

# Effective Communications

Fundamentals of Communications

Version 2016-03-10

What do you **dislike** the most about a presentation?

In terms of all the presentations you've seen, which one do you **remember** the most?  
Why?



# Welcome and Introductions



Hello World!

- Your name
- Your favorite hobby or leisure activity
- Your most memorable journey
- What did the previous participant say

# Discussion

How hard was it to:

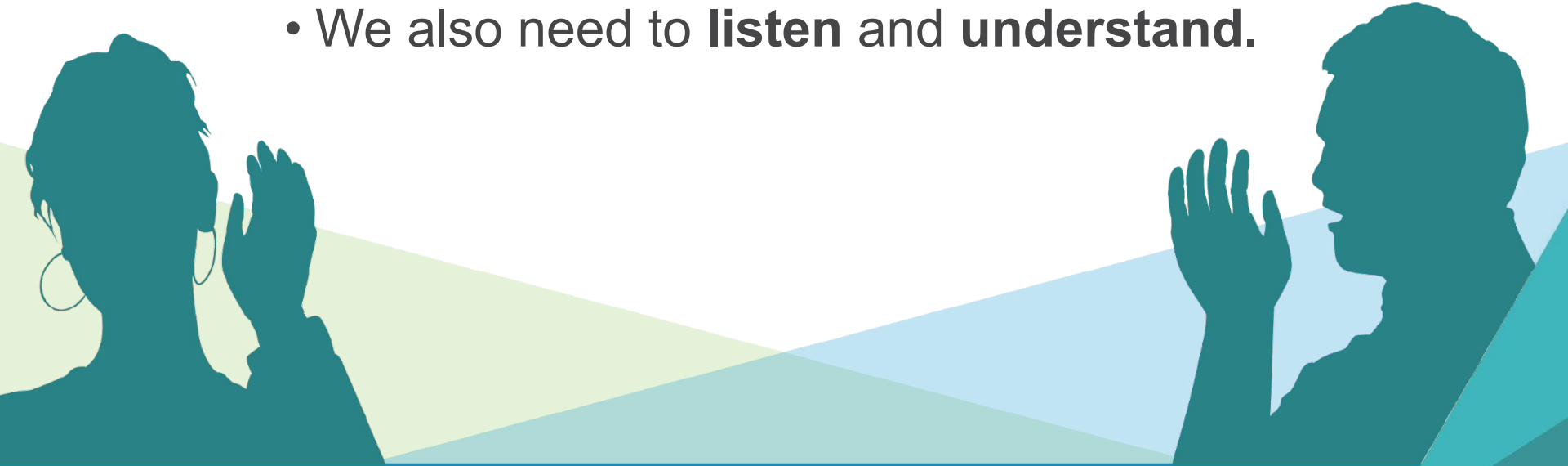
- Create your own introduction while paying attention to the previous participant?
- Remember the previous introduction while creating your own?

**Listening and understanding** is as important as **talking** and being **understood!**

# Purpose

We are constantly exchanging ideas that find and bring solutions to everyday challenges, but to do this:

- We need to be **heard** and be **understood**.
- We also need to **listen** and **understand**.



# Communication Time

**Communicating is not only talking!**

Think for a moment and write down the **percentage of time you spend** in the following means of communication:

- Reading \_\_\_\_\_ %
- Talking \_\_\_\_\_ %
- Writing \_\_\_\_\_ %
- Listening \_\_\_\_\_ %

# Activity

In teams of 3 or 4, discuss and report on the **percentage of time you think you spend** in the following ways of communication:

- Reading \_\_\_\_\_ %
- Talking \_\_\_\_\_ %
- Writing \_\_\_\_\_ %
- Listening \_\_\_\_\_ %

**Report:** Decide on the way you want to present the information.

# Discussion

- How different was your **personal percentage** compared to the **group results**?
- Was your **personal percentage** similar to **your participation** in the teamwork **discussion**?
- What kind of **challenges** did the team face because of a **conflict between talking** and **listening**?

