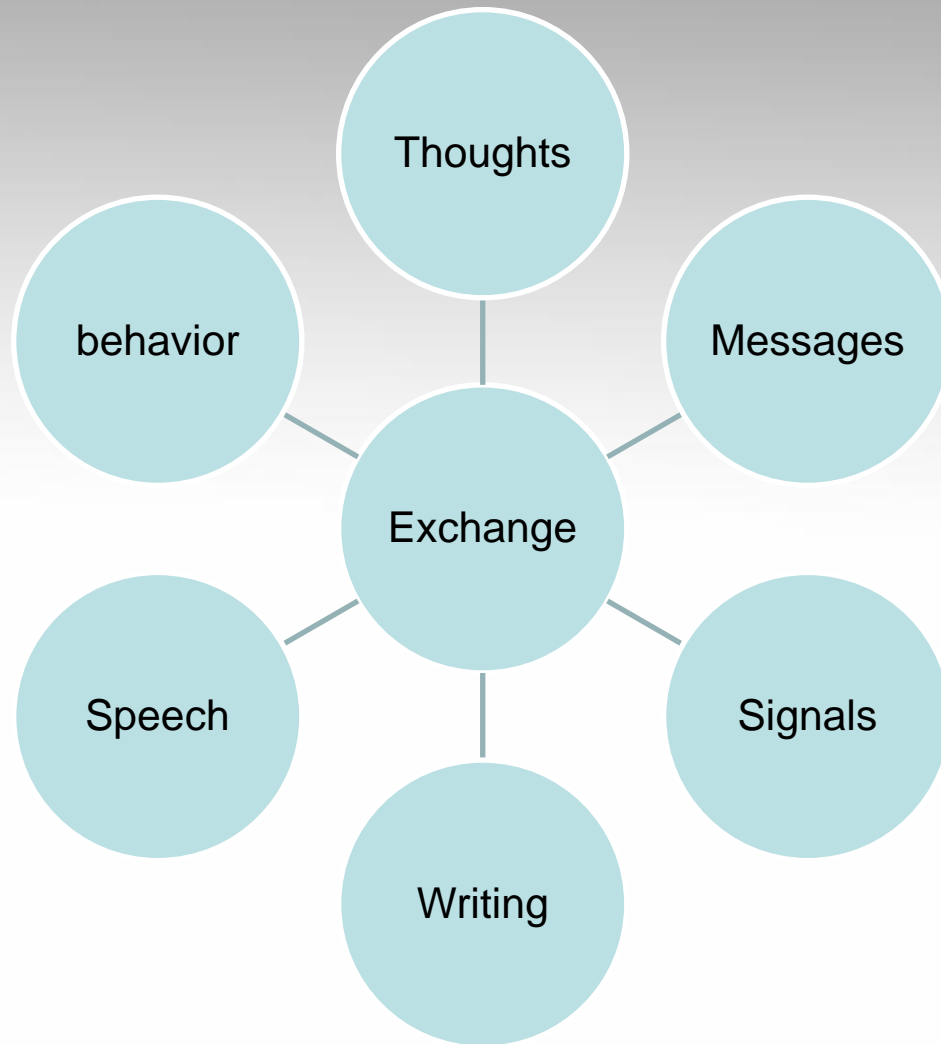


COMMUNICATION SKILLS AND PROFESSIONAL WRITING (PRACTICAL APPROACH)

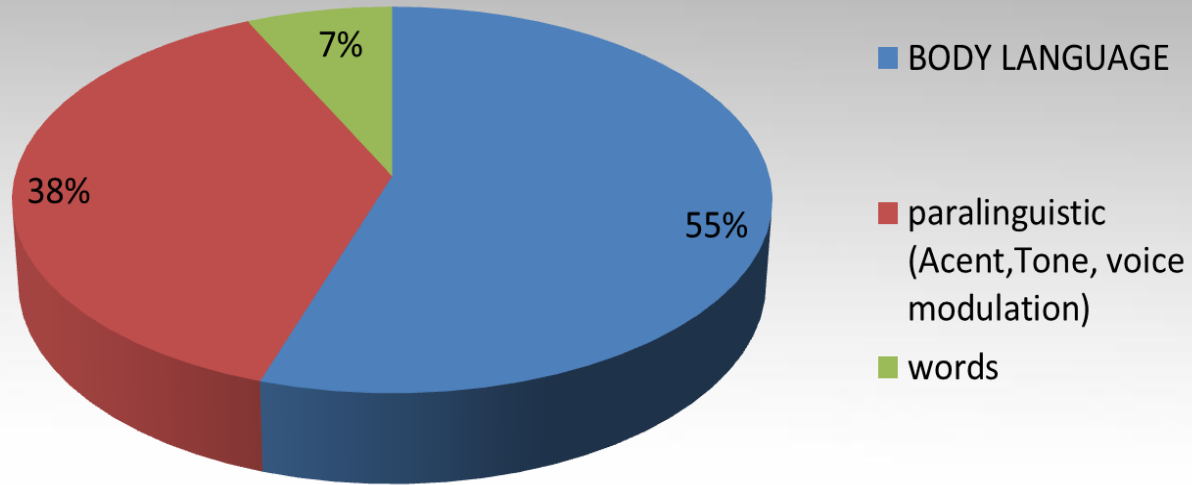
SIDRA RAZA
RD/ Aga Khan University Hospital
MBA student



