment

Expressing frustration at work III

Confronting Others

- Plan ahead what you will say
- meet privately with anyone you need to confront.
- Speak in a calm and even tone.
- Avoid profanity and inflammatory language.
- If necessary, postpone the meeting to allow yourself time to calm down again



Sharing frustration with boss

Assess the Situation

Before speaking to your boss, assess the situation and identify the cause of your frustrations

Gather Your Thoughts

Once you've identified the cause, take time to gather your thoughts so you can effectively share them with your boss. Write down your feelings and share specific incidences that have contributed to your frustration.



Sharing frustration with boss II

Schedule a Meeting

It's essential that you meet with your boss in person to discuss your concerns.

Be Professional

When telling your boss about your frustrations, let your logic take the lead - not your emotions. Remain calm and composed.

Methodological Tool I



Expressing Frustration
Creatively
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Thinking exercise



- **Scenario**

- "It's 6 pm, it's pouring down with rain, and you wait outside in the rain, for about an hour.
- Your date arrives, what do you say? "

Why is it difficult to accept others' opinions and behaviours?

In other words:

Why people find it difficult to admit the fallacy of their beliefs and views?



Cognitive dissonance defined

“the discomfort, or stress experienced by an individual who holds two or more contradictory beliefs, ideas, or values at the same time, or is confronted by new information that conflicts with existing beliefs, ideas, or values.”

It is felt when people are confronted with information that is inconsistent with their beliefs. If the dissonance is not reduced by changing one's belief, the dissonance can result in restoring consonance through misperception, rejection or refutation of the information, seeking support from others who share the beliefs, and attempting to persuade others. The greater the magnitude of the dissonance, the greater the pressure to reduce dissonance.

Examples

- Imagine a very religious person debating the existence of God with an atheist, and then imagine a moderately religious person in the same debate
- Imagine a militant of a political party debating with a militant of a different party about politics, and then a voter of the same party in the same debate

