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Effective Communication

Training Module 1 -Communication Principles

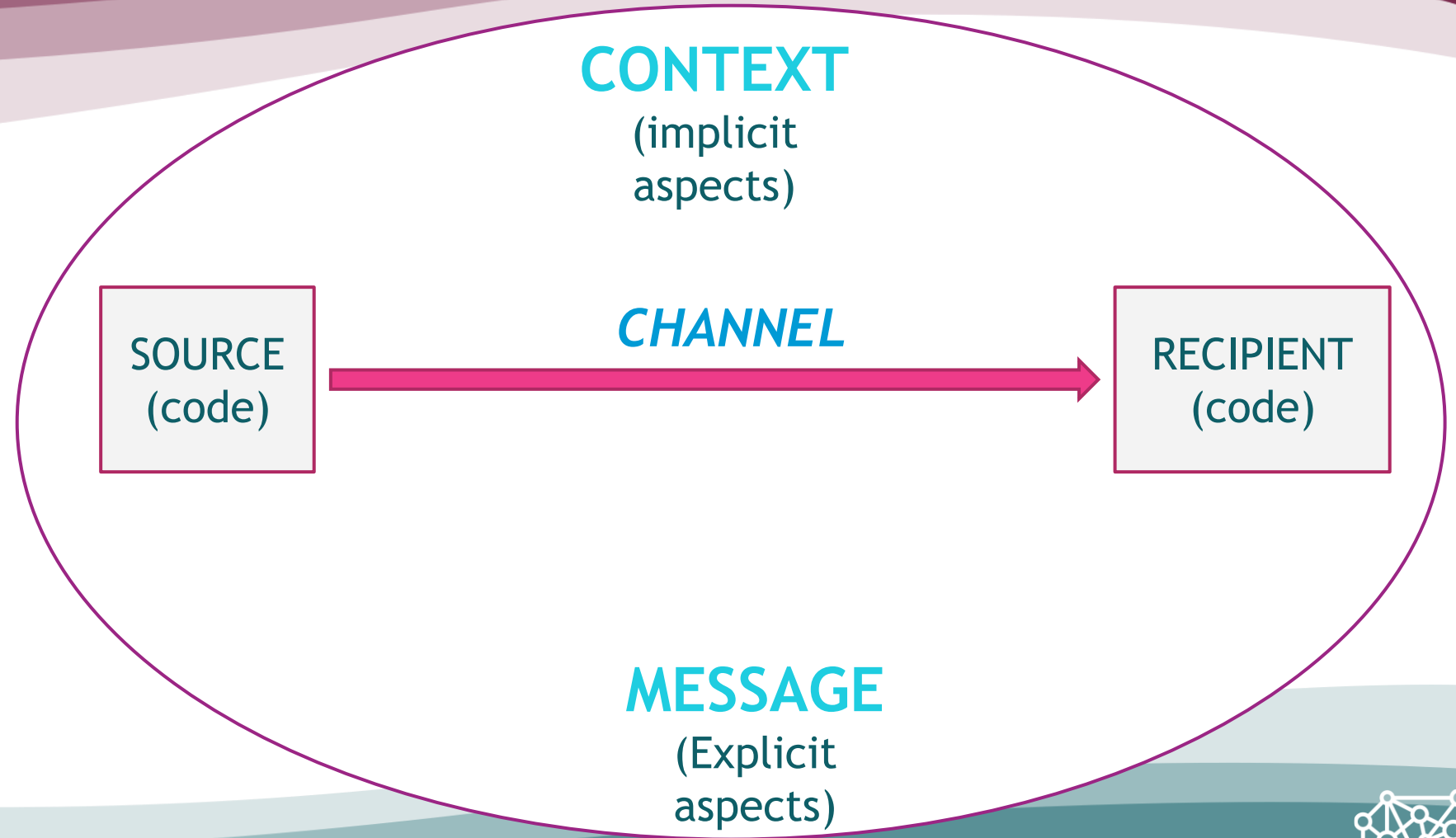
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FIRST AXIOM OF COMMUNICATION (BASIS)

