Script {optional}**:**
Communication: Impact & Importance

(Dr. Vertika Kulshrestha)

A/V Link:
https://youtu.be/JwjAAgGi-90

Goodmorning Everyone!

What we just saw is an example of result driven communication or effective communication. The cute rabbit got saved because his message was short and precise. It was complete in itself and free from excessive information. Therefore, he was able to save time & his life too.

What does it mean? That Communication skills are vital to success. Isn't it? We make friends, enhance our social circle, boost career, survive - all by using different forms of communication.

However, today, we are going to focus on talks that serve its purpose in professional life.

Thank you all for coming here. My name is **Dr. Vertika Kulshrestha** and what I'd like to present you today is "***Communication - Impact and its Importance".***

Switch to Title Slide:

Be it any career domain, we are highly dependent on academic qualification but often underestimate the high competencies of soft skills, especially communication skills. For example, you, tech-savvy professionals need to equip themselves with knowledge of their future workplace communication needs. Thinking why?

Slide 3: Research Report

Because several studies, research & reports shows how effective communication in any organization impacts productivity, retention, engagement and trust of employee & the company. Let's see:

1. Lexicon, the US based company, reports that more than 90% of Americans believes employee communication is crucial for developing trust with employers/company.

2. Mc Kinsey Reports, well-connected teams (through communication) see a productivity upsurge of 20-25%. Which is 5 times more than non-connected teams in the company.

3. CMS Wire research says that 97% of employees believe effective communication impact their task efficacy on daily basis.

This ppt have been specially designed to push you beyond your comfort zone & understand the shared meaning of communication.

Slide 4:

Let's see about the content that we are going to focus:
The basic concept, Types of communication based on

1. Organizational Structure
2. Channel of Medium

A very interesting 7-38-55 Rule to understand the importance of non-verbal communication.

Silence - Its role & necessity, Listening, Benefits of a good listener and art of public speaking. I am using a mix of facts, pictures & interesting videos to help you understand all about the topic. Here we go!

Slide 5:

The word Communication is derived from Latin word Communis which means Common. In simple words - it is sharing of ideas, facts, information, emotion, etc. (Switch to definition written in the slide)

Always remember that communication is a two-way process. In short, for effective communication the message needs to be delivered, received and understood accurately.

Like the tennis or badminton player adjusts their shots depending on the response of the opponent. Right!

Slide 6:

Now, based on Organizational structure communication is of two types - Official or Formal and Unofficial or Informal. Let's read about them!

Official communication is formal in nature. Any form of documented text or speech. There is a proper structure for the same. It is time consuming process whereas when two employees are talking about their personal stuff it is informal one! There is no guarantee of secrecy and it moves in all directions means this information is open to all. Your friend can tell your boss what you told him about the company informally isn't it?

Slide 7:

Effective Communication at Workplace:

"Speak in such a way that others love to listen to you. Listen in such a way that offers love to speak to you"

So, honestly how many of you have these skills?
Non-Verbal Communcation - Your body language, moves, gestures, expression helps to communicate the idea that you are speaking. What if I am saying "Thank you Sir" but I am standing with a flat face.

Similarly, there are skills like having confidence when you talk, having clarity of thoughts and message. For impressive communication one should be open

to discuss on any relatable topic and last but not the least using the right medium. See, you must know the right medium - through social media, direct talk, through printable stuff or anything.

Slide 8:

Based on channel of medium, we have two classification - VERBAL & NON-VERBAL.

I have 2 interesting videos for you! Let's see them first:

CLICK ON VERBAL COMMUNICATION

#CLICK on NON-VERBAL COMMUNICATION

(Discuss the videos with the audience)

Verbal Communication talks form of talks, it is spoken or written. For example, a public address, verbal discussions, telephonic calls, counselling, etc. It is more direct, simple, least expensive. But, again your voice tone, vocabulary, speed, listening abilities - everything helps in better message delivery.

Non-Verbal Communication is also called as "Silent Language" that uses cues, body language, facial expressions, gestures, postures, etc to convey the message.

Can anybody tell me are we doing a Verbal Communication or a Non-Verbal Communication? (Ans-Both)

HERE comes an important fact: According to a researcher Albert Mehrabian, more than 90% of our communication is Non-Verbal!

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This rule is called 7-38-55 Rule: A first impression is based on 7% Spoken Words, 38% Tone of Voice and 55% Body Language.

For example, a smile, glance or eye movement can tell you whether the person is really interested in talking or not. We can also say that body language, para language and sign language is science of non-verbal skills. We don't realize but we use them every day, in fact every hour in different forms.

