Intro Video

Welcome

COMMUNICATION - IMPACT & IMPORTANCE

Specialized Study on Communication Types & Its Role in Professonal Life



By: Dr. Vertika Kulshretha

Workplace Communication Statistics



80%

Lexicon: Building Trust

Employee Communication is crucial for building trust with employers.

25%

Mc Kinsey: Productivity

A Well Connected team increases the productivity up to 25% (5 times more than others)

97%

CMS WIRE : Facing Challenges

Effective communication impacts daily task efficacy & confidence of employees.

"Of all the life skills available to us, communication is perhaps the most empowering." — Bret Morrison, American voice actor

SOURCE: PUMBLE RESEARCH

OVERVIEW

- Concept Of Communication
- Types : Organizational structure
- Effective communication at workplace
- Types: Channel of Medium
- 7-38-55 Rule
- Activity on Non Verbal
- BODY Movement & Posture
- Facial Expression
- Gestures
- Hand Mudras
- Role & Necessity of Silence
- Silence Functions
- Listening
- Benefits of a Good Listener
- Public Speaking Tips
- Conclusion

Concept of Communication

Derived from Latin Word "**Communis**" which means Common.

Definition: "*Process of transmitting Information, thoughts, Opinions, message, facts, ideas and even emotions is called communication*."

For Effective Communication - Intended Message is successfully delivered, received and understood b/w two or more persons.



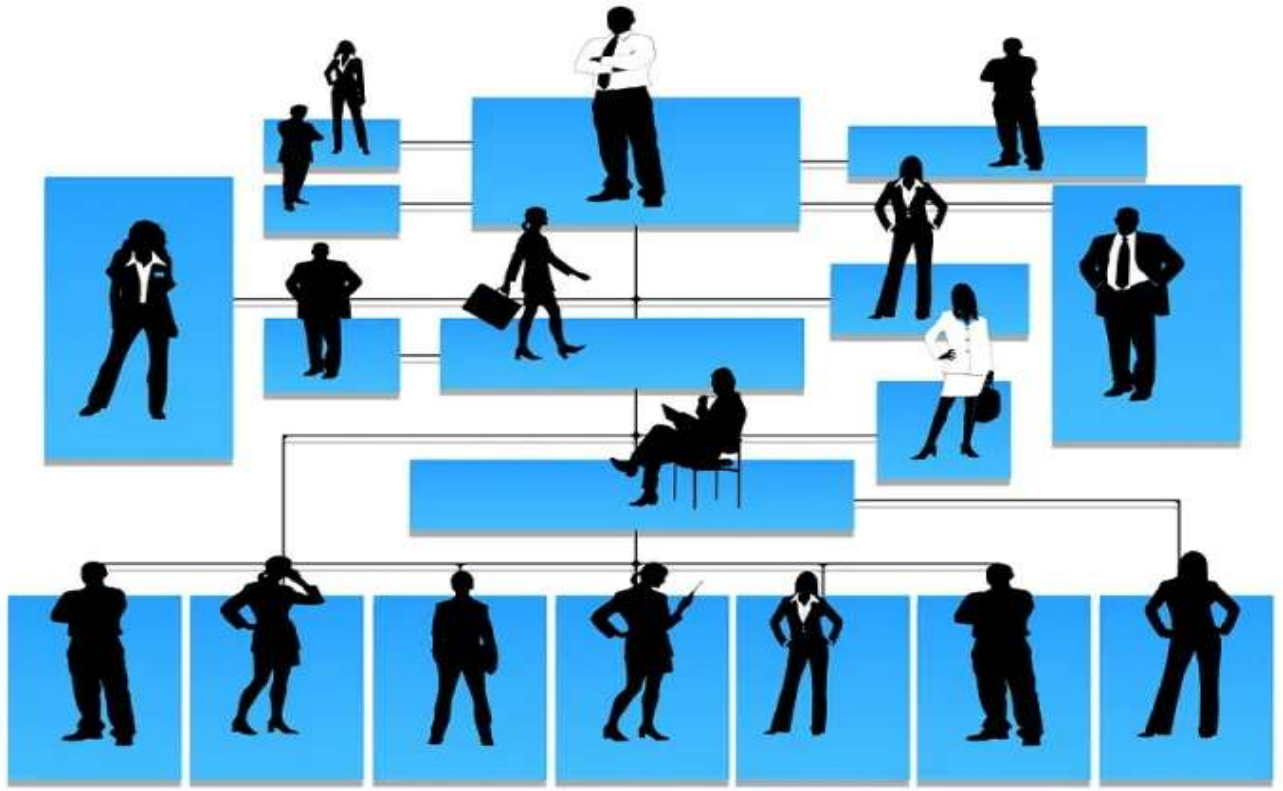
Communication: Based on Organizational Structure

