



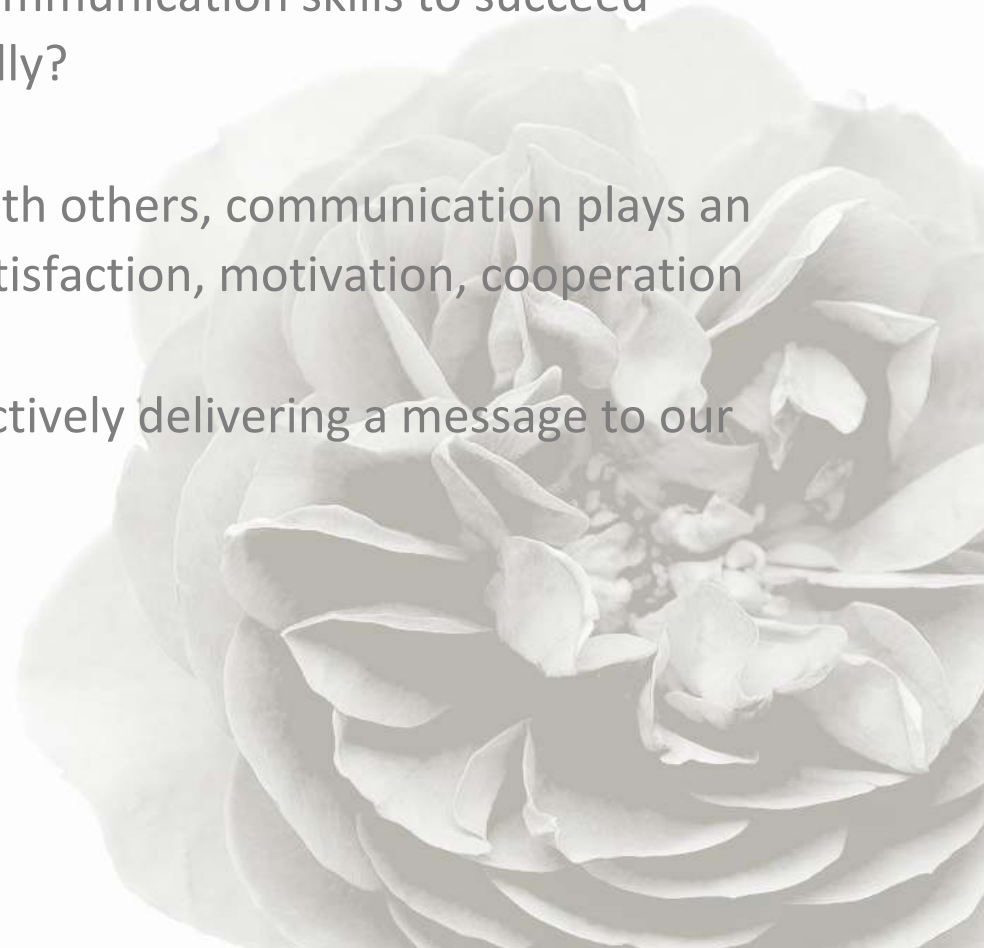
The Art of Effective Communication



- ✓ What is it?
- ✓ Why is it important?
- ✓ How can we improve our communication skills to succeed personally AND professionally?

In every interaction we have with others, communication plays an important role in promoting satisfaction, motivation, cooperation and success.

It's an ever-evolving art of effectively delivering a message to our audience.