WHAT IS COMMUNICATION



COMMUNICATION

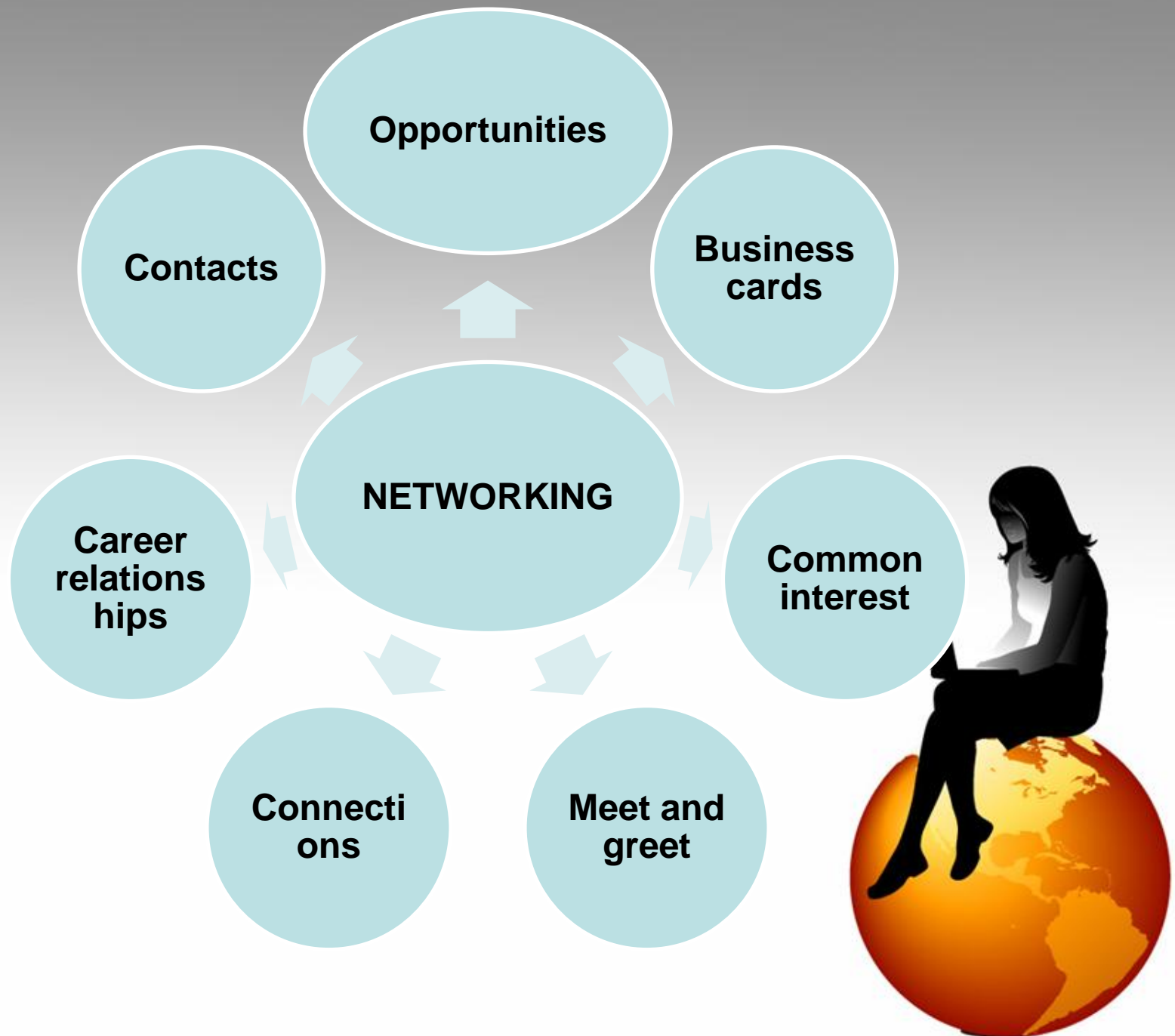


COMMUNICATION
SKILLS

efficient

effective





EFFECTIVE LISTENING

Acquired skill

- Hear with mind
- Complex task
- non verbal signals

Listening facts

- 10% words
- 55% body
- 35% tone of voice

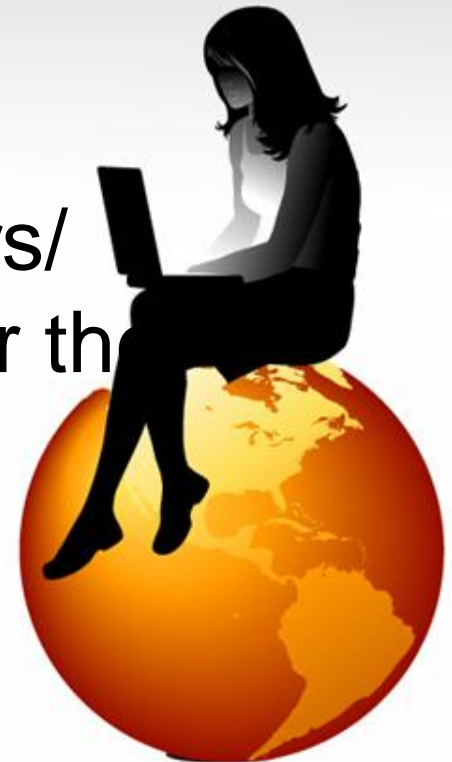
CONCLUSION

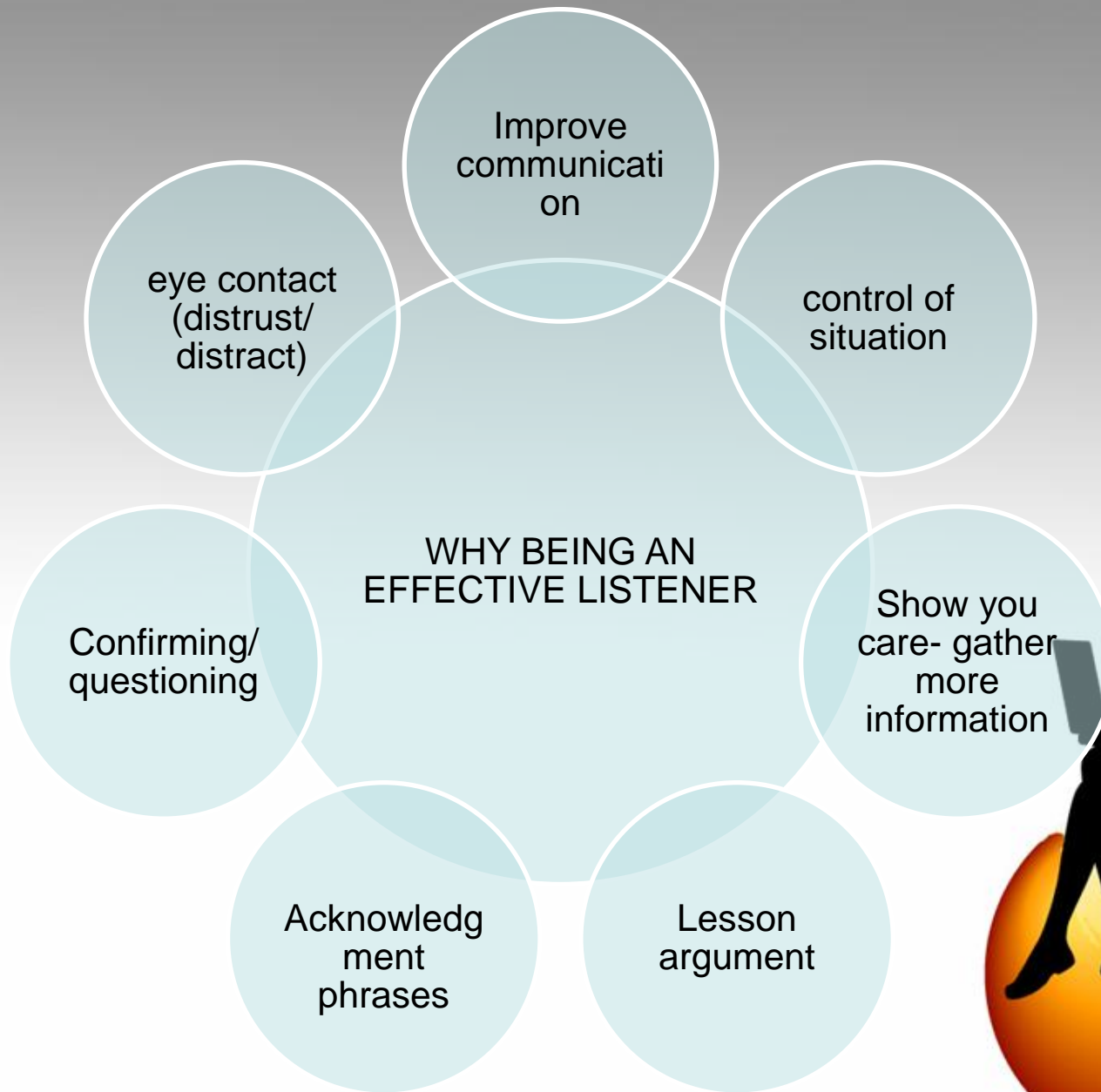
- 10 percent content
- 90% intent



Listen to (why) rather than (what)

“when you listen customers/