Formal Communication:

1. Official/ Formal In Nature
2. Largely Documented
3. Time Consuming
4. High Level Secrecy is Maintained

Informal Communication:

1. Can be on official or personal topic
2. Move freely in all directions
3. Costs less time
4. Secrecy is not guranteed



Effective Communication at Workplace:

- **"Speak in such a way that others love to listen to you. Listen in such a way that offers love to speak to you"**



Communication: Based on Channel of Medium

Verbal Communication:



Spoken Words or Written Language, Direct & Structured!

But, Did YOU KNOW?

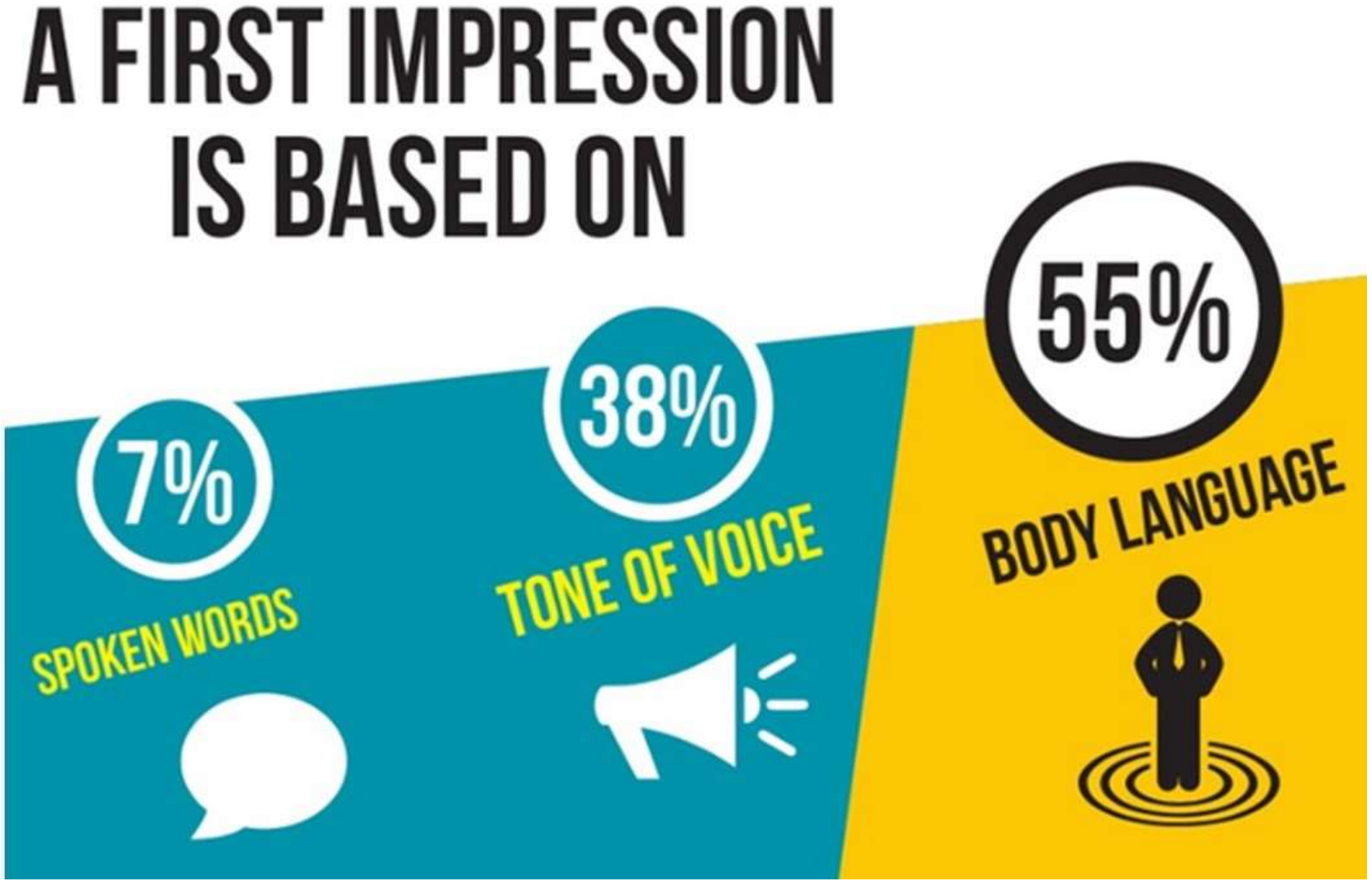
According to a researcher Albert Mehrabian, more than 90% of our communication is NON VERBAL