# Discussion

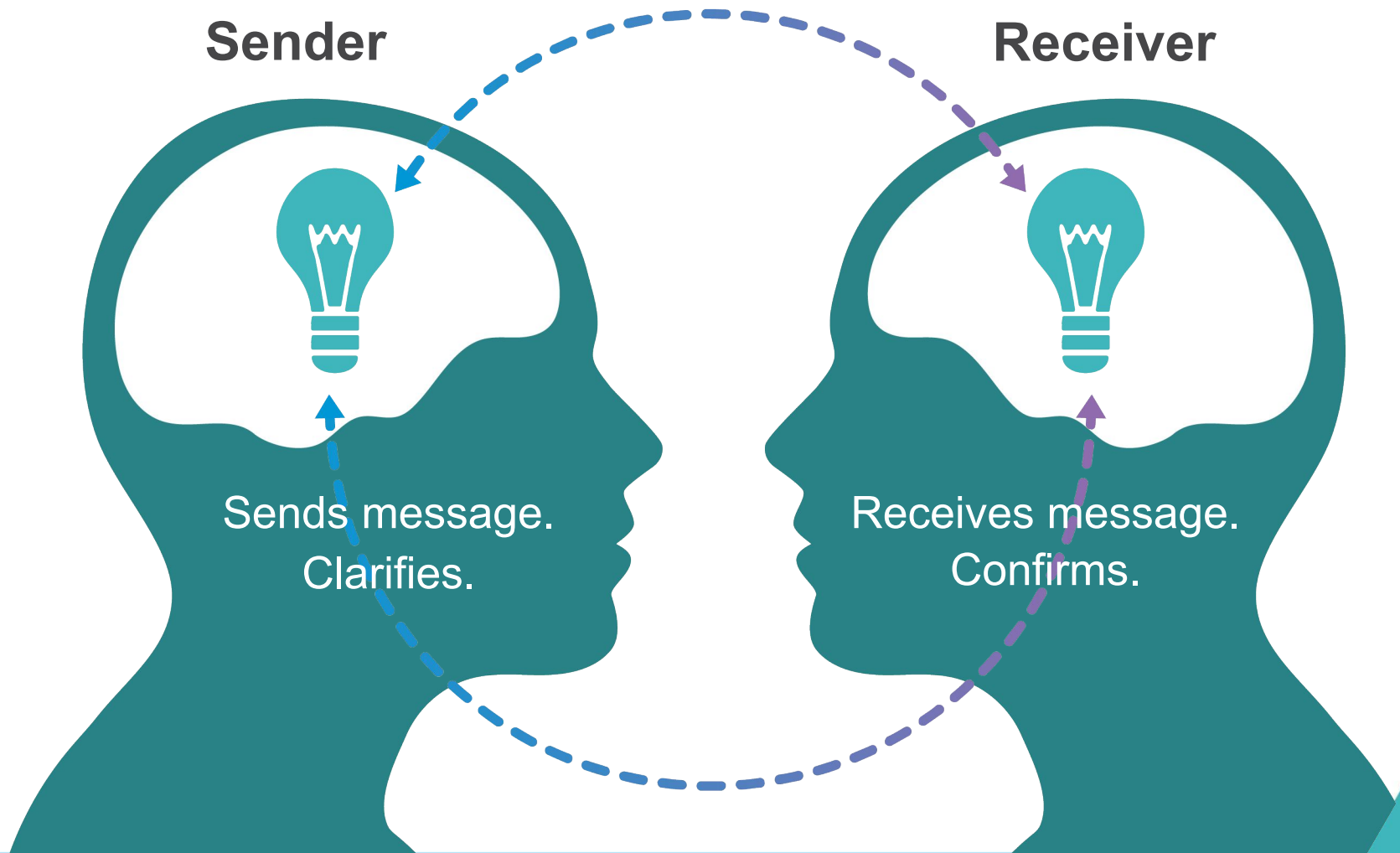
- Why are communication skills relevant to JCI members?
- Why are communication skills **specifically relevant** to the success of **project planning**?
- Why are communication skills **specifically relevant** when **working with the community**?

# What is Effective Communication?

- Communication is a two-way process.
- It includes sending the right message.
- Someone must receive the message.
- The message must be understood.
- The sender must confirm the delivery.



# An Effective Communications Model



# The Three C's of Effective Communication



**Clear:** Say what you have to say to be understood.



**Concise:** Say what you have to say in as few words as possible.



**Consistent:** Build trust and provide the information that is needed for action to be taken.



- Inform the **who, what, why, when and where.**
- Divide in **opening, body and summary.**
- Speak to the **entire audience** even when you are in a small group.



# Concise

- In writing you can ***impress*** but in talking you must ***express***.
- Avoid the use of ***fillers*** and ***jargons***.
- Replace ***over-explaining*** by **encouraging feedback** and **questions**.