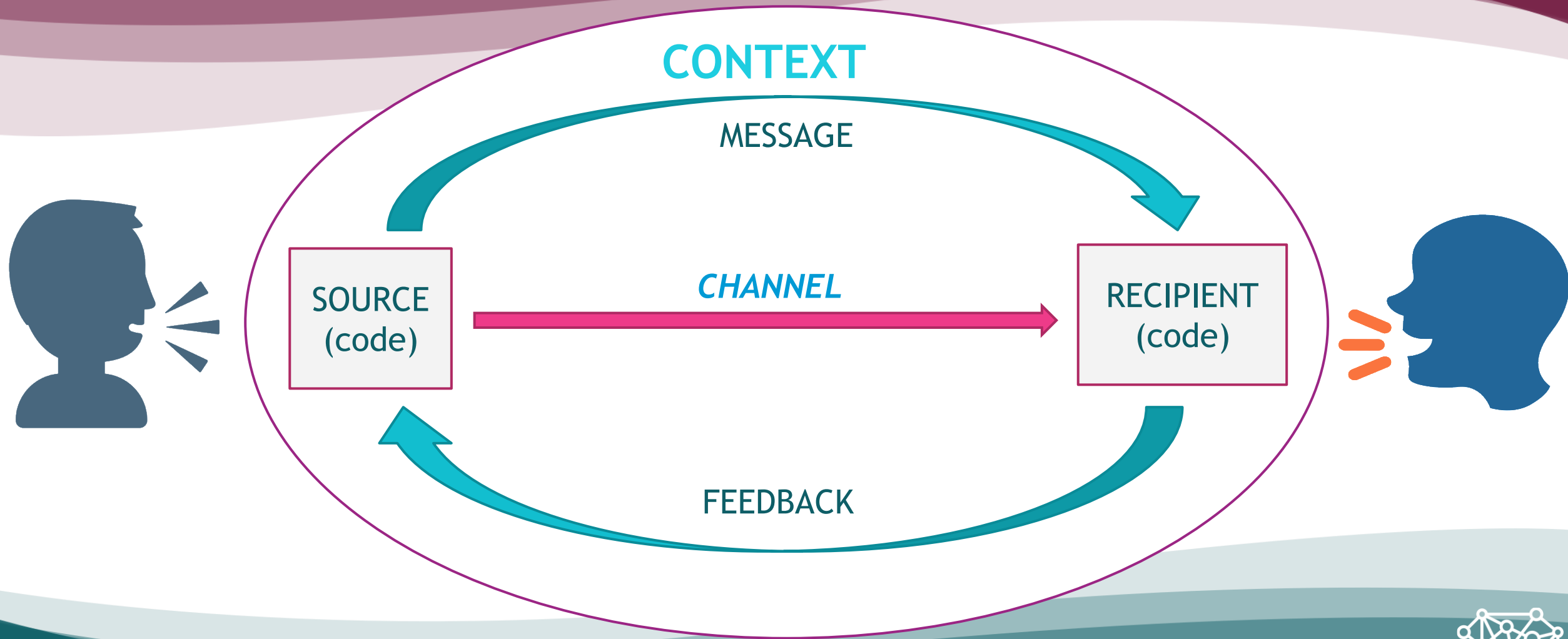
IT IS IMPOSSIBLE TO NOT COMMUNICATE.