Non Verbal Communication

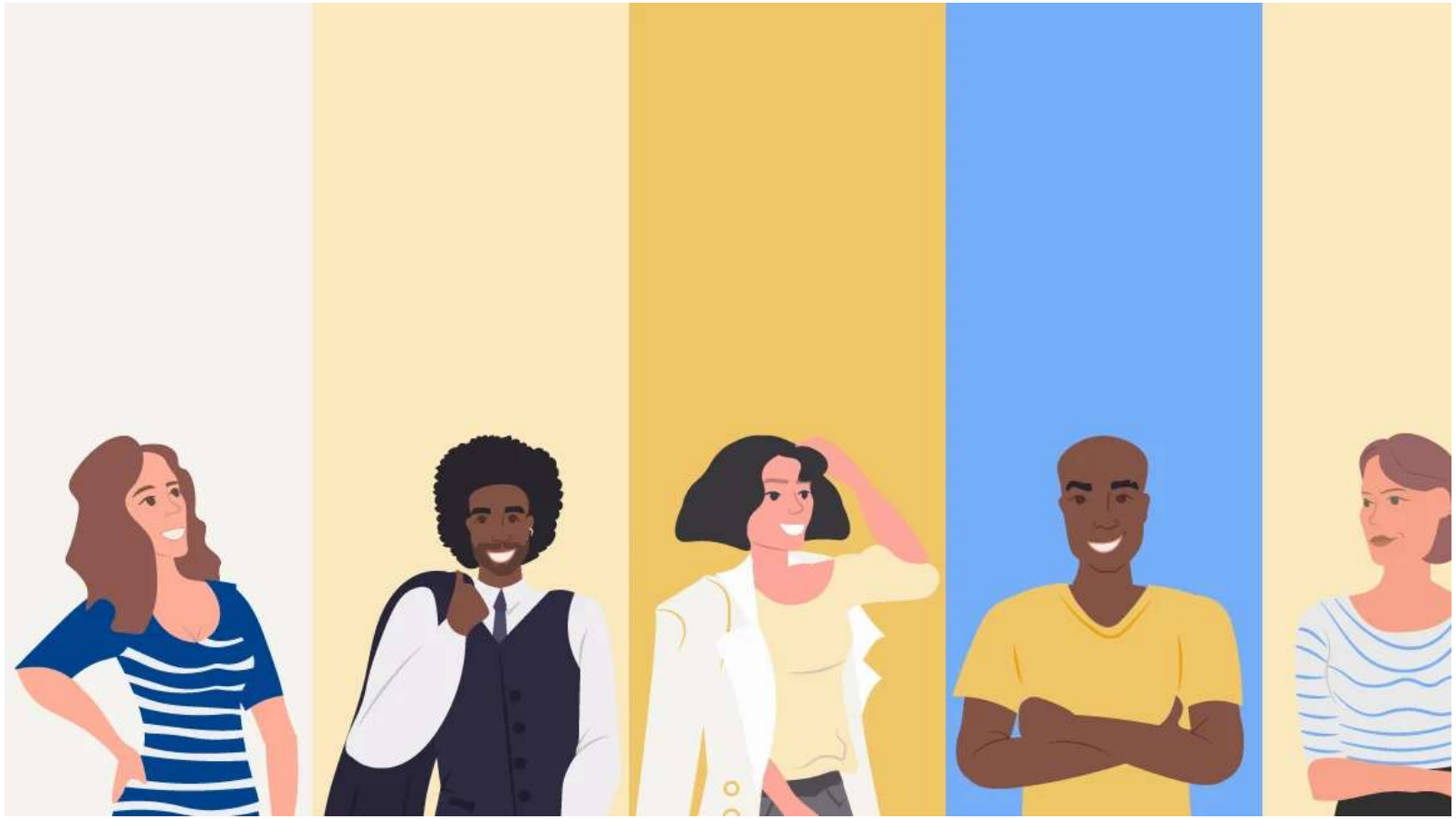


Use of Non Verbal Platforms Such as Body Language, Gestures, Postures, Facial Expressions, etc.

"7-38-55 RULE" By ALBERT which means your body language, gestures & even silence effectively conveys a message!



Body Language is a science of Non-Verbal Gestures, Facial Expressions, Tone of Voice, Body Posture which conveys what the person is feeling or projecting!





Can you Judge Their Emotions, Intention, or action seeing their BODY LANGUAGE?

NO? LISTEN to MASTER Player!

(for cricket lovers)

BODY Movement & Posture



Fig. (A) Open posture
More relaxed, open attitude



Fig.(B) closed posture
defensive or negative attitude



