

E-LEARNING

Level 4



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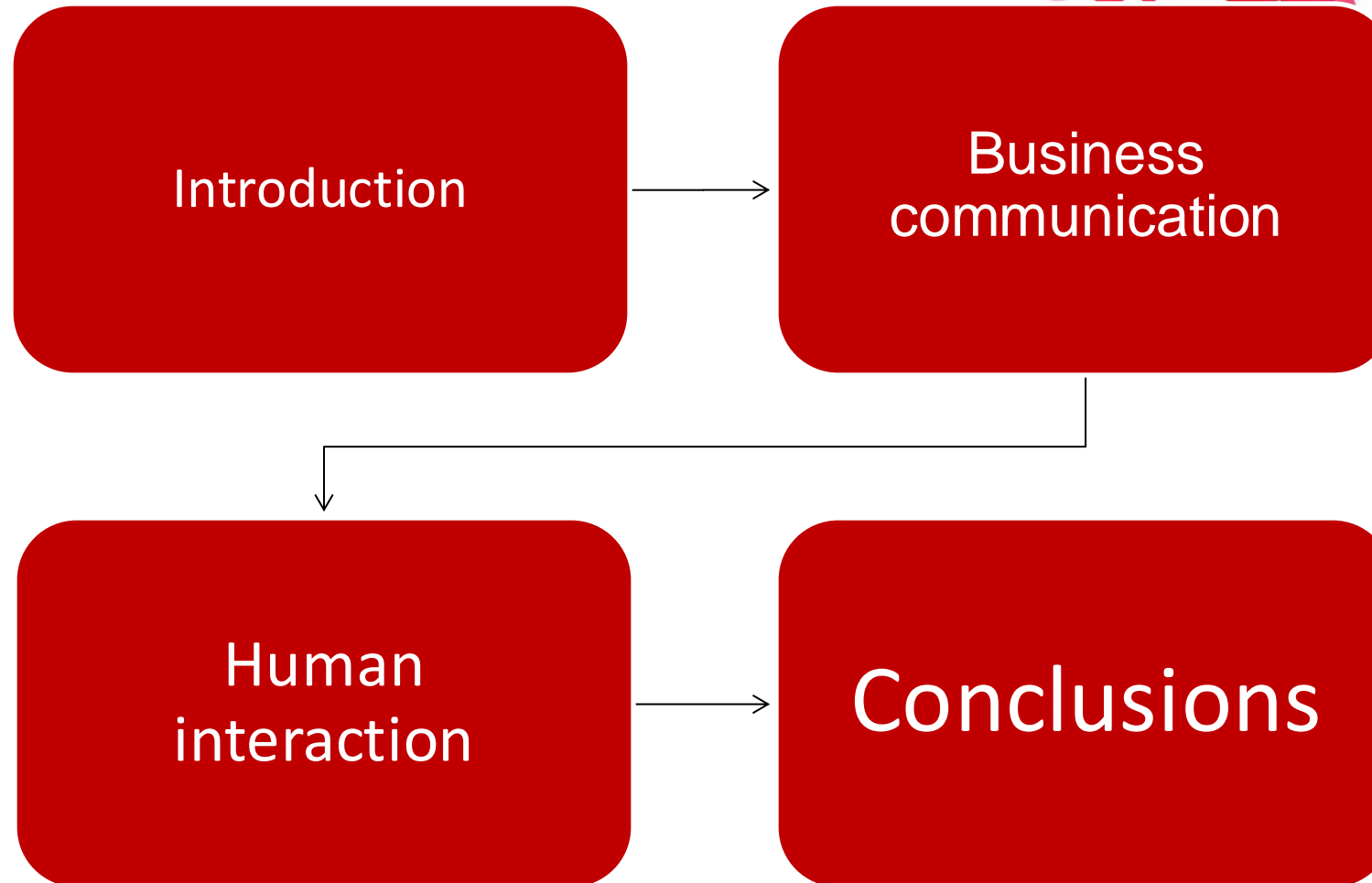
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WA02: Communication and marketing

