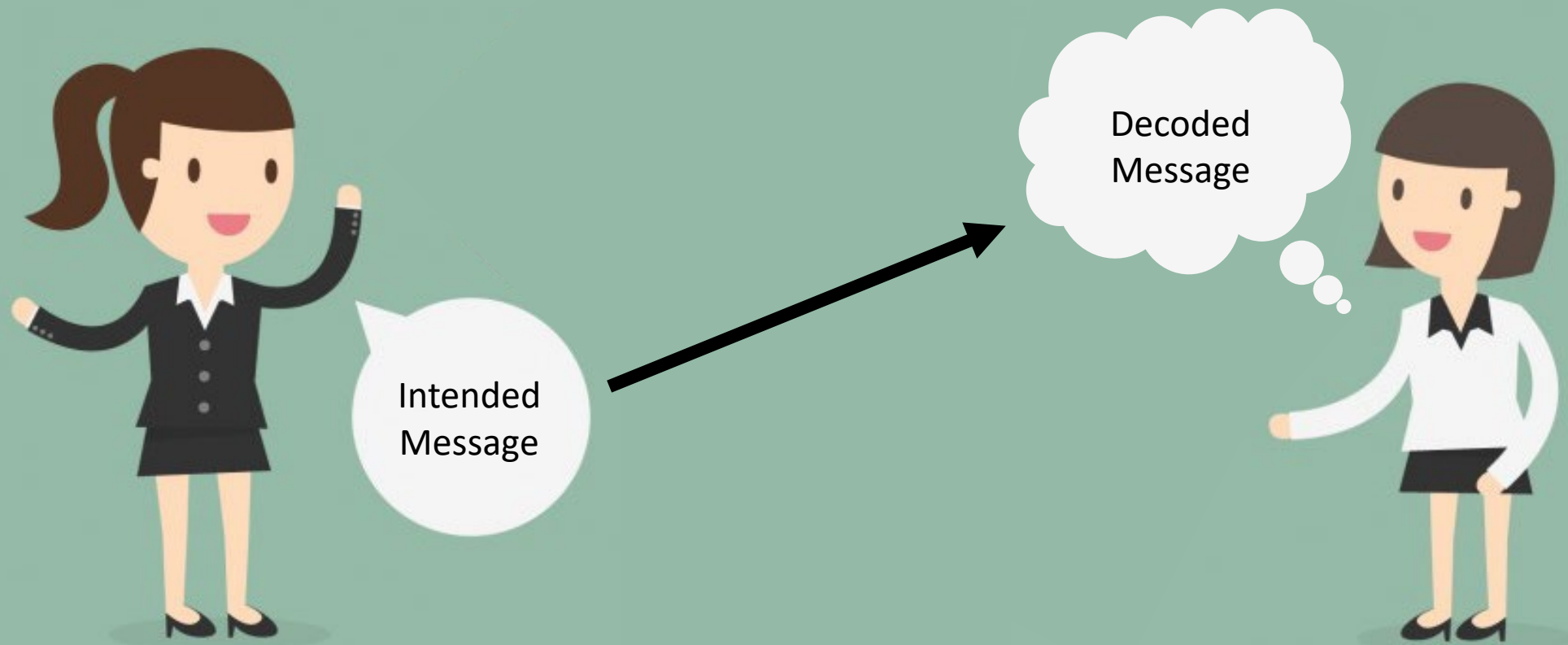


What is communication?



