

INTRODUCTION TO EFFECTIVE COMMUNICATION



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WHAT IS EFFECTIVE COMMUNICATION?



Effective communication is the process of sharing information clearly, concisely, and accurately, so that the recipient understands the message. It involves verbal and nonverbal skills, active listening, and the ability to adapt the message to different audiences.



KEY COMPONENTS

Clarity: ensuring that the message is direct and unambiguous.

Conciseness: avoid unnecessary information.

Coherence: structuring ideas in a logical way.

Empathy: Understanding the receiver's perspective.

Feedback: Provide motivating responses to ensure understanding.

VERBAL COMMUNICATION

and

NONVERBAL COMMUNICATION

It is expressed through spoken or written words.

It includes body language, gestures, facial expressions and eye contact.

It allows the transmission of detailed and precise information, using a shared code (language).

It reflects emotions, attitudes and moods, often unconsciously, complementing or contradicting what is said verbally.

Example: Present a presentation in a clear, coherent and structured manner.

Example: Maintaining eye contact during a conversation to demonstrate attention and interest.

Both verbal and nonverbal communication are essential for effective communication. Understanding both types of communication and how they interact with each other is key to improving our communication skills.

ACTIVE LISTENING

Active listening is a communication technique that involves paying full and focused attention to the other person's message, both to what they say and to their emotions and body language, with the goal of fully understanding them and responding appropriately.

Nodding your head and using verbal affirmations

SOME TECHNIQUES:

Listen without judgment

Avoid interrupting

Paraphrase and summarize

Maintain eye contact

BARRIERS TO EFFECTIVE COMMUNICATION

- **Language barriers: use of slang or complex words.**
- **Emotional barriers: personal risks that affect perception.**
- **Physical barriers: background noise, poor internet connection.**
- **Cultural differences: variations in communication styles and expectations.**



Solution? Adapt your communication style to the audience and context.

EFFECTIVE COMMUNICATION IN THE WORKPLACE

- **Be clear and direct: express your point concisely.**
- **Use visual aids: graphs, tables or images reinforce the message.**
- **Encourage open dialogue: Create an environment where feedback is valued.**
- **Practice emotional intelligence: Be aware of your emotions during communication.**
- **Adapt to different communication styles: Recognize whether your colleagues prefer emails, calls, or in-person meetings.**

THE NETIQUETA

the set of rules that regulate communications in digital environments



Be respectful to others.



Avoid writing in CAPITALS, it can look aggressive.



Think, your words have an impact.



Use clear and appropriate language, avoid misunderstandings.



Do not spread false information or rumors.



Respect other people's privacy.



Please give credit if you share content that isn't yours.



Avoid spam and unnecessary messages.

COMMUNICATING WITH IMPACT: A JOURNEY OF GROWTH

Improving communication is an ongoing process that requires practice and self-awareness. Every conversation is an opportunity to improve: listening attentively, expressing ourselves clearly, and learning from how others perceive us.

Opening yourself to new perspectives, minding your body language, and asking for feedback are small actions that make a big difference.

When you master communication, you transform your relationships, boost your work, and connect better with the world.

Group activity

THE MISMATCHED MESSAGE

- **Form groups of 3 to 5 people, in each group choose a sender, a receiver and observers.**
 - **The sender receives a short message (instructions, story, or description), which he or she transmits following some rules: only words can be used, no gestures; a robotic tone must be used; and certain key words cannot be said.**
 - **The Receiver must write or repeat what he understood.**
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Group activity

At the end, reflect as a group:

How clear was the message?

What difficulties arose?

How can communication be improved?