4.1 Use of business communication skills to generate solutions in specific situations

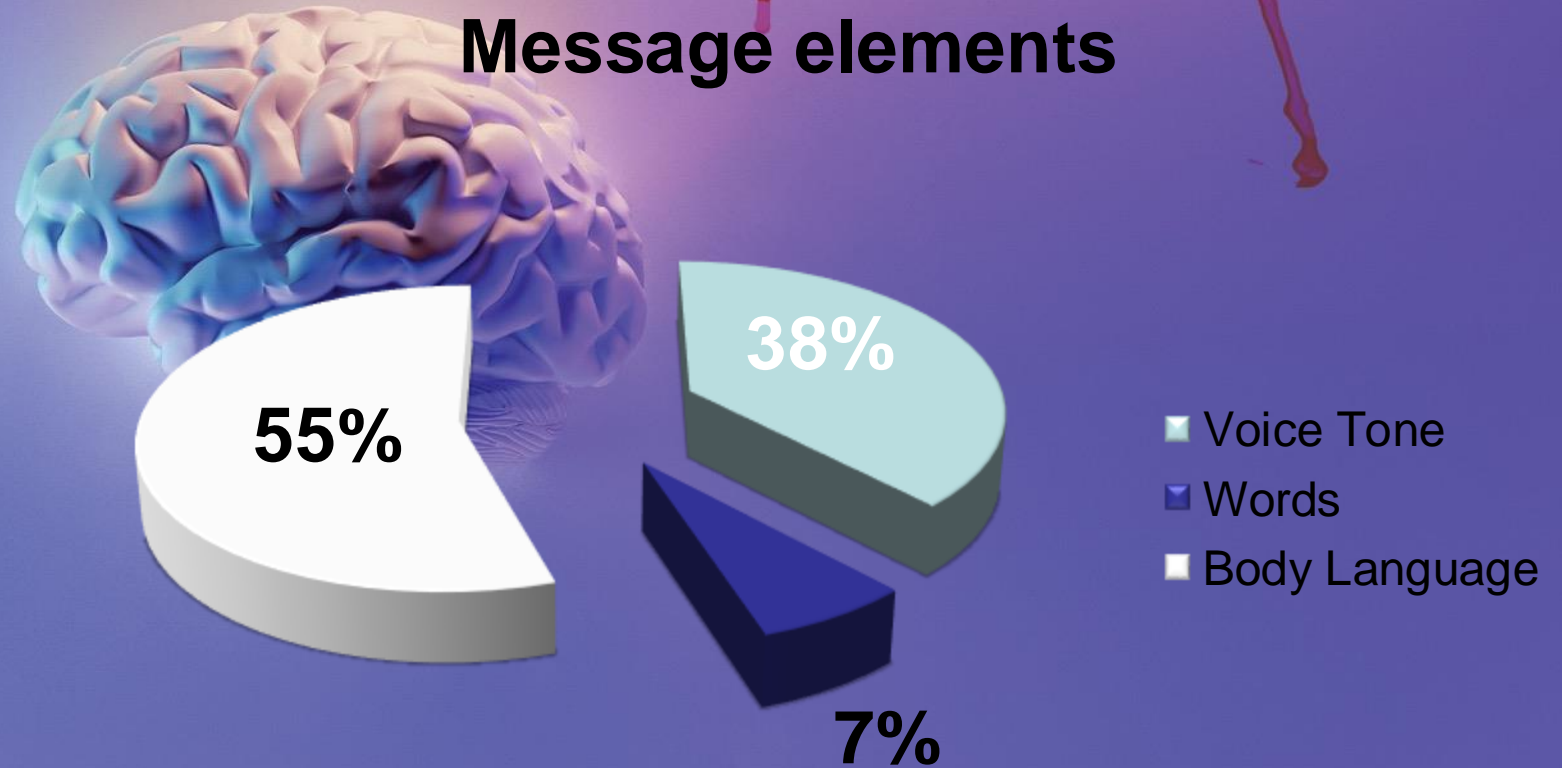
LO4.1 Demonstrate the ability to interact with others effectively and efficiently, and generate solutions in specific situations through the use of effective communication techniques.