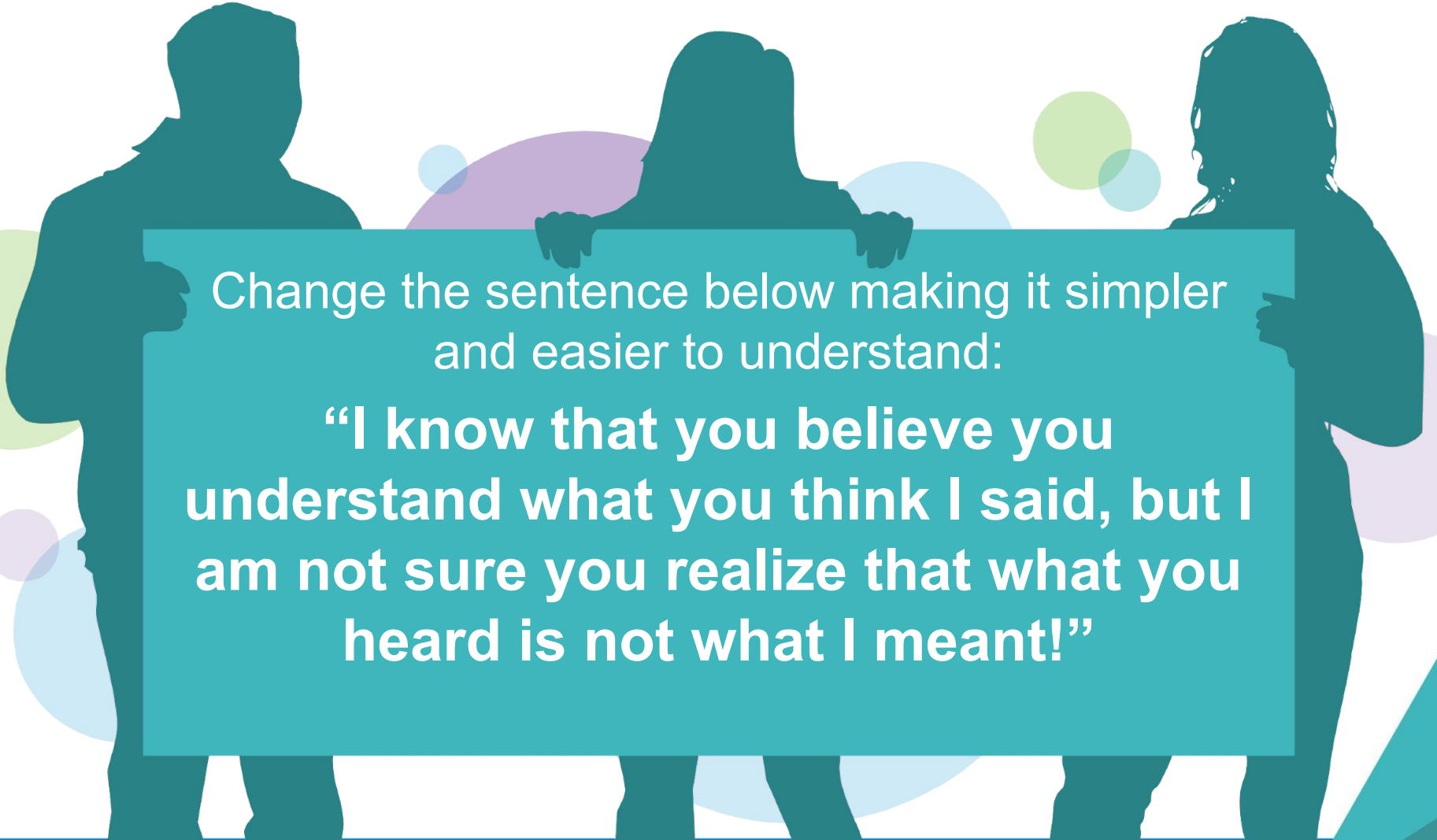


How long will it take for you to understand this message?

**“I know that you believe you understand what you think I said, but I am not sure you realize that what you heard is not what I meant!”**

Source: Gathered from 50 communications activities, icebreakers and exercises by Peter R. Garber

# Teamwork Task

The image features three dark teal silhouettes of people (two men and one woman) standing behind a large teal rectangular sign. The background is white with several overlapping circles in shades of teal, purple, and light blue. The sign contains white text.

Change the sentence below making it simpler  
and easier to understand:

**“I know that you believe you  
understand what you think I said, but I  
am not sure you realize that what you  
heard is not what I meant!”**

# Consistency

- Build **trust** by keeping people **informed**.
- Not prepared to fully communicate? Address the fact that **there is a situation** and **more information** will be given.
- Send **notes after meetings** with a **summary** of decisions.