patients. Use intuition to hear the
underlying message”





TYPES OF LISTENING

- Inactive listening (only hear)
- Selective listening
- Active listening (empathy/ non judgemental)
- Reflective listening



BARRIERS TO EFFECTIVE LISTENING LEADS TO INACTIVE LISTENING

Relationships with patient

Emotional mindset

Personal situation/ day dreaming

Mental distractions

Expectations



distrust
employers-



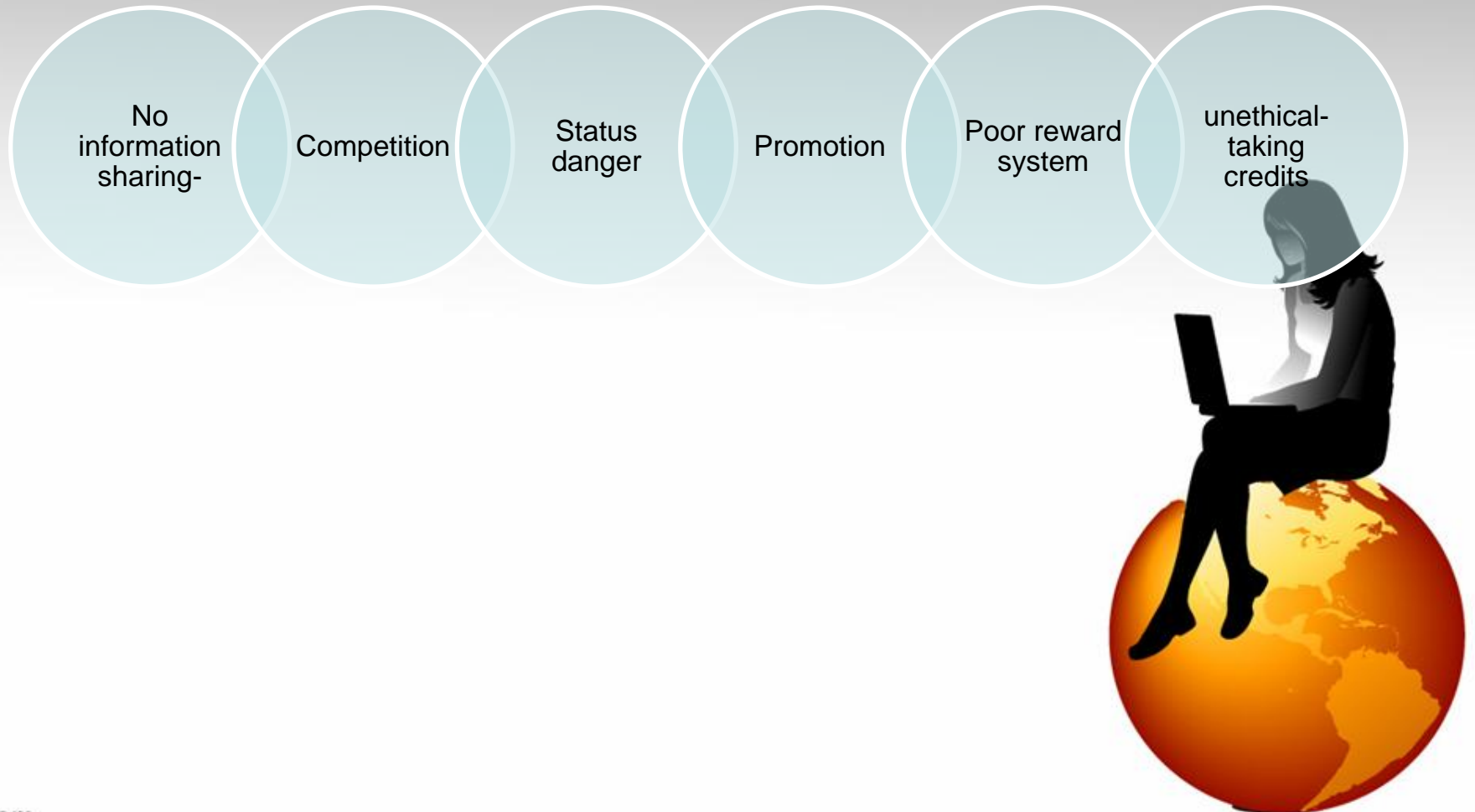
Cheated/
criticized/
manipulated/
treated unfairly