Slide 10:

Activity: Can you judge their emotions, action or intention?

(ASK and pause for reply!)

You will say, Mam, everybody is happy except the last one? Right but have you noticed their standing posture, hands are folded or not, eye gesture is friendly or not? This is what we call the magic of Non-Verbal Communication. For more detail Listen to the Master Player - I am sure you Love Cricket and this video will teach you a lot importance of right non-Verbal Skills!

Slide 11:

Body Movement & Posture:

Your body movement or posture display an "attitude" - it can be expressive or defensive. Like a balanced upright posture is a good posture and shows confidence. On the other hand, sitting with closed legs or crossed legs depict defensive or closed off attitude.

Slide 12:

Facial Expression:

Facial Expressions comes naturally so it mostly beyond the control of the speaker unless you have excellent acting skills! We have 6 basic expressions - Anger, Disgust, Fear, Joy, Sadness, Surprise and thanks to : "Emoji - World by What's App, Snapchat - We have n numbers of expression now!

Slide 13:

Gestures in Body Language:

Gestures conveys expressive movements of a part of a body especially hands, head, etc. Like Waving conveys - good bye, Shaking hands displays friendliness, shrugging of shoulders means disagreement.

There are also cross-cultural differences while understanding various hand gestures like in US “ok” gesture is positive message but is considered insult in Brazil.

What if you are sitting for an interview and you really don't what to do with your hands? Here is an informational Video which is going to help you when you are facing face-to-face interviews.

Slide 14:

As per Indian Tradition or renowned spiritual teachers there are certain mudras or gesture that helps in harnessing the life-force energy (prana). So, Hand Mudra is used by Yoga Teachers, Ayurveda Techniques, Dance forms and other alternative healing domains.

Slide 15:

I think communication starts when words are not present at all, I think we put so much emphasis on language, actually silence is so much more important.

How many of you believe in this? Well, I Do, silence is the golden speech and we need less words and more expressions to express things. Right from a packed auditorium to a serene hilltop, silence plays different functions. Here, we covering practical functions of silence and how let’s see, are you able to connect with the topic?

Slide 16:

Silence is a strategy for negotiations. When you hold a pause, it helps the speaker to reflect back the communication. Like, “I would like to offer you 7 lakh per annum sir” However, you do not respond which gives a hint that you would certainly negotiate.

Spiritual Silence in simple words means being in the awakened state or following consciousness. In different cultures across the world, being silent helps in connecting within. In mediation, silence enhances healthy sleep patterns, relaxation of mind and body functions.

Eloquent Silence is the silence as the legal right at funerals, ceremonies, etc. Emotive Role played by silence expresses emotions with clarity.

Lastly, Speaker uses pause in between the speech to highlight certain points. It depends on the length of the pause to derive the real meaning of silence in speech.

Remember the silence or the pause in horror movies to arouse suspense & curiosity about what is coming? (Discuss)

Slide 17:

Just like Silence - Active listening helps in completion of the overall process of communication. It is an essential soft skill that in turn provide accurate feedback.

While standing here, I can judge how many of you are actively listening because the effective listener would make eye contact, he would exhibit affirmative head nods or expressions, he would avoid distracting actions, etc.

Slide 18:

Benefits of being a good listener:

It reduces misunderstanding, builds empathy and you can get your work done. It limits judgement - You are able to carefully analyze the situations before jumping into the conclusion. It helps building healthy personal & professional relationship. Enhances leadership skills - you can counter easily and of course your productivity will enhance.

Slide 19:

Public Speaking -

No more technical definition - In simple words speaking while addressing the public. However, there are three important key components in the same - To Inform, To Influence or to Entertain.

Slide 20:

Before jumping to the tip, just recall all about verbal & non-verbal forms of communication. This is because, when a speaker is trying to convey his or her idea - he or she had to utilize both verbal and non-verbal tools. Right?

1. Focus on Message:
   Set an outcome, like motive of speaking. Flush out the detail with language, tone, voice modulation, gesture, audio-visual, etc and connect them to communicate effectively.

2. Prepare in Advance:
   Prepare ahead of time. Take help from notes, resources and daily life examples.

3. Overcome Your Anxiety:
   People want you to succeed. So, practise in front of mirror as how you would address them. Focus on content, structure & style of your own to influence others.

4. Make the first Impression Count:
   Your appearance - Body Language along with Verbal Skills makes your first impression count. One can easily influence with right communication skills.

5. Act Naturally & Make Eye Contact:
   Try to make connection with audience. Once the program gets over meet people professionally.

Slide 21:

For more help, watch this Video - How to Become a Confident Speaker!

Slide 22: Conclusion Already Written
