What is Communication?

Can be defined as the process by which information is exchanged and understood by two or more people, usually with the intent to motivate or influence behavior. AMA

Communication is bridging the gap of mis-understanding. RDM
The objective of Communication

* To inform/ Share information
* To Convince
* To entertain
* To Lead to action
* To share vision
* To impress
* To sustain Society
SACHIN A TEN YEARS OLD BOY SAID TO HIS FRIEND THAT “MUMMY IS HOSPITALISED, DADDY, MY SISTER VANDANA AND MYSELF ARE ALL ALONE IN THE HOUSE.

SARDAR MOHAN SAID TO THE PROVIDENT FUND COMMISSIONER THAT MINA MY WIFE WHO IS A WIDOW COULD NOT YET RECEIVE HER PROVIDENT FUND. PLEASE DO SOMETHING.
A COMPOSITE COMMUNICATION MODEL
ALL MANAGEMENT ACT  PASS THROUGH THE BOTTLENECK OF COMMUNICATION
Communication has four important parts and six components

FOUR PARTS: SPEAKING, LISTENING, UNDERSTANDING & BEHAVIOUR

SIX COMPONENTS:

1. SENDER
2. OBJECTIVE/IDEA
3. MESSAGE
4. MEDIA/VEHICLE
5. RECEIVER
6. FEEDBACK
EFFECTIVE LISTENING

★ STOP TALKING
★ PUT THE TALKER AT EASE
★ SHOW THAT YOU WANT TO LISTEN
★ REMOVE DISTRACTIONS
★ EMPATHISE WITH SPEAKER
★ HOLD YOUR TEMPER/B E PATIENT
★ KEEP YOUR MIND OPEN
★ GO EASY ON ARGUMENTS
★ JUDGE CONTENT NOT DELIVERY
★ ASK FEEDBACK/QUESTIONS
HOW TO MAKE COMMUNICATION EFFECTIVE

1. PLAN YOUR COMMUNICATION THROUGH
   ✴ EXAMINING THE PURPOSE
   ✴ DECISION ON WHAT TO SAY
   ✴ VISUALISING ITS POSSIBLE CONSEQUENCES
   ✴ OBTAINING ALL THE FACTS
   ✴ ARRANGE IDEAS IN SEQUENCE

2. DON’T BE PREJUDICED, DON’T CONSIDER YOUR OWN LINKINGS AS MOST IMPORTANT

3. SELECT THE RIGHT MEDIA/CHANNELS

4. CONSIDER THE PHYSICAL & HUMAN SETTING, TIME & PLACE

5. BE POSITIVE IN APPROACH
6. BE POLITE AND COURTEOUS

7. BE BRIEF AND AVOID VAGUENESS

8. MUST REMEMBER THAT PEOPLE ARE INQUISITIVE BY NATURE, THEY MAY TALK TO OTHERS, DISTORT THE STATEMENT

9. MUST DEVELOP A SYSTEM TO ENSURE FOLLOW-UP OF COMMUNICATION

10. MUST ALSO DEVELOP FEEDBACK

11. BE SURE YOUR ACTION SUPPORTS YOUR COMMUNICATION

12. SEEK NOT ONLY TO BE UNDERSTOOD BUT TO UNDERSTAND

13. DEVELOP THE HABIT OF LISTENING

14. COMMUNICATE FOR TODAY AS WELL AS FOR TOMORROW
Importance of Good Communication

Good Communication allows Individual and Group to;

- Learn new skills and techniques.
- Become more responsive to customers.
- Improves Quality of their product or service.
- Foster innovation

Effective communication is needed by all Managers, Supervisors & Workers, even teachers in school and colleges.
OPERATION OF COMMUNICATION BARRIERS

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<th>BARRIERS</th>
<th>PERSONAL</th>
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<tr>
<td>FILTERED MESSAGE</td>
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OPERATION OF COMMUNICATION BARRIERS
A small word could make a big difference

I HIT HIM IN THE EYE YESTERDAY

ONLY I HIT HIM IN THE EYE YESTERDAY

I ONLY HIT HIM IN THE EYE YESTERDAY

I HIT ONLY HIM IN THE EYE YESTERDAY

I HIT HIM ONLY IN THE EYE YESTERDAY

I HIT HIM IN THE ONLY EYE YESTERDAY

I HIT HIM IN THE EYE ONLY YESTERDAY

I HIT HIM IN THE EYE YESTERDAY ONLY
SPEAKING FAULTS—AVOID THEM

* Your talking too slowly- makes the listener lose interest.
  • Your talking too rapidly-makes the listener lose comprehension.
  • Your talking too loudly- makes the listener and all around disturbed.

* Your talking too softly- makes the listener feel strained.

* Your talking too much- makes the listener bored.
  • Your talking when you should not- makes the listener stunned.
  • Your parroting type talk - makes the listener feel that your talk is borrowed/copied.
  • Your using meaningless expression- makes the listener feel unable to understand.
The Manager as Information Nerve Center

Manager as Monitor
- Information processor
- Communicator

Manager as Disseminator
- Distributes information to subordinates

Manager as Spokesperson
- Distributes information to people outside the organization
A Continuum of Channel Richness

Low channel richness

Disadvantages
- Impersonal
- One-way
- Slow feedback

Advantages
- Provides record
- Premeditated
- Easily disseminated

High channel richness

Advantages
- Personal
- Two-way
- Fast feedback

Disadvantages
- No record
- Spontaneous
- Dissemination hard

Electronic mail
- Formal reports, bulletins

Face-to-face talk

Memos, letters

Telephone
TYPES OF COMMUNICATION

- VERTICAL COMMUNICATION
- HORIZONTAL COMMUNICATION
- GRAPEVINE COMMUNICATION
The Grapevine

- Will always exist in organizations.
- Used to fill in information gaps.
- Tends to be more active during periods of change.
- About 80% of topics are business related.
- About 70-90% of details of grapevine are accurate.
Organizational Communications
Network

Formal Communication
Informal Communication
Communication Networks in Groups & Teams

- **Wheel Network**: information flow to and from one central member.
- **Chain Network**: members communicate with people next to them in sequence.
- Wheel and Chain networks provide for little interaction.
- **Circle Network**: members communicate with others close to them in terms of expertise, office location, work targets etc.
- **All-Channel Network**: found in teams, with high levels of communications between each member and all others.
Communication Networks in Groups & Teams

- Wheel Network
- Circle Network
- Chain Network
- All Channel Network
Dialogue and Discussion: the Differences

Conversation

Lack of understanding, disagreement, divergent points of view

Dialogue

Reveal feelings
Explore assumptions
Suspend convictions
Build common ground

Result

Long-term, innovative solutions
Unified group
Shared meaning
Transformed mind-sets

Discussion

State positions
Advocate convictions
Convince others
Build oppositions

Result

Short-term resolution
Agreement by logic
Opposition beaten down
Mind-sets held onto
# Communication Barriers & Ways to Overcome Them

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<th>Barriers</th>
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<td>Status and power differences</td>
<td>Climate of Trust</td>
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<td>Departmental needs and goals</td>
<td>Development and use of formal channels</td>
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<td>Communication network unsuited</td>
<td>Changing organization or group structure to fit communication needs</td>
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<tr>
<td>Lack of formal channels</td>
<td>Encouragement of multiple channels, formal and informal</td>
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</table>
Information Richness and Media Type

- Face-to-face communication
- Verbal communication electronically transmitted
- Impersonal written communication

High Richness

Low Richness
Communication Media

Personally Addressed
Written Communication

Impersonal
Written Communication:
E-mail use is growing rapidly in large firms, and there are even special e-mail etiquette.

E-mail has allowed telecommuting, where workers can work from home and be in touch with e-mail.
Technological Advances

- **Internet**: global system of computer networks. Many firms use it to communicate with suppliers.

- **World Wide Web (WWW)**: provides multimedia access to the Internet.

- **Intranets**: use the same information concepts as the Internet, but keep the network inside the firm.

- **Groupware**: software designed to let workers share information and improve communication.
Communication Skills for Managers as Senders

- **Send clear and complete messages.**
- **Encode messages in symbols the receiver understands.**
- **Select a medium appropriate for the message AND monitored by the receiver.**
- **Avoid filtering** (holding back information) and distortion as the message passes through other persons
- **Ensure a feedback mechanism is included in the message.**
- **Provide accurate information to avoid rumors.**
Communication Skills for Managers as Receivers

- Pay Attention to what is sent as a message.
- Be a good listener: don’t interrupt.
  - Ask questions to clarify your understanding.
- Be empathetic: try to understand what the sender feels.
- Understand linguistic styles: different people speak differently.
  - Speed, tone, pausing all impact communication.
- This is particularly true across cultures.