Obstacles to
upward
communication



OBSTACLES TO HORIZONTAL COMMUNICATION



BODY LANGUAGE

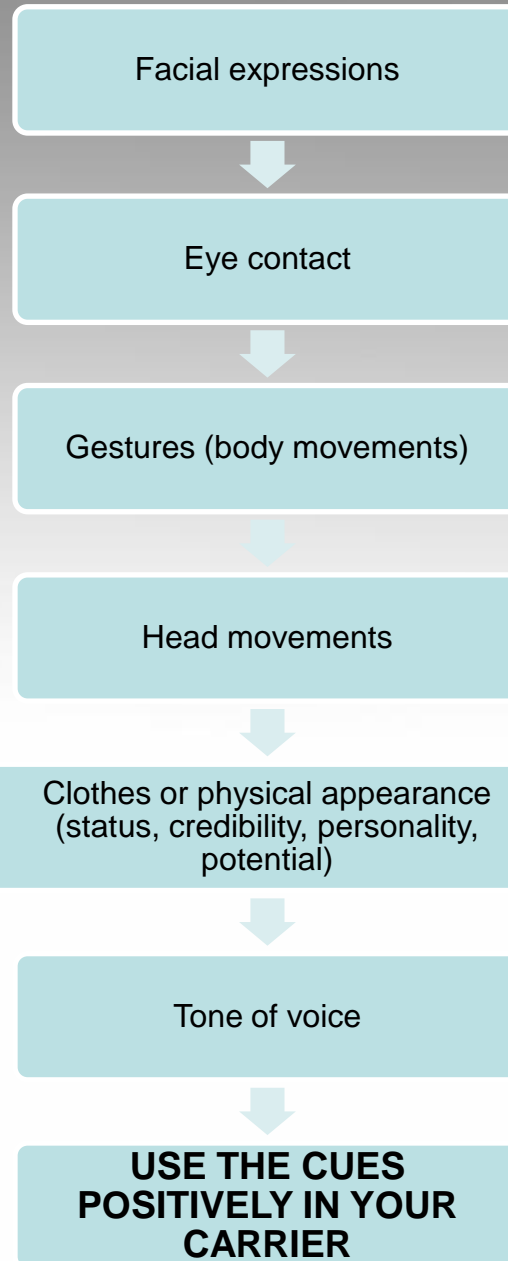
- THE UNSPOKEN WORDS speak a lot about you in workplace