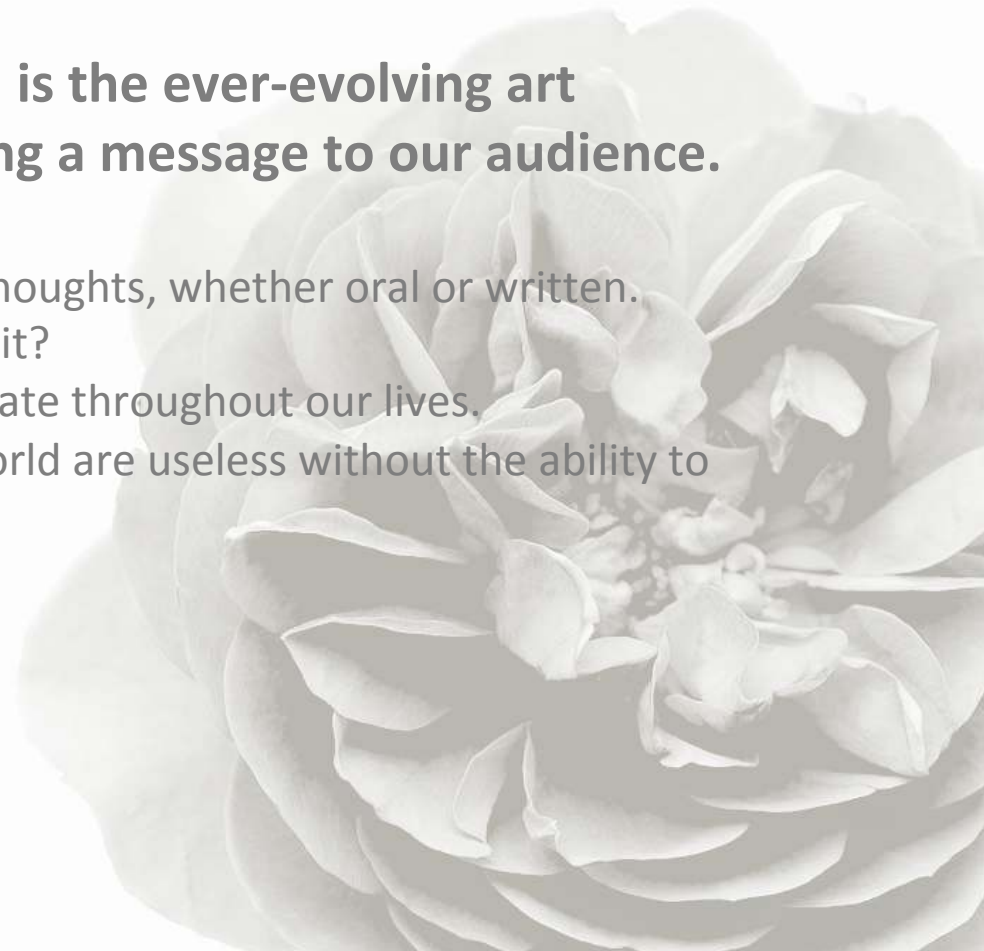
What is GOOD
communication?



A surface-level definition

Communication is the ever-evolving art of effectively delivering a message to our audience.

- It is a basic expression of our thoughts, whether oral or written.
- Why do so many people fail at it?
- We are expected to communicate throughout our lives.
- All the technical skills in the world are useless without the ability to communicate (effectively).