THE MECHANICS



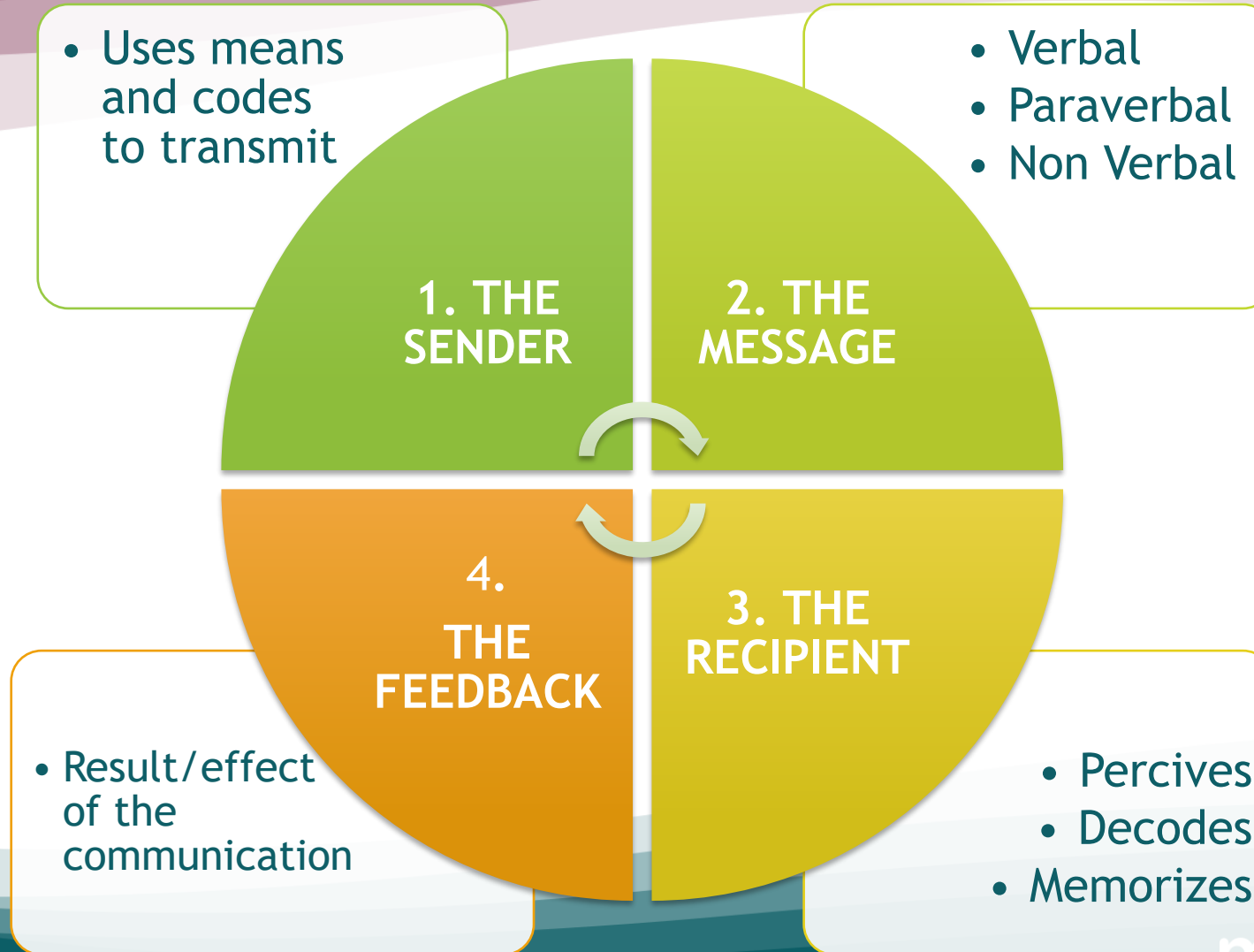
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THE MECHANICS