Fig.(C) Sitting up straight sends a message of smartness, confidence and credibility.

The way you sit, stand, hold your head, walk or carry yourself communicate a wealth of information. Above is the illustration for how to sit during a formal interview or meeting.

Facial Expressions



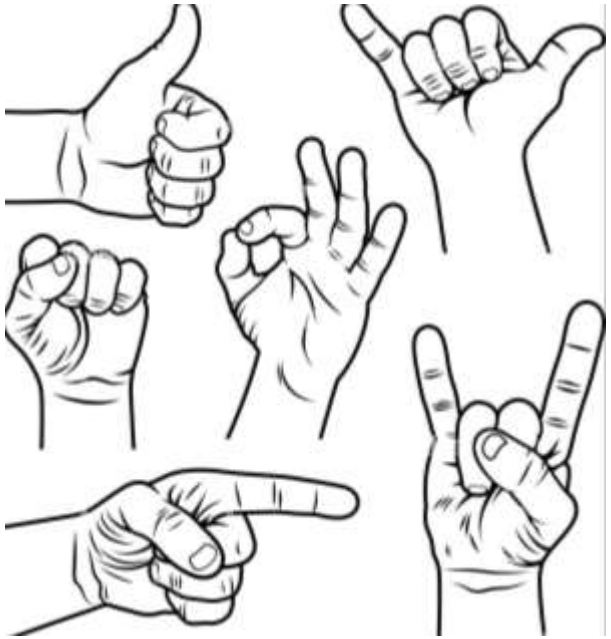
Facts: Cultural Distinction & Beliefs

Jack (Post Doctoral) Researcher said that Chinese's relied more on eyes while western Asians relied on eyebrows & mouth to judge facial expressions.

Human Face is super expressive & conveys a lot of emotions without saying a word! We all knew Universal Emojis being used to Express our Anger, Sadness, Fear, Sadness, etc.