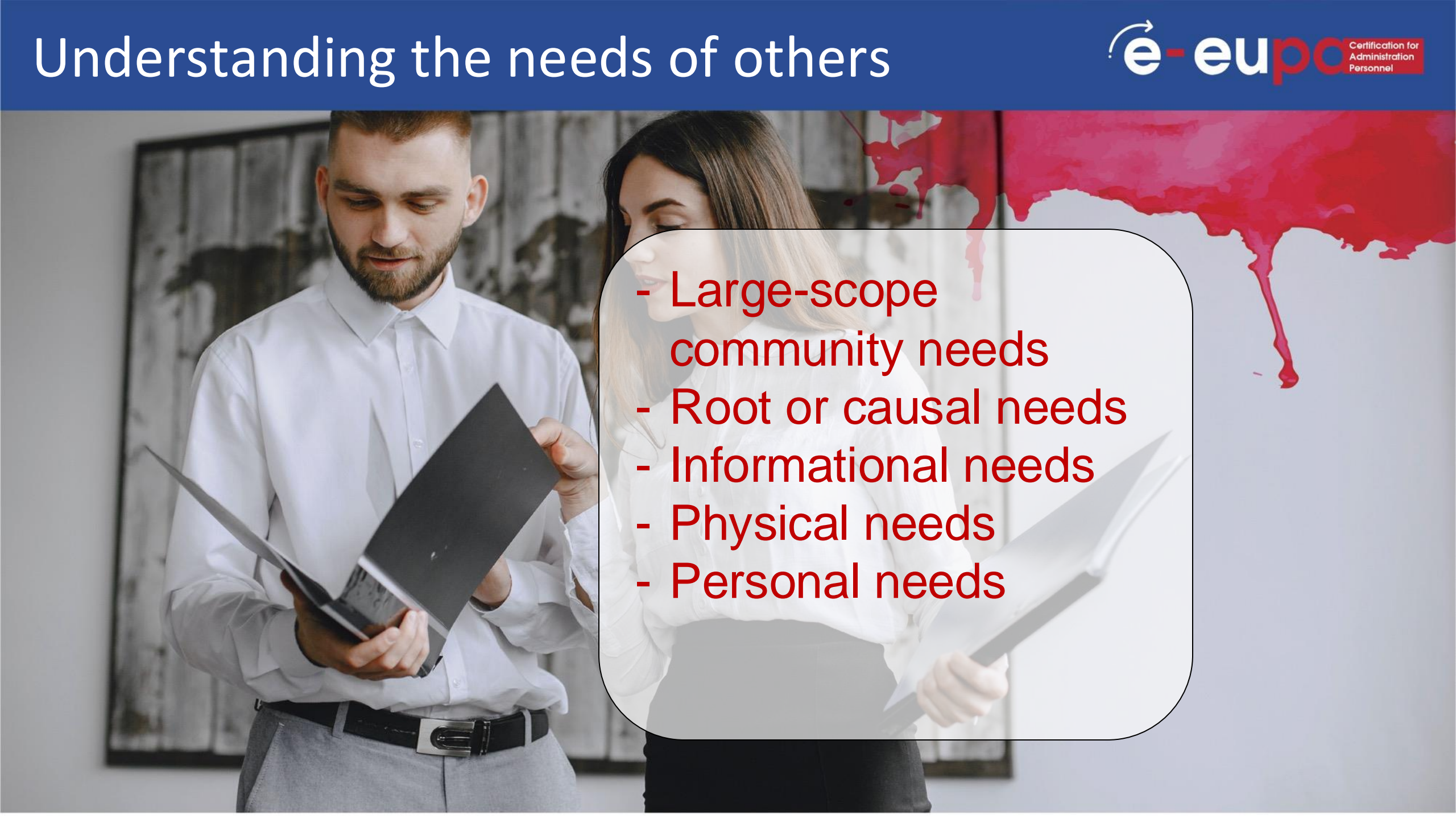


What is a message?