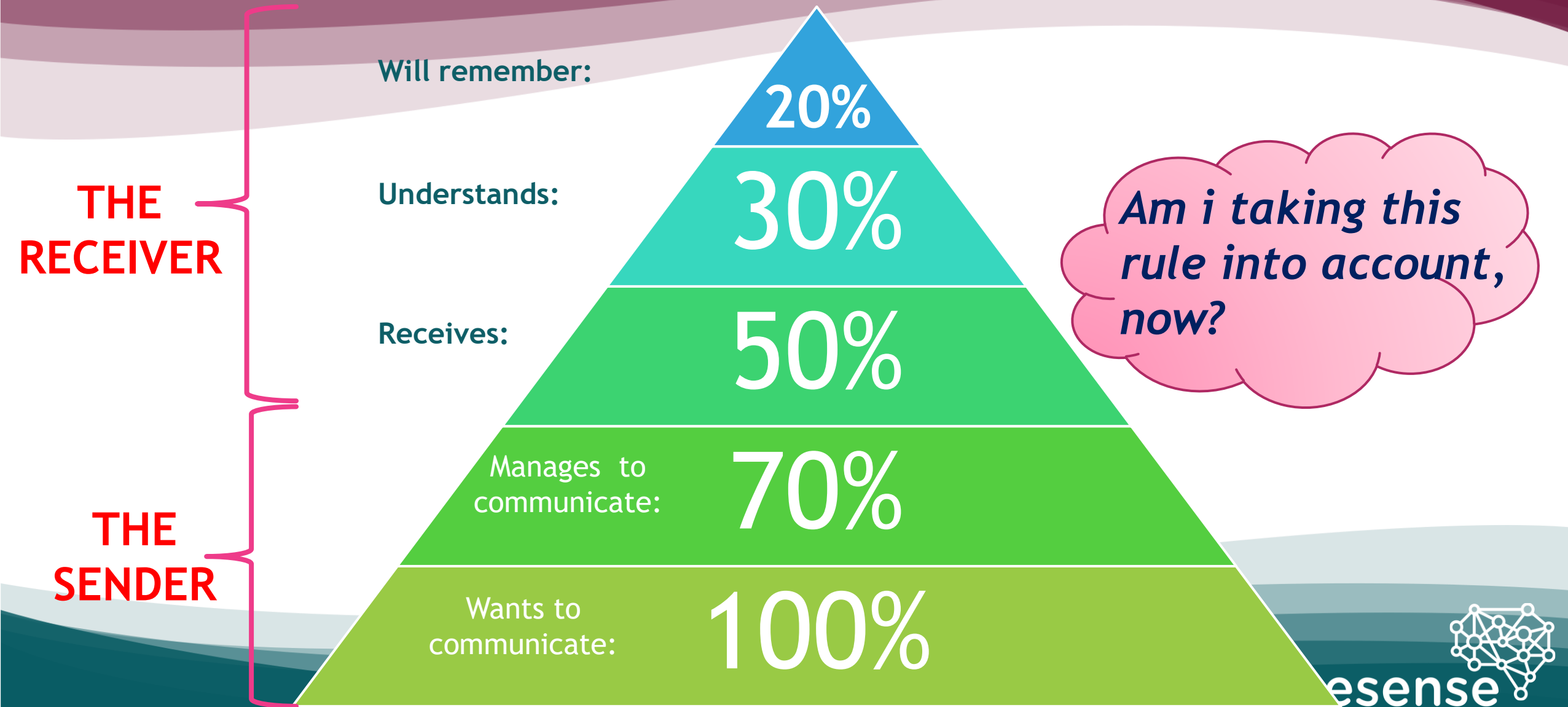


Communication is a 2-way process!