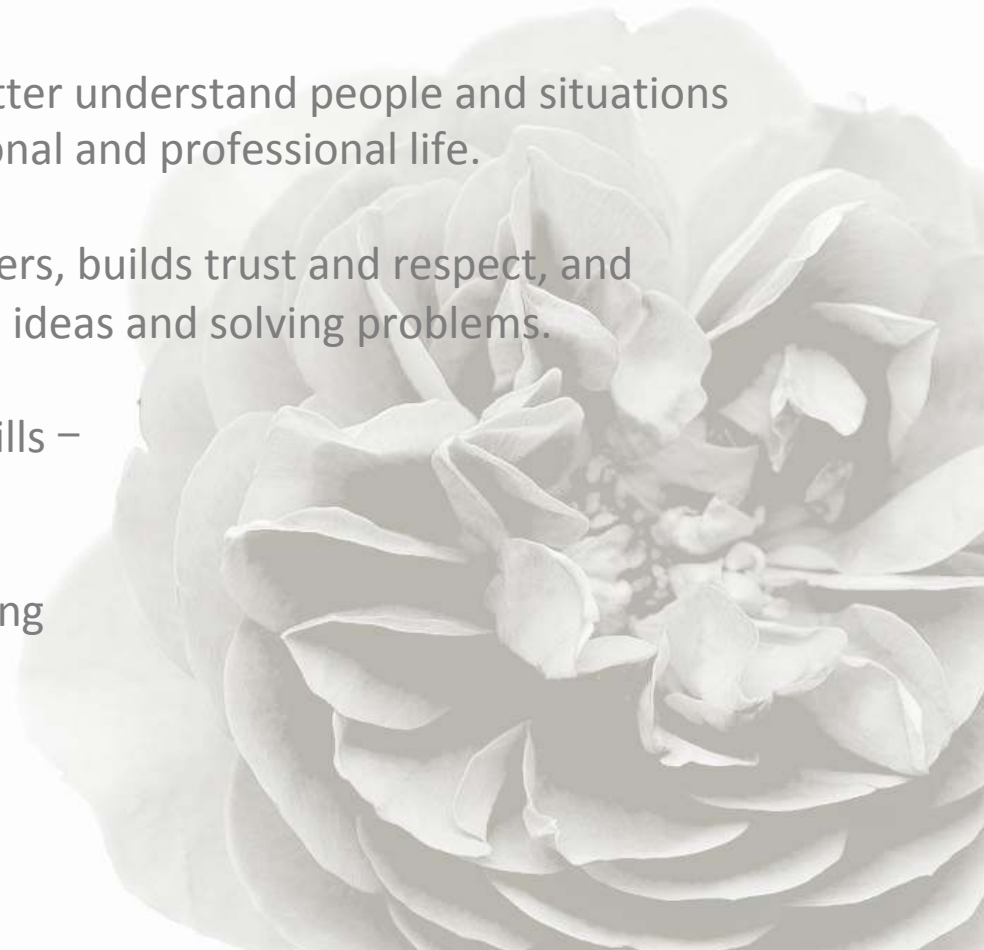
Why is it important?

Effective communication helps us better understand people and situations – it can deepen relationships in personal and professional life.

It helps us to overcome cultural barriers, builds trust and respect, and create conditions for sharing creative ideas and solving problems.

Developing better communication skills –

- helps us to avoid conflict
- Is an asset in better decision-making



Trust & Credibility



Trust & Credibility

Employees, investors, customers, government entities, and regulators are increasingly demanding greater transparency and corporate accountability. Business leaders of well-respected, high-performing businesses have long acknowledged the value of building and sustaining trust.



FIVE Essential Skills

For the workplace AND your private life.

1. Listening

Listening is one of the most important aspects of communication. Successful listening is not just an understanding of spoken or written information, but also an understanding of how the speaker feels during communication.

If a speaker can see and feel that someone is listening and understanding that can help build a stronger, deeper relationship between interlocutors.

Careful listening can also create an environment in which everyone feels safe to express ideas, opinions and feelings, or plan and solve problems in a creative way.



FIVE Essential Skills

These are absolutely necessary for successful communication in the workplace or your private life.

Listening. Listening is one of the most important aspects of communication.

Straight talking.

Non-verbal communication.

Stress management.

Emotion control.

Developing strong communication skills is essential when it comes to building a successful career.

But your communication skills play a key role in your private life too.



Career Development

2. Speak up

Communication begins with you. Take responsibility and start communication, do not wait and expect another person to do so and don't hide behind various forms of online communication.

Good communication, especially on important topics, requires far more than what we can express in a written message.

We often misunderstand this kind of communication because we do not see the person's face, its nonverbal communication, and in what circumstances communication starts.

3. Prepare what you're going to say



WHILE YOU SPEAK

What happens while you're talking?

- Facial expressions
- Eye contact
- Posture
- Gestures



Leadership

To help you get started with thought leadership, we share below 4 of the most productive ways to quickly and efficiently improve your communication skills:

1. Listen with empathy

Empathy is the ability to understand the feelings, thoughts, and beliefs of another person. Exactly this is the reason why organizations have started developing empathy in the workplace.

Emotional acceptance, closely related to empathy, means that, after empathizing and understanding how other person feels, we can accept the reasons why somebody feels or thinks the way they do, regardless of whether we agree with it or not.

Try to see things from others' perspectives by accepting what you hear instead of trying to „fix things and solve the problem“.



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