

# COMMUNICATION

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# Session Plan

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Understanding communication:

Effective Communication

Learning by doing exercises

# COMMUNICATION

Derived from Latin word *communis* which means-common understanding.

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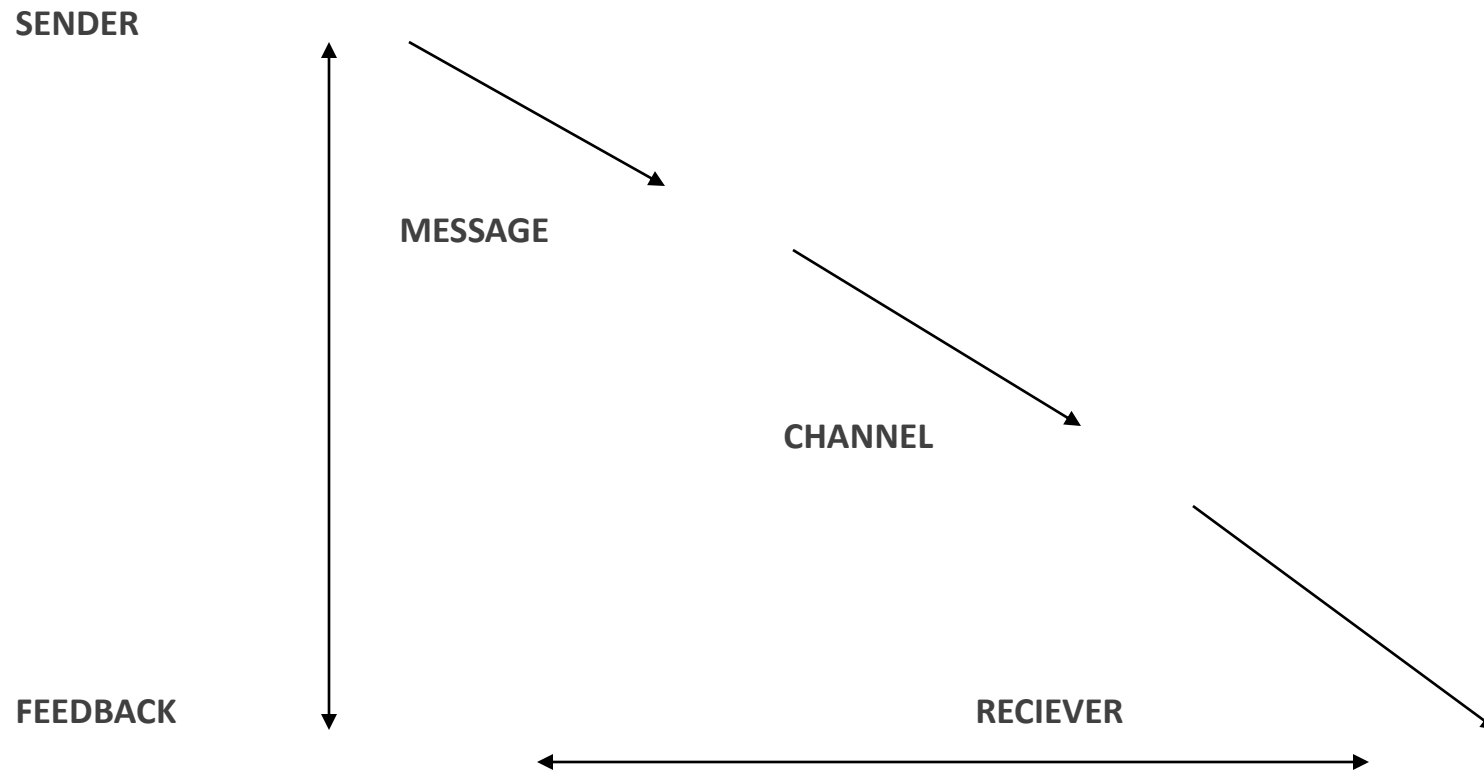
Exchange/Sharing of messages, information, views and ideas for mutual gain through any form of medium.