COMMUNICATION MAP



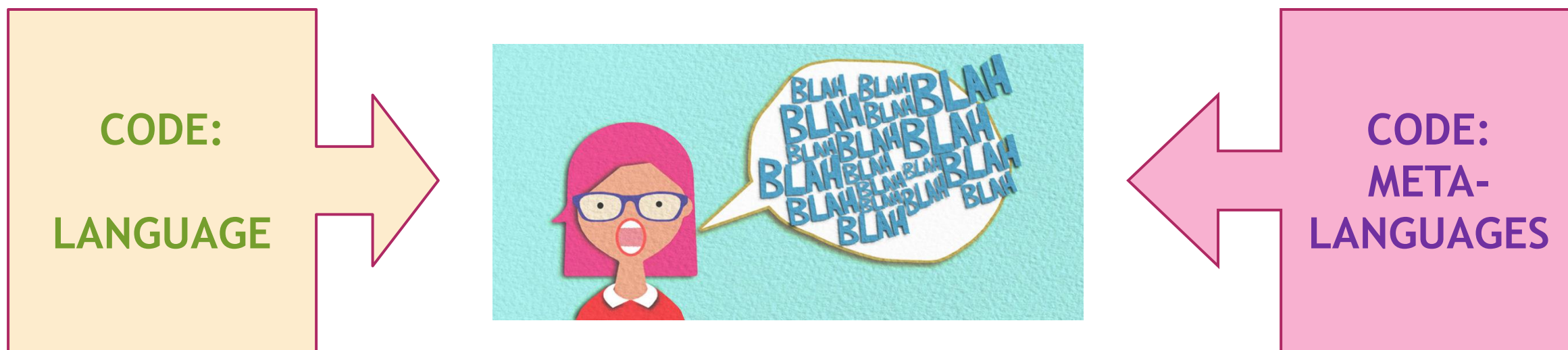
HOW COMMUNICATION WORKS



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THE CODES OF COMMUNICATION

The given meaning of a message and the eventual reaction, even through an action, are both regulated by **CODES**.



The codes used by the listener aren't necessarily the same the speaker uses.

GOAL OF COMMUNICATION

- ▶ It is not simply to pass a message or to say something.
- ▶ It is to commit to obtain a reaction, or to influence a certain behavior.
- ▶ **True communication consists in obtaining a result and NOT in transmitting content.**
- ▶ If the obtained result is coherent with the previously planned goal, then the communication has been effective.

SECOND AXIOM OF COMMUNICATION

EVERY COMMUNICATION HAS ITS OWN
CONTENT AND RELATIONAL ASPECT

The relational aspect defines the content, therefore it is a
meta-communication.