- Verbal
- Non verbal
- Written
- Etc.



Understanding the needs of others

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

What is assertiveness?

Assertiveness means standing up for your personal rights.

Assertiveness techniques:

- Fogging
- The Stuck Record
 - Technique
- Positive Enquiry
- Negative Enquiry
 - Scripting
- "I" statements
 - Empathy
 - Escalation
- Ask for More Time
- Change Your Verbs

The type of talk

**Composition of the
audience**

Time allotted

Hints and tips:

Project your voice,
eye contact, general
notes, think about
the idea, speak
slowly and clearly,
interactive
presentation...

1: EXCEPTIONAL COMMUNICATION SKILLS INDICATORS

- Master of written communication
- Very readable writing
- E-mail messages to the point
- No grammatical errors
- Outstanding reports and documentation
- Good speaker
- Active listening
- Thinking before talking
- Organized presentations
- Superb public speaking
- Comfortable in front of a group
- Great debating
- Great communicator
- 'Reading' other people

2: EXCELLENT COMMUNICATION SKILLS INDICATORS

- Readable writing
- Gifted writer
- Proofreads carefully
- Appropriate writing style for different contexts
- Clear and articulate communicator
- Outstanding vocabulary
- Communicates easily with everyone
- Effectively reads subtle cues and body language

3: FULLY COMPETENT COMMUNICATION SKILLS INDICATORS

- Confident and comfortable with writing projects
- Comfortable & effective in front of a group
- Prepares well before making presentations
- Communicates easily
- Good listener
- Uses words effectively and economically
- Avoids excessive use of jargon
- Writes with very few grammatical errors

4: MARGINAL COMMUNICATION SKILLS INDICATORS

- Writing style difficult to understand
- No interest in improvement
- Unclear e-mails
- Writes too much
- Doesn't listen carefully enough
- Speaks without organizing thoughts
- Too much detail
- Not enough detail
- Needs to listen more and talk less

5: UNSATISFACTORY COMMUNICATION SKILLS INDICATORS

- Numerous grammatical errors and typos
- Long time to get to the point
- Ignores punctuation
- Inappropriate terms and expressions
- Insensitive to others
- Unaware of messages that body language is sending
- Wrong words
- Doesn't pay attention to the cues and body language of others
- Doesn't listen

Types and levels of interaction

TYPES

- accidental
 - repeated
 - regular
 - regulated

LEVELS

- ☐ Cliches
- ☐ Facts
- ☐ Opinions
- ☐ Feelings



Facts, opinions and feelings

Facts

Basic information/Statistics about the weather, the office, features of a product friends, the news, personal activities, etc.

Opinions

Make sense of the fact. Include concerns, expectations, personal goals, dreams and desires

Feelings

Where emotions are shared. The level of genuine communication.

Non verbal signs:
smile, eye contact...

Verbal signs:
positive
reimforcement,
questioning,
clarification...



Empathy

The ability to understand and share the feelings of another person.