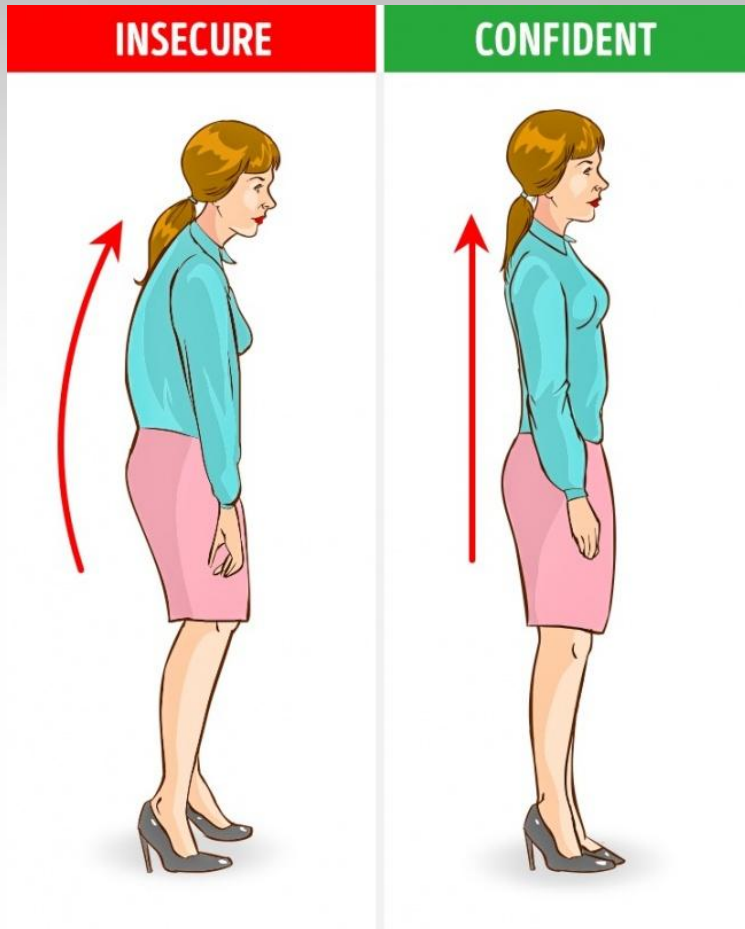
THE POWER OF THIS LANGUAGE

Mirror
Personal videos

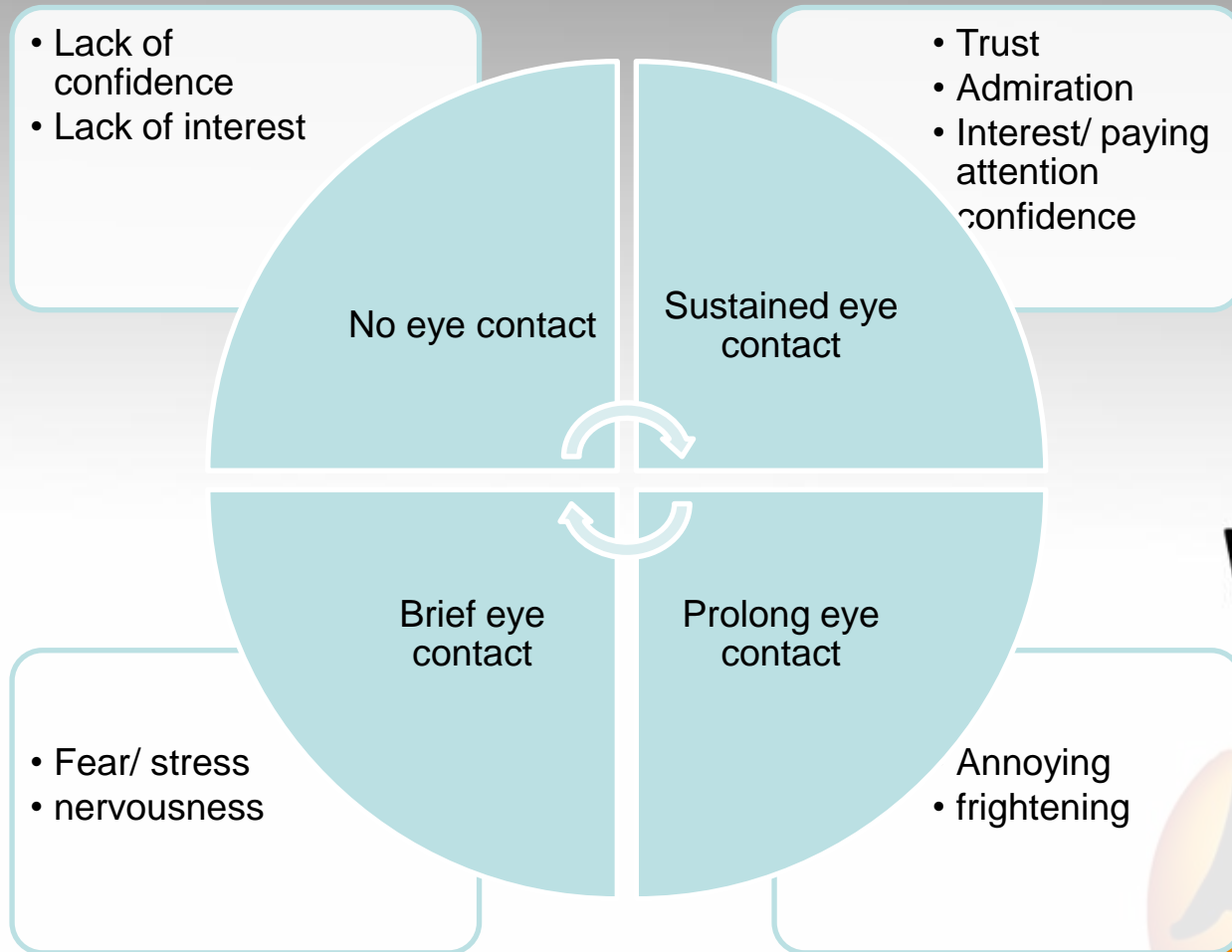




THINGS YOU DONOT SAY BUT COUNT AND SAYS ALOT



EYE CONTACT



**NON VERBAL COMMUNICATION
CAN CONTROL AND REGULATE**



EFFECTIVE WRITING IN BUSINESS COMMUNICATION

Pre writing

Analyze

(purpose, channel
of msg)

Anticipate

Audience

Tone of message

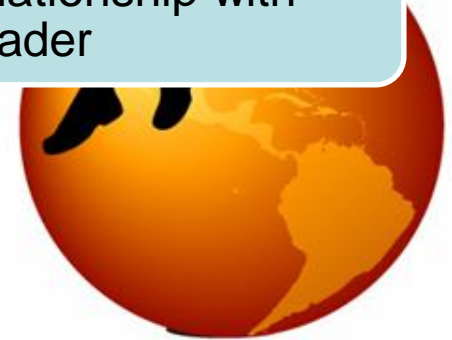
Adapt to achieve

purpose

imagine how the
receiver is doing to
take the msgs

Keep interest/
needs of receiver

Empathetic
relationship with
reader





For this
mother's day
Give a free missed call at
0344 888 8264
and record a message for
your mother



مان کے ہاتھوں کا پیار

Nut



**TALLER
STRONGER
SHARPER**

© PA

Horlicks is a supplement to the diet.



جہاں مامتا وہاں ڈالدا

Assignment

M. FAKHRAZA
FAS-65-D-013
Submitted to: Dr.
M. S. Hossain



SMALL TUMMIES...

Advertisian

BIG NEEDS

From the age of 6 months, babies experience exponential growth. Their nutritional needs are particularly high during this period, yet their tummies are small. So they require a nutrient rich diet.



Nestlé CERELAC offers the balanced weaning food for your baby's little tummy. It contains...



The inherent goodness of cereals



Vitamins & minerals for healthy growth & development



Bifidus BL & Immunonutrients, for strengthening babies' immunity



Ogilvy & Mather

Your baby means the world to you!

He is your reason to smile... that's why you give him something more than just food...

You give him Nestlé CERELAC, which contains the wholesome nutrition of milk, wheat, and vitamins and the added protection of Bifidus BL

...so as he grows bigger, your love grows stronger.



Advertisian



Ogilvy & Mather

کھانا نہیں کھاؤں گا!

کھانا مکمل نہ کرنے یا ایک ہی طرح کے مخصوص کھانے پسند کرنے کی عادت بچوں میں غذائیت کی کمی پیدا کر سکتی ہے، انہیں چڑا بنا سکتی ہے، بچے بار بار بیمار ہو سکتے ہیں اور ان کی ذہنی و جسمانی نشوونما بھی متاثر ہو سکتی ہے۔

ڈاکٹر زکا تجویز کردہ PediaSure Complete 2 تا 10 سال کی عمر کے بڑھتے ہوئے بچوں کیلئے ایک مکمل اور متوازن غذا ہے۔ اس میں غذائی ضروریات کے تمام اجزاء شامل ہیں جو کہ بچوں کو کھانا کھانے کی مشکلات کے باعث ہونے والی غذائی کمی کو دور کرتا ہے اور یہ آپ کے بچے کو تندرست و توانا اور چست رکھتا ہے۔



For further information call
0301-8250612

PK/PSC/AD/01/2011

Abbott
A Promise for Life

Want to give your baby
something new
for his little tummy?



YOUR BABY IS GROWING UP!

It's time to introduce him to new foods and flavors, but you must be worried about his vulnerable tummy!