So, What to Do With Your Hands During Interview?
WATCH & LEARN! CLICK HERE

Gestures in Body Language



Facts: Cultural Distinction & Beliefs

Gestures vary in different cultures like "OK" is a positive message in US and UK but represents a vulgar insult in Brazil.

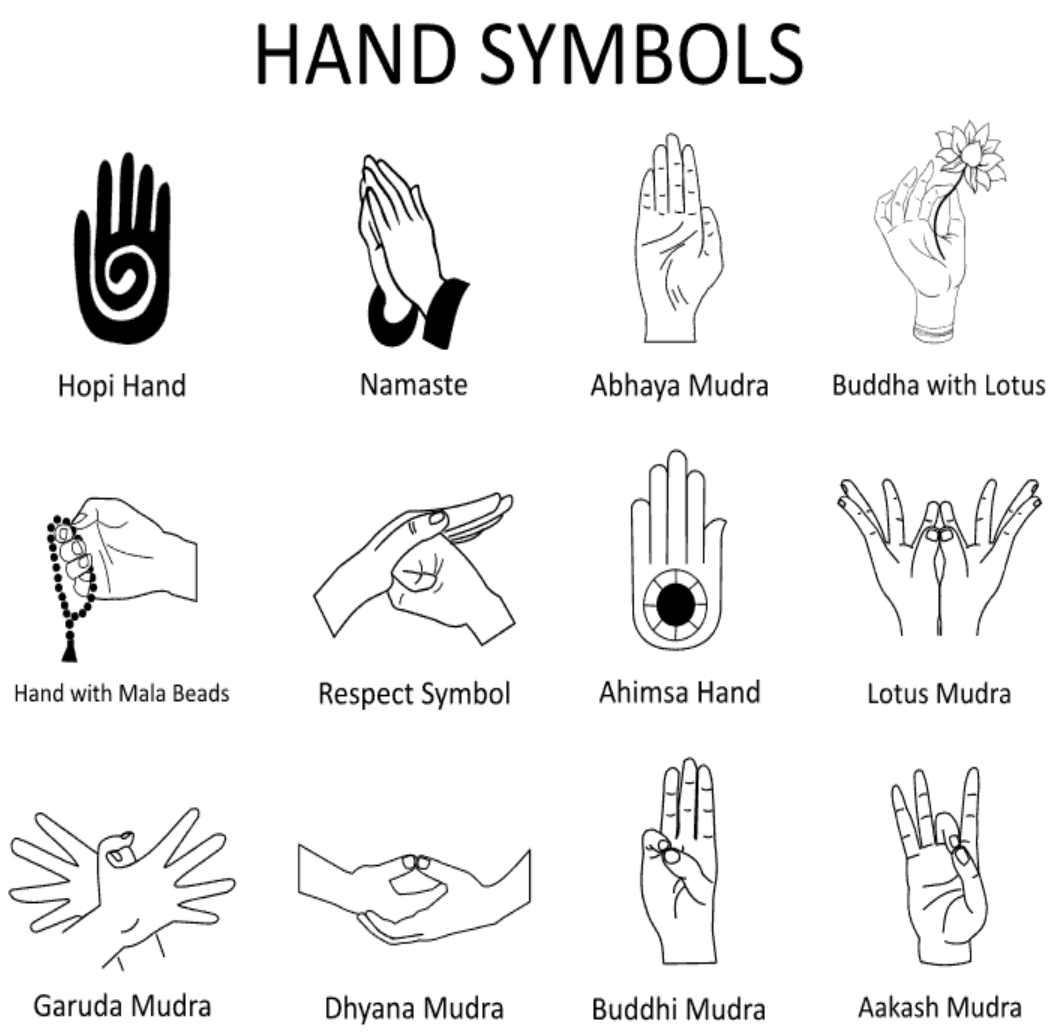
- **Movement of hands, arms or fingers to emphasize a point.**
- **Wave, Using hands while talking, arguing, pointing at things, etc.**
- **Plays a vital role when used with language.**