# The Three Ways of Communicating



**Verbal:** The choice and arrangement of words.



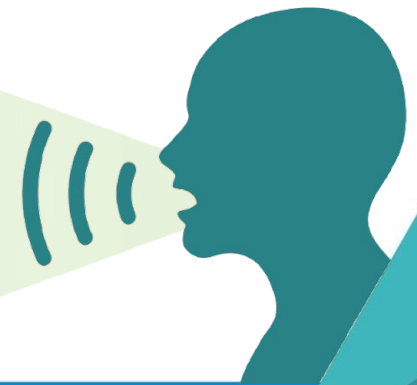
**Nonverbal:** The message sent through body language.



**Paraverbal:** Tone, pace and volume of our voice.

# Verbal Communication

- **Accusatory words create a defensive mindset**
  - *“I think you are wrong on your statement because...”*
- **Respective words create cooperation and respect**
  - *“I understand your position and respect your point of view, but in my opinion...”*



# Verbal Communication

- **Voice:** Shows your emotional state.
- **Dialect:** Can show geographical roots.
- **Arrangement:** Structured words in a meaningful manner.
- **Length:** Use short sentences.



# Listening Dilemma

We speak at a rate of **150** words per minute,  
But we hear at a rate of **1000** words per minute.

**This gives us a lot of extra time!  
What do we do with that time?**



# Listening Skills



A Local Organization started with 25 members. During the first year 2 members left and 3 more joined. The next year 5 members had reached the JCI age and could no longer be members. During the same year 7 other members moved to other cities and left the organization. During the next 2 years, 13 members joined while only 1 left. Because of great community projects during the next 3 years, 17 new members joined and only 1 left. The following year was not so good and 8 members left the Local Organization.

# Listening Skills



## How old is this Local Organization?

- Every person decides on the criteria to pay attention.
- A well prepared speech may result in wrong interpretations.

**Inform your audience about the aspects you want them to remember!**

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**Inform your audience about the aspects you want them to remember!**

# Being A Good Listener



Paraphrase the message



Repeat the message



Clarify any points or missing information



Remember important points of the message



# Non-verbal Communication

- More than half of the message is transmitted by nonverbal communication.
- Nonverbal messages are the primary way that we communicate emotions.
- Nonverbal communication includes **facial expressions, eye contact, posture and gestures.**

# Facial Expressions and Eye Contact

- Facial expressions convey emotional information.
- Facial expressions and eye contact can light up audiences and create interest.
- Eye contact can be used to **receive feedback** on comprehension and interest.



# Posture

- Creates a feeling of openness or rejection.
- Can reinforce or emphasize what a person is saying.
- Can signal the end of a conversation.



# Gestures



- Gestures have the same function as a word.
- Gestures help illustrate or clarify a verbal message.
- Gestures emphasize key aspects or important points.

# Paraverbal Communication



It is **how we say** something,  
not **what we say**.

- Voice intonation
- Pace
- Pauses
- Emotion

# Practice: Voice Intonation

**We** will create a positive impact in the city

We **will** create a positive impact in the city

We will **create** a positive impact in the city

We will create a **positive** impact in the city

We will create a positive **impact** in the city

We will create a positive impact in the **city**

# Pause and Emphasis

JCI is a membership based nonprofit organization. Through the support of our members, partners and friends, we are able to carry out our Mission of empowering young people to create positive change in more than 5,000 communities around the world.

**What are the main points you recall about the text?**

# Practice: Pauses and Emphasis

JCI is a membership based *(pause)* nonprofit organization.

*(pause)* Through the support of our members *(pause)*, partners and friends *(pause)*, we are able to carry out our Mission *(pause)* to empower young people to create positive change *(pause)* in more than 5,000 communities *(pause)* around the world.

# Charisma is Having Excellent Communication and Interpersonal Skills

- Being **confident**
- Showing **optimism**
- Being an **emotional player**
- Being **interesting** and **interested**
- Demonstrating **intelligence**
- Being **assertive**
- Attention to **detail**



# Emphasize What You Want Remembered!

- We remember **what we hear.**
- We remember best **what we hear last.**
- We remember most **what is presented dramatically.**
- We remember **what we have a use for.**




# Relevance to JCI



- In JCI, we hope to **solve** the greatest **challenges** of our time.
- We identify community **needs** and must **engage stakeholders**.
- We develop **sustainable solutions** and **take action**.

# Evaluation Exercise



Go to the front of the class for a self introduction stating:

- Your name
- What you learned that was new
- What is your most memorable experience
- What is the most memorable experience of the previous speaker.

**Communication is key  
to solving the  
greatest challenges  
of our time.**





**Thank you!**