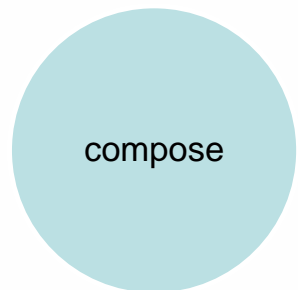
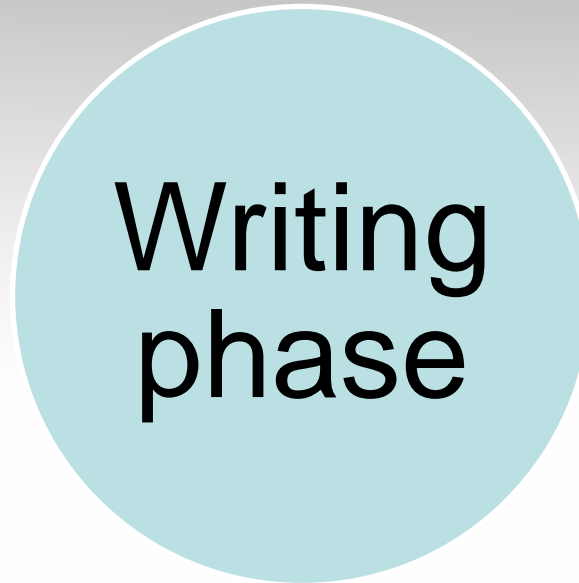
Try the new Nestlé CERELAC with Extra Goodness of Yogurt in yummy flavors, to help your baby on his journey of discovering new tastes, while taking care of his little tummy.



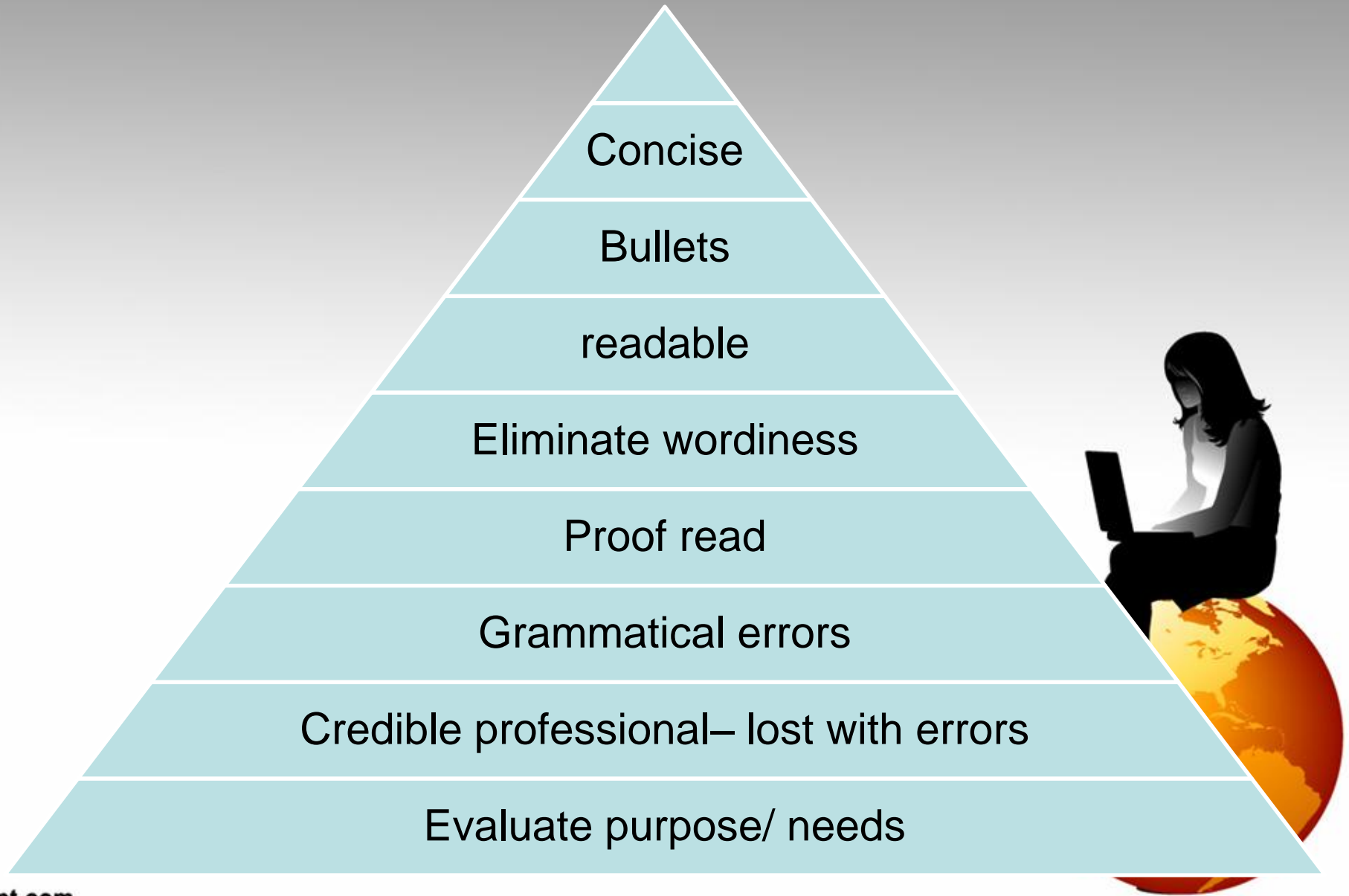
دہی کی
خوبیوں
کے ساتھ



نہ پینے کی بڑی غذا!