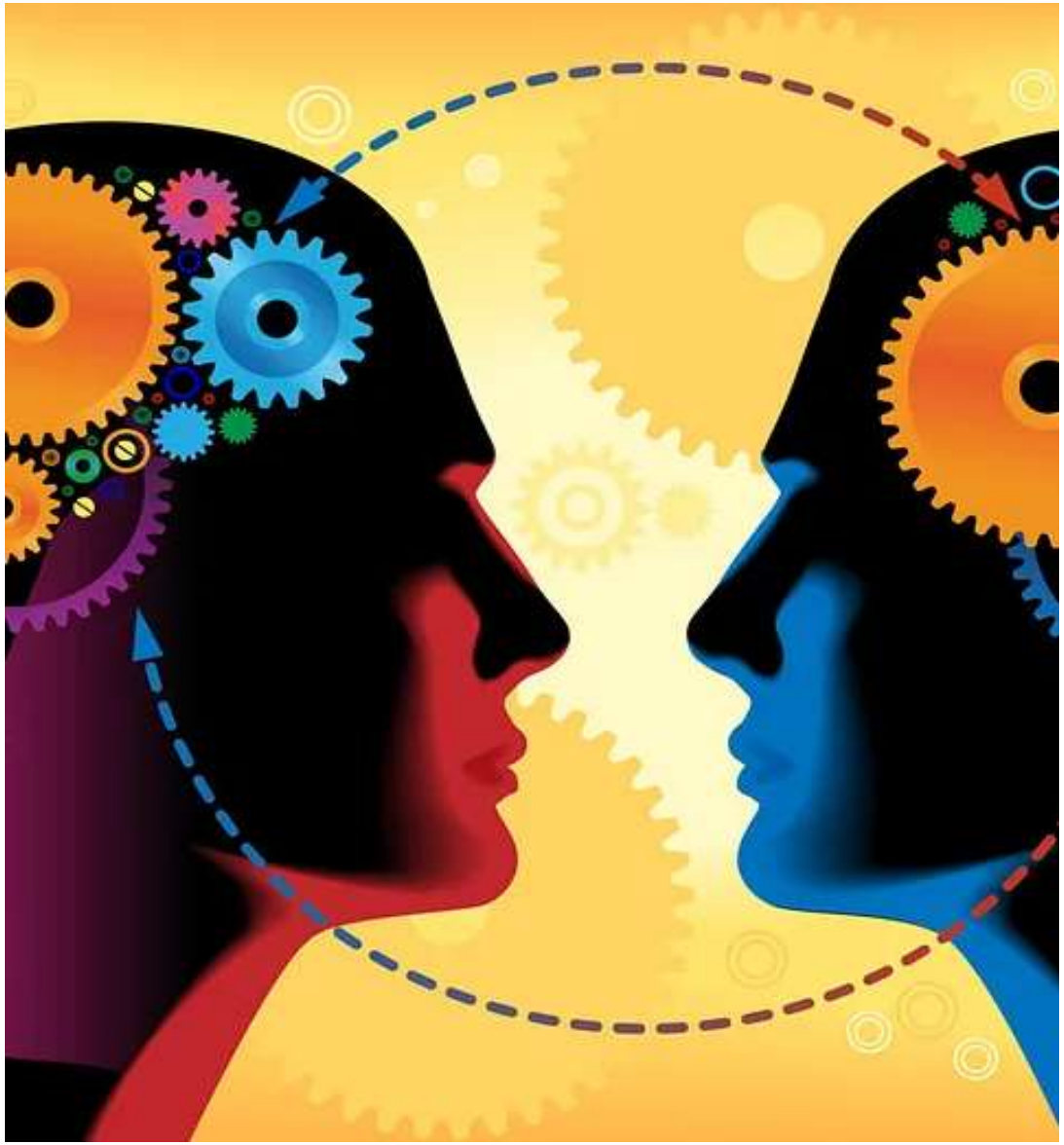
Hand Mudras

Power to Transform Your Life Lies in Your Hand!

