COMMUNICATION SKILLS AND PROFESSIONAL WRITING (PRACTICAL APPROACH)

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WHAT IS COMMUNICATION

Thoughts

Exchange

Messages

behavior

Speech

Signals

Writing
COMMUNICATION

- Body Language: 55%
- Paralinguistic (Accent, Tone, Voice Modulation): 38%
- Words: 7%

fppt.com
COMMUNICATION SKILLS

efficient
effective
# EFFECTIVE LISTENING

## Acquired skill
- Hear with mind
- Complex task
- Nonverbal 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”
WHY BEING AN EFFECTIVE LISTENER

- Improve communication
- Control of situation
- Show you care - gather more information
- Confirming/questioning
- Acknowledgment phrases
- Lesson argument
- Eye contact (distrust/distract)
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

- No information sharing
- Competition
- Status danger
- Promotion
- Poor reward system
- Unethical taking credits
BODY LANGUAGE

• THE UNSPOKEN WORDS speak a lot about you in workplace
THE POWER OF THIS LANGUAGE

Mirror
Personal videos

SAY IT WITH BODY LANGUAGE
Facial expressions
Eye contact
Gestures (body movements)
Head movements
Clothes or physical appearance (status, credibility, personality, potential)
Tone of voice

USE THE CUES POSITIVELY IN YOUR CARRIER
THINGS YOU DONOT SAY BUT COUNT AND SAYS ALOT
EYE CONTACT

- Lack of confidence
- Lack of interest

- Trust
- Admiration
- Interest/paying attention
- Confidence

- Fear/stress
- Nervousness

- Annoying
- Frightening
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

マン・キ・パテープ・カピヤ

TALLER
STRONGER
SHARPER

© PA Horlicks is a supplement to the diet.

Dalda

Assignment

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MSc degree course
SMALL TUMMIES... 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 & Immunonutrients, for strengthening babies' immunity

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.
کھانا نہیں کھا رہا! ہیں
کھا رہا کھا رہا کھا رہا!

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.
RESEARCH

information, data, facts needed

compose

Writing phase
REVISING PHASE

- Concise
- Bullets
- Readable
- Eliminate wordiness
- Proof read
- Grammatical errors
- Credible professional – lost with errors
- Evaluate purpose/ needs
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

- Identify the gift
- Reason to appreciate
- Explain how will you use it
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

brief

Appreciate

good you feel
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/fait
- 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)
<table>
<thead>
<tr>
<th>Critical / challenging</th>
<th>Grab reader’s attention</th>
<th>Statistics if</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examples if</td>
<td>Incentives if</td>
<td>Focus positivity</td>
</tr>
<tr>
<td>Counter arguments</td>
<td>Motivate to act</td>
<td>Good closing</td>
</tr>
</tbody>
</table>
WITING DIFFERENT AUDIENCE

PATIENTS

• Simple/ easy to understand

• Be trustworthy

• Avoid advance jargon
COLLEAGUES

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

MORE KNOWLEDGEABLE COLLEAGUES (technical terms)

LESS KNOWLEDGEABLE COLLEAGUES (Careful, advance terminology)

(Consider range of their knowledge about subject/ No offending/ no confusion)
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
Communication - the human connection - is the key to personal and career success.

Paul J. Meyer