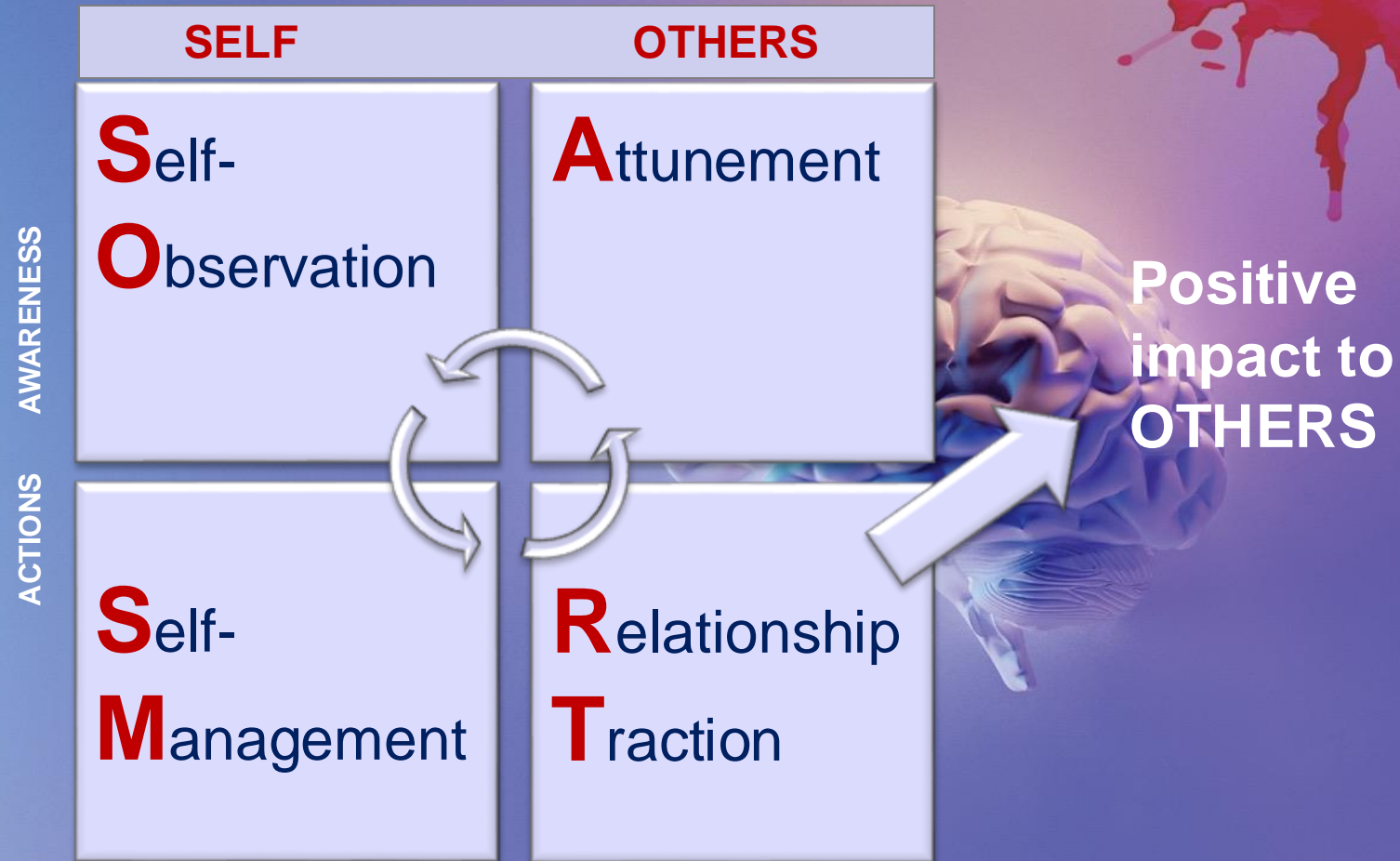
How to build it:

- Practice curiosity about strangers
- Volunteer
- Challenge your own prejudice
- Use your imagination
- Practice experiential empathy
- Treat people as being important

How to show it:

- Listen
 - Open-up
 - Offer physical attention
 - Focus your attention outwards
 - Withhold judgment
- Offer help