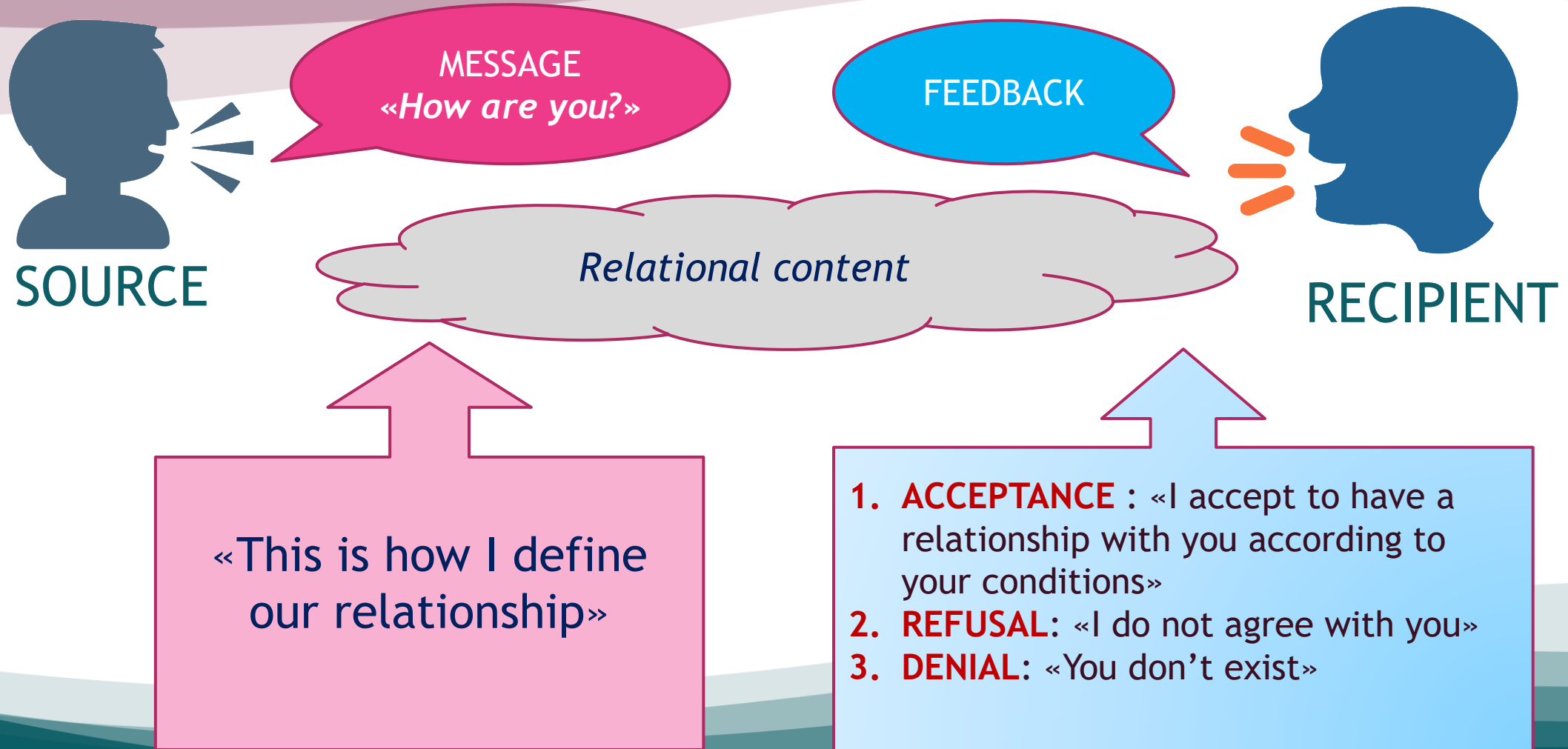
CONTENT AND RELATION

Both contents and relational dimensions are represented throughout a communication.



The meaning and significance of a message is interpreted by the recipient according to a relational setting.

CONTENT AND RELATION



THIRD AXIOM

COMMUNICATION ALWAYS TAKES PLACE THROUGH THREE CHANNELS:



VERBAL



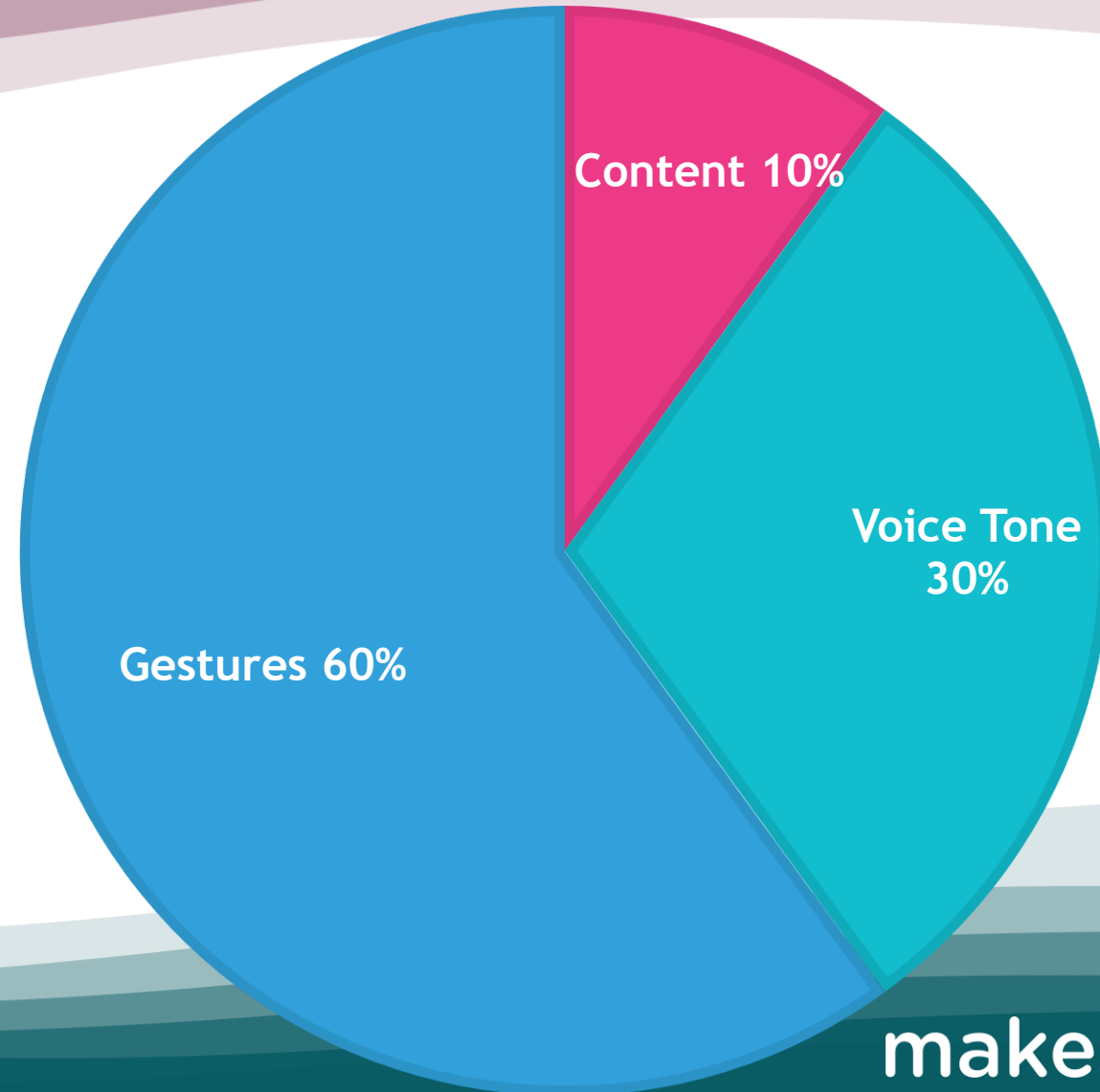
NON-VERBAL



PARAVERBAL

«HOW» PREVAILS ON «WHAT»

- ▶ What → Content
- ▶ How → Voice tone (para-verbal)
- ▶ How → Gestures (non verbal, body language)

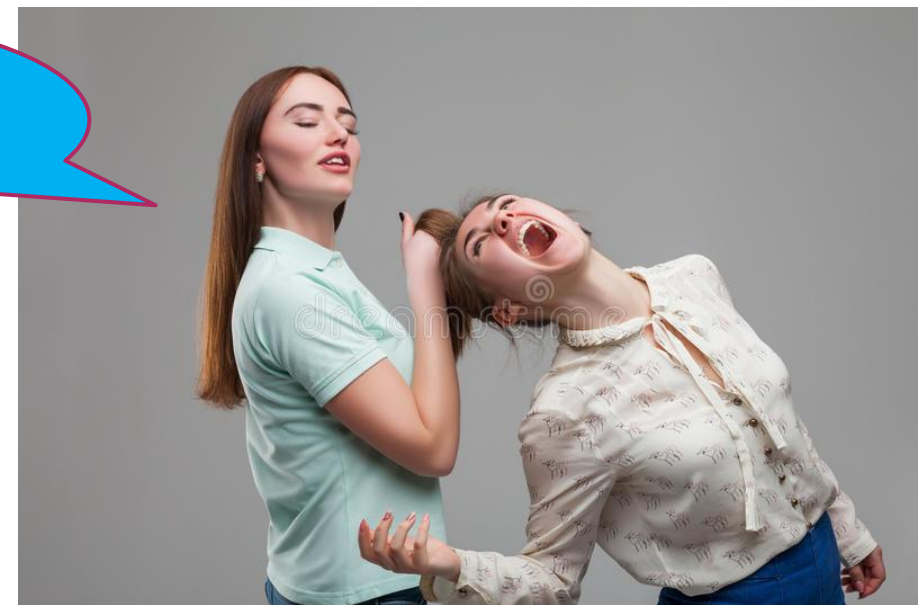


GESTURES ARE VITAL!



I AM SO HAPPY TO
SEE YOU!

I AM SO HAPPY TO
SEE YOU...



COMMUNICATION CHANNELS

For every message:

the higher its level of **consistency between verbal,
non-verbal and paraverbal level,**
the more **powerful** the message.