- **Hand Mudra is a form of spiritual/ritual gesture which is followed in different cultures all over the world.**
- **Many of them are used for healing purposes, in Yoga Asana, in mediation sessions and traditional dance forms.**

Spiritual Hand Mudras





Role & Necessity of Silence in Communication

I think communication starts when words are not present at all ... I think we put so much emphasis on language, actually silence is so much more important.

Marina Abramovic

"Most of us know how to say nothing; few of us know when."



COMMUNICATION PROCESS

How Silence Functions?

1 Silence is Strategy
- Used in Negotiation, financial deals & promotional activities

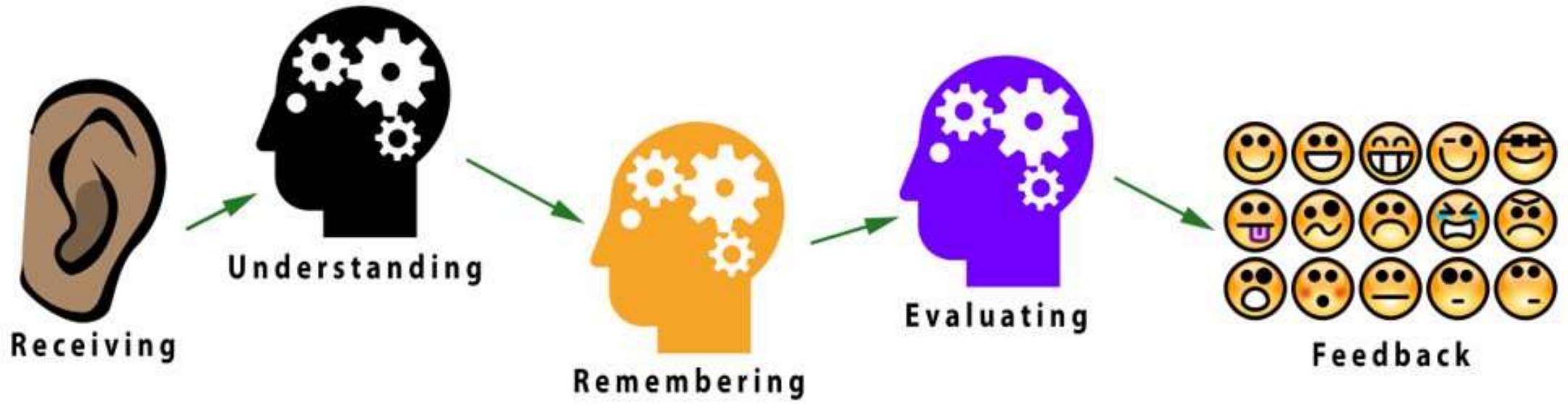
2 Eloquent Silence
- Funeral, and religious ceremonies, as a legal right.

3 Spiritual Silence
- Happens within - In sleep, meditation, awakening.

4 Emotive Role
- "I", "I feel happy"
- Power of silence- in expressing emotions

5 As the speaker's art
- Pause in between the speech.
- To focus, reject or highlight metaphor.

Listening in Communication



"Hearing is passive, Listening is active"

It is an essential soft skill and ability to receive & interpret message effectively. It completes the entire communication process which helps in attaining quality feedback.

Benefits of being a Good Listener



01
Reduces Misunderstanding

02
Builds Empathy

03
Limits Judgement

04
Improve Personal, Professional Relation

05
Enhance Leadership Skills

06
Increases Productivity



Public Speaking

Process & act of speaking or giving a lecture to a group of people in a structured manner to inform, influence or entertain the audience.


Prepare in Advance
Focus on message to be conveyed
Overcome Your Anxiety
TIPS FOR PUBLIC SPEAKING
Act Naturally & Eye Contact
Make the First Impression Count

HOW TO BECOME A CONFIDENT SPEAKER



Conclusion:

Communication in both verbal and non-verbal style plays an indispensable role in any professional organization.

Timely delivery of information along with quality communication skills helps in improving performance of both employee and employer. One must practice silence & listening art to convey the right message. Also, management styles and employees attitudes affect effective communication in organizations.