SO SMART model



Levels of empathy

Level 1

Understanding others

Level 2

Developing others

Level 3

Being service-oriented

Level 4

Leveraging diversity

Level 5

Political awareness



In their shoes

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Revision Question 1

- Which are the 4 Levels of interaction

Revision Question 2

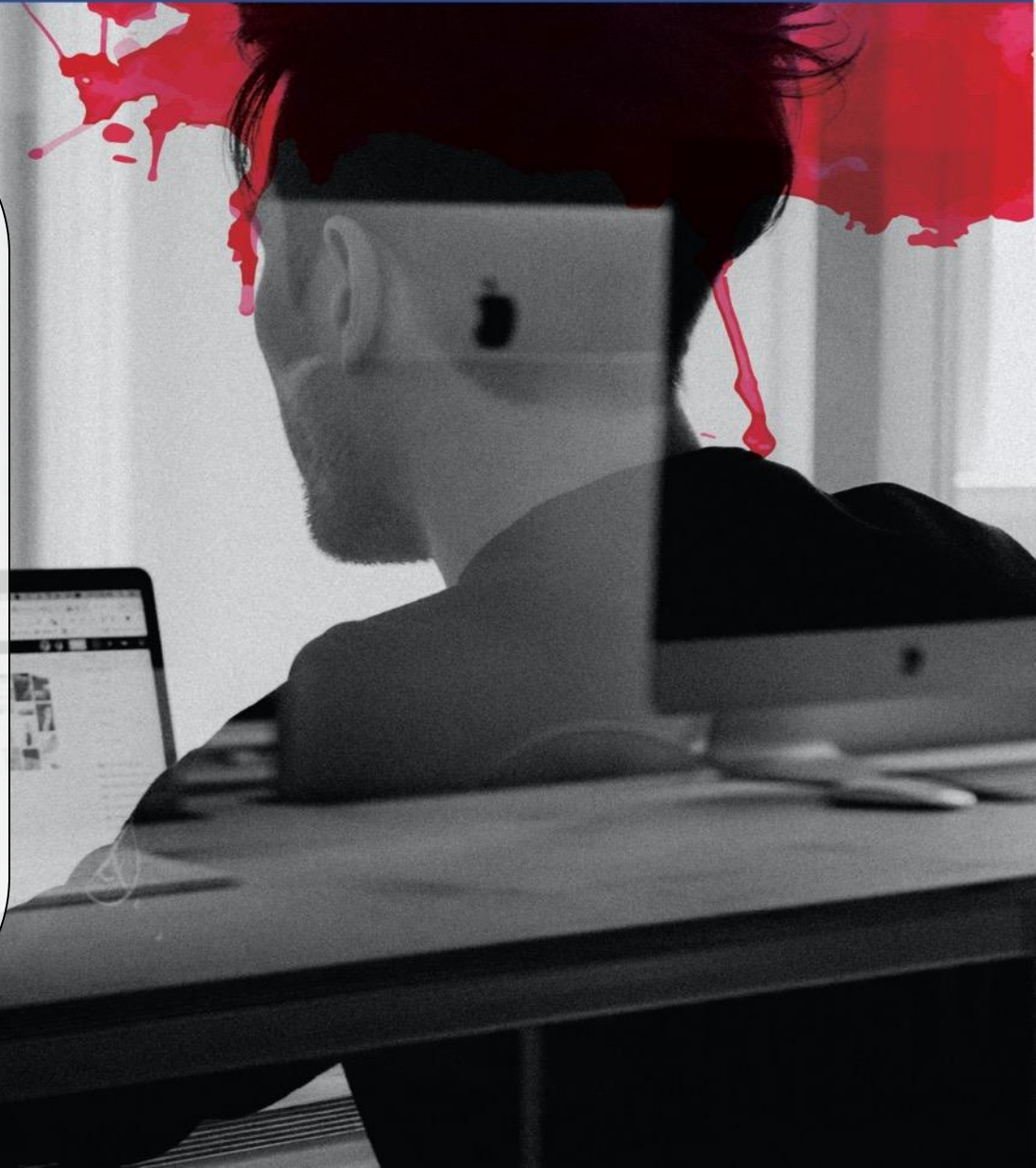
- What do the initials of the 'SO SMART' model stand for?

Showing empathy techniques:

- Listen
- Open-up
- Offer physical affection
- Focus your attention outwards
- Withhold judgment
- Offer help

Ways to build empathy

- Practice curiosity about strangers
- Volunteer
- Challenge your own prejudice
- Use your imagination
- Practice experiential empathy
- Treat people as being important



WELL DONE!



You have completed Unit 4.1



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