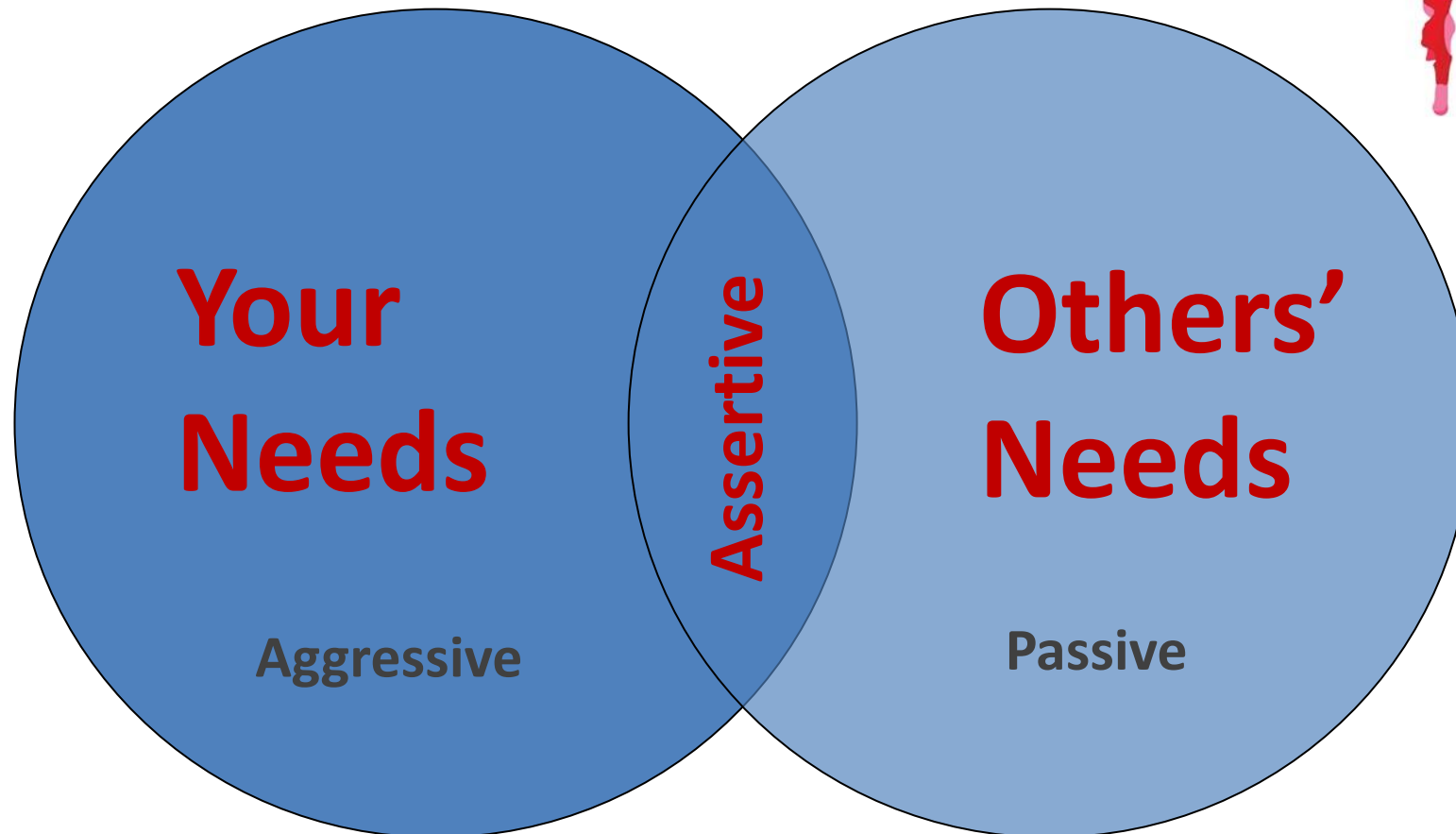


Back to the question

- People find it difficult to accept the conflicting opinions of other persons because of the difficulty entailed by an attempt to reconcile such information with one's own opinion, as doing so would produce cognitive dissonance.
- It is much easier to just presume that the other person is wrong, and that one's own views are correct, as that reduces the dissonance with minimal effort.

It takes a lot of maturity for a person to be able to overcome this dissonance and agree to disagree, rather than press his/her own worldview on the person, who presents conflicting opinion.

Assertiveness



Assertiveness II

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.

Assertiveness III

Reactive **aggressive behaviors** are unplanned and impulsive, and are usually a response to feelings of anger, fear, or a need to retaliate against someone.

hostile or destructive behavior or actions



Fogging

By being defensive or argumentative rather than aggressive, the other person will cease confrontation as the desired effect is not being achieved.

•Fogging example dialogue:

- What is wrong with you? Why didn't you reply to my email earlier?
- I replied later than I hoped to and I can see you are upset by that
- Upset? I am outraged! Try to be more considerate!
- Yes, I was concerned that you would have been expecting me to reply right away
- Um... Why you did not reply then?

Assertiveness techniques II

The Broken Record Technique

Repeating what you want, again and again, without raising the tone of your voice

Example dialogue:

I would like you to cover me in filing incoming faxes for a while.

I'm afraid I cannot undertake new duties right now

You will receive a bonus for that

Thanks, but I cannot undertake new duties right now

Seriously, this is really important. I am asking it as a personal favor

I value our friendship but I cannot undertake new duties right now

Assertiveness techniques III

Positive Enquiry

Positive enquiry is a simple technique for handling positive comments such as praise and compliments.

It is important to give positive feedback to others when appropriate but also to react appropriately to positive feedback that you receive.

Example:

- I loved your presentation today.
- Thank you. What do you think was the best about it?



Assertiveness techniques IV

Negative Enquiry

- a way to respond to more negative exchanges
- used to find out more about critical comments

Example dialogue:

- I consider your presentation today as a failure.
- What did you not like about it?



Assertiveness techniques V

Scripting

Preparing your responses using an approach that describes:

- The event
- Your feelings
- Your needs
- The consequences



Assertiveness techniques VI

I statements: "I want.", "I need." or "I feel"

Empathy: recognize how the other person views the situation before expressing your needs

Escalation: getting more and more firm as time goes on

Ask for More Time

Change Your Verbs: Use 'won't' vs. 'can't', 'want' vs. 'need', 'choose to' vs. 'have to', 'could' vs. 'should'



Revision Questions

Question 1

What is an assertiveness?

- a) Standing up for your personal rights
- b) Insulting someone because they are rude
- c) Having cognitive dissonance
- d) Agreeing with someone even if you disagree

Question 2

Reactive aggressive behaviours are impulsive and unplanned

- a) TRUE
- b) FALSE

Revision Questions

Question 3

Write down THREE assertiveness techniques:

a) _____

b) _____

c) _____

Module Key points

Key Point I

The speaker should:

- Share their own thoughts
- Use “I” statements
- Keep statements short

Key Point II

Assertiveness means:

- Standing up for your personal rights
- Expressing thoughts in direct ways
- Showing respect for thoughts of other people

Module Key points

Key Point III

Reactive aggressive behaviours are:

- Unplanned
- Impulsive

Key Point IV

Assertiveness techniques are:

- Fogging
- The broken record techniques
- Positive enquiry
- Negative enquiry
- Scripting



WELL DONE!

You have completed Unit 3.1 - Part C



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