Necessary conditions for communication:

1. Two Party/Parties – Sender/Sharer and Receiver
2. Two way traffic between these two
3. Effective communication is tested by feedback

# Sender-Receiver Equation: S-M-C-R-F

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## Sending Process

**TO KNOW WHAT TO SAY**

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**WHEN TO SAY IT**

**WHOM TO SAY IT**

**HOW TO SAY IT**

## Receiving Process

**RECIPIENT SHOULD BE WILLING TO GIVE ATTENTION**

**SHOULD BE ABLE TO HEAR & UNDERSTAND**

**SHOULD BE ABLE TO CONNECT TO THE MESSAGE SO  
THAT IT MAKES SENSE**

# WHY PEOPLE COMMUNICATE

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**TO MEET OUR NEEDS**

**TO SOLVE PROBLEMS**

**TO BUILD RELATIONSHIP**

**TO UNDERSTAND EACH OTHER**

***\*\*SOME BODY NEEDS IT\*\****

# As MCS - YOU communicate

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- **inform people**
- **convince people**
- **move people to action**
- **Take feedback from people**
- **prepare course of action for people**

# 7 C's of Communication

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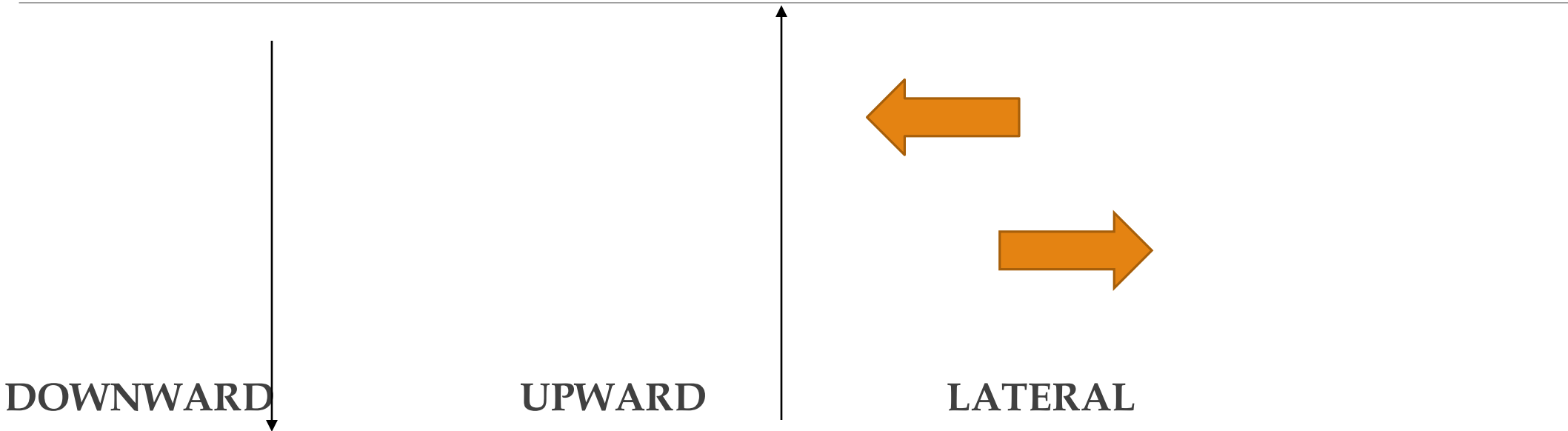
Credibility/Capability/Context/Content

Channel/Clarity/Continuity





# COMMUNICATION DIRECTION



# Communication Gap

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*May Occur* when the decoding of a message being sent is different from what was intended

Most *common* cause...

- The human element

*cont*

## Communication Gap:

Attitudes - Opinions/verbal and non verbal actions/gestures/symbols/sounds/signals/tone formulated that clouded the message

Poor listening skills - Listening but not hearing to make use of feedback

Vocabulary - Clear, Simple, and Concise

Social system -Lifestyle Differences

Culture - Various standards of norms, traditions, etc

# Elements of Effective Communication

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TIME

PLACE

OCCASION

PEOPLE



# Extraneous factors affecting Communication

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**Seating arrangements**

**Temperature**

**Room size**

**Lighting**

**Audio/visual aids**

**Meetings within the meeting**

**Interest in the topic**

**Target Audience**

**Conflict**

**Language**


**Group size**

**Confusion**

# Basic Communication skills

- **\*\*\**Checklist***

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- ***Abilities***
- ***Attitudes***
- ***behaviour***
- ***extraneous factors***

- **Verify your message before you communicate**
  - **Consult others wherever necessary**
  - **Put right information in right amount**
  - **Be consistent with follow up option**
  - **Make your message original, colorful and interesting**
  - **Take care of own personal appearance**
  - **Gain interest and attention to elicit feedback**
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**THANK YOU**

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