CLARITY AND EFFICIENCY

HOW TO COMMUNICATE

Communicating effectively means being capable of using the paraverbal (voice) and non-verbal (body) channels of a communication.

☐ A few general rules

- ☐ Read the context
- ☐ Interpret the signals (feedback)
- ☐ Use your own natural style

☐ How to use the voice

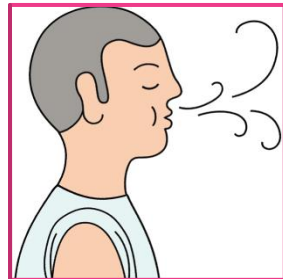
- ☐ Mind your tone
- ☐ Check your volume
- ☐ Control rhythm, speed, modulation



Use pauses...

COMMUNICATING WITH YOUR BODY

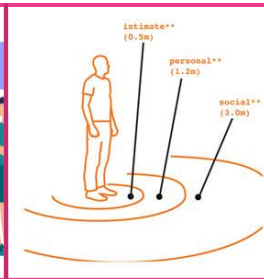
How to use body language



Breathing



Manage territory



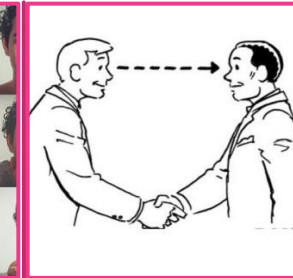
Proxemics



Clothing & Status symbol



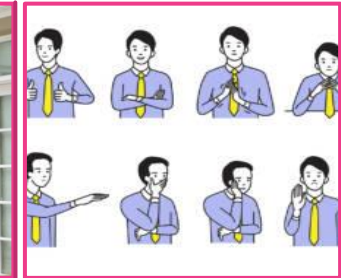
Facial expressions



Eye-contact



Posture



Gestuality

HOW TO GIVE A FEEDBACK

▶ What is a feedback?

“A Feedback is the retroactive effect of a message on the Sender”

▶ How do you ask for feedback?

Feedback is asked through **OPEN QUESTIONS**.

After receiving it, **MAKE SURE YOU HAVE UNDERSTOOD**, repeating the concepts you’ve listened to:

“So, you’re telling me that...”

▶ How do you give feedback?

You do not give feedback on a person, but on an action or behaviour, referring to a specific result in a specific situation: **DON’T SAY**: “you’re good”. **SAY**: “You’ve efficiently taken care of a job that has been assigned to you”.

Open / Closed Questions

- ▶ May I ask you something?
- ▶ Do you like this bracelet?
- ▶ Would you tell me why you don't like this bracelet?
- ▶ What's the person you're giving a gift to like?
- ▶ Do you go to university?
- ▶ What would you like to do when you finish school?
- ▶ Why did you pick that model?

Open / Closed Questions

WHY ASK OPEN QUESTIONS

Open questions encourage people to deepen their answers, to use longer examples.

Closed questions help understand concepts.

Open questions can't be answered with a «**yes**» or «**no**».

The ability to ask open questions is vital during negotiations, in a working place and in our private life.

Obtaining comprehensive answers helps us know our interlocutor better.

NON-VERBAL COMMUNICATION



It allows us to understand the other's real intentions, their emotional state and what they really think about us.



Every gesture, posture and expression accompanying words are not random. They have a precise meaning.



It is made of gestures, postures, small facial expressions, body orientation, interpersonal distance, tone, rhythm and color of the voice.

NON-VERBAL COMMUNICATION



"Short like this"



"Look how strong I am!"



"Come here, immediately!"



"I have got
stomachache"



"Get here a
sec..."



"OK!"



"Say it again?!"

ONLINE COMMUNICATION



VERBAL CODE IS MORE IMPORTANT

PARA-VERBAL CODE IS MORE
DIFFICULT

NON VERBAL CODE IS LIMITED TO
YOUR FACE (AND HANDS)

A NEW COMMUNICATION CODE:
YOUR BACKGROUND

NEW!



EXERCISE

▶ AND NOW... SOME VIDEOS!