REVISING PHASE



POSITIVE MESSAGES

- Direct strategy
- Easy to write
- Conclude
- courteously
- Request action if needed



GOOD WILL MESSAGES

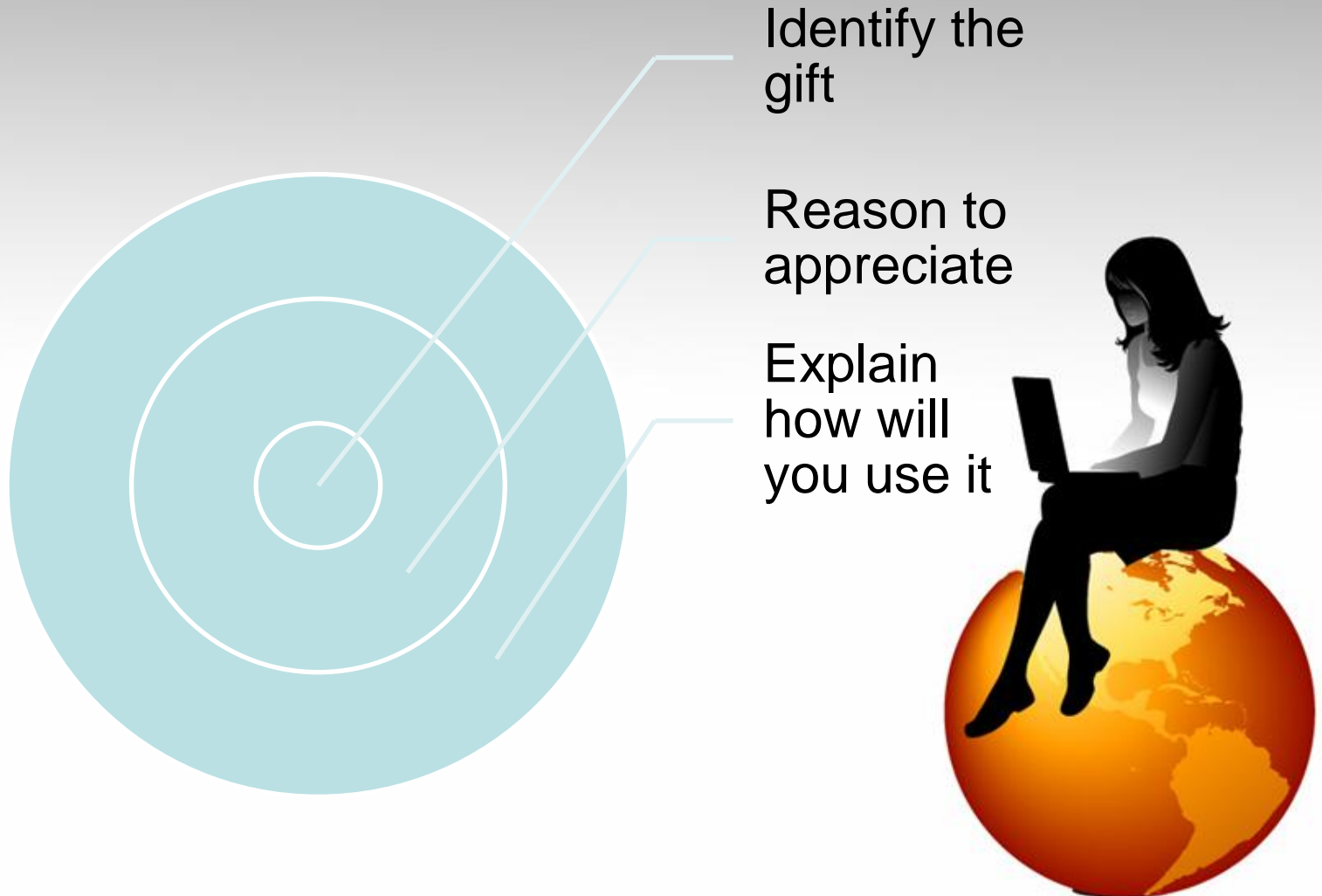
- Expressing thanks (favor/ gift/ hospitality/ congratulate/ conveying sympathy/ condolence)

Key

- Selfless
- Specific
- sincere
- Spontaneous
- Short/ simple



RESPONDING THANKS

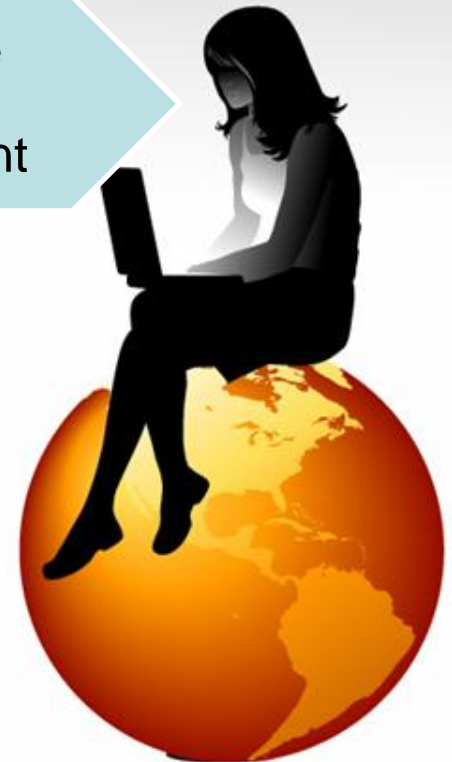


RESPONDING FAVOUR

Explain favor

exaggeration

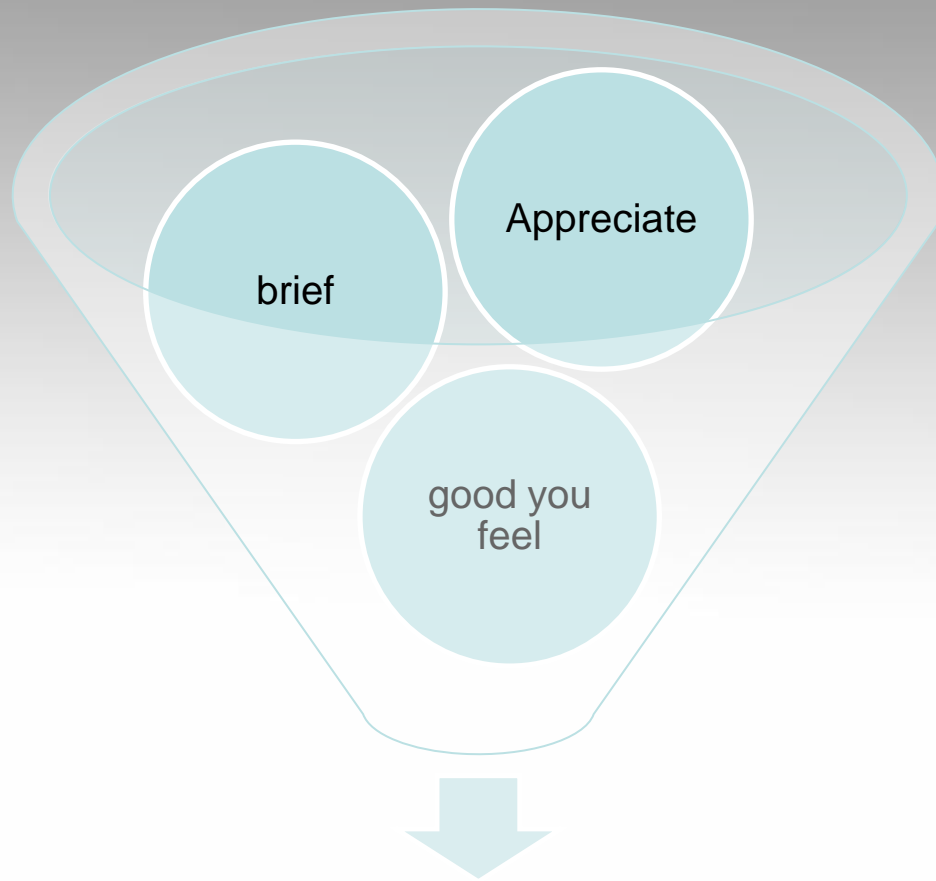
Sincere
simple
statement



RESPONDING HOSPITALITY

- compliment as appropriate
- fine food
- charming surrounding
- warm hospitality
- excellent host
- good company





**RESPONDING
CONGRATULATIONS**



ACCEPT PRAISE GRACEFULLY

- Awkwardness
- embarrassment



EXTENDING SYMPATHY

- refer to loss/ tragedy directly but sensitively
- Mention loss
- personal reaction
- death, praise the departed
- positive personal characteristics



OFFER ASSISTANCE

- suggest availability
- Offer when you really can



REQUEST FOR INFORMATION/ ACTION

- Courteous tone
- Spell out what needs to be done
- Suggest reader benefits
- If deadline, include in closing, sticks to mind



CLAIMS

- Intention to correct mistake
- Common occurrence in work life
- Calm tone
- Refrain to blame
- language impede effectiveness/ regret



DIRECT REQUESTS

- ask reader what to be done
- Saves time
- Professional
- Official reservations
- Appointments
- Actions for procedures
- Claims for adjustments (damaged, faulty, wrong)



DIRECT REQUESTS MAKING COMPLAINS

- poor service
- Unfair billing
- Inquire about products/
services



DIRECT REQUEST WRITING PATTERNS

INTRODUCE
REQUEST

Emphasize
company/product/
service/ quality/ faith

Refrain anger/ threats/
sarcasm/
exaggeration/ accuse

Polite closure /
Friendly tone



REPLIES

Can be good or bad
reply

begin good

Refrain from
misleading if no
intentions



NEGATIVE MESSAGES

- Difficult to write
- Audience is told what they do not want to hear
- Refusing requests
- Delivering bad news to customers
- Soften the blow
- Audience is receptive
- Accepted when broken gradually



TECHNIQUES TO NEGATIVE MESSAGES

Indirect approach

Buffer the opening

Start with best news or compliment reader

Cushion bad news

Sandwich bad news

Be empathetic

Provide reasons/ logical/ clear

Positive language

Close pleasantly (alternative if)



PURSUATOVE WRITING

Critical /
challenging

Grab
reader's
attention

Statistics if

Examples if

Incentives if

Focus
positivity

Counter
arguments

Motivate to
act

Good
closing

WITING DIFFERENT AUDIENCE

PATIENTS

- Simple/ easy to understand
- Be trustworthy
- Avoid advance jargon



COLLEAGUES

(Consider range of their knowledge about subject/ No offending/ no confusion)

**EQUALLY
KNOWLEDGEABLE
COLLEAGUES** (Focus
main point /clear/
concise)

**MORE
KNOWLEDGEABLE
COLLEAGUES**
(technical terms)

**LESS
KNOWLEDGEABLE
COLLEAGUES**
(Careful, advance
terminology)



SUBORDINATES

Respectfully

Warmly

sound
parental?



MANAGEMENT

- Evidenced based
- Expertise about issue
- Establish credibility
- respectful



PROFESSORS

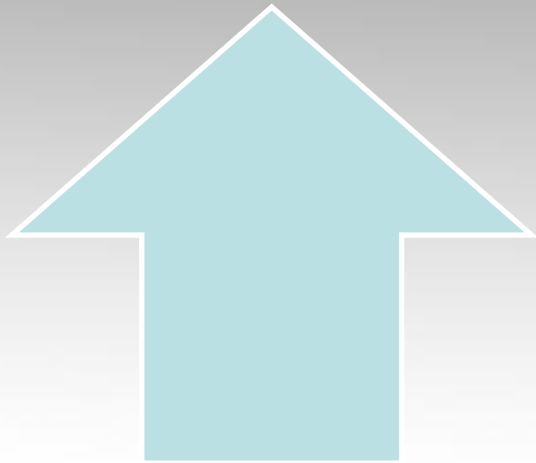
- Write to fit their preferences

SUBJECT LINE

- Always include
- Brief
- Shows purpose



WORD OF CAUTION FOR EMAIL WRITING



Forwarded



Appropriate for all audience



WHAT IS CONFLICT

Varied interests

Opinions

Though processes

Not willing to compromise

Disagreements



SUCCESSFUL TEAM BUILDING/ MANAGING CONFLICT

- Man management is challenging
- Ideal scenario
- Value/ respect
- Ego
- Discrimination at supervisory level
- Root cause
- Transparency
- Merit (KPI/ SOP)/appraisals
- Equal dealing



- Unfair, gifts
- Supervisor for team cohesiveness
- Lead by example
- Value all contributions
- Reward group success
- Admire openly/ isolated weakness
- Supervisor never take all credits
- If genuine favors, explain to team
- Family touch
- Sympathy
- Leader stocker in team/informer
- Utilize individual strength



THANK YOU

**Communication - the human
connection - is the key to
personal and career success.**

Paul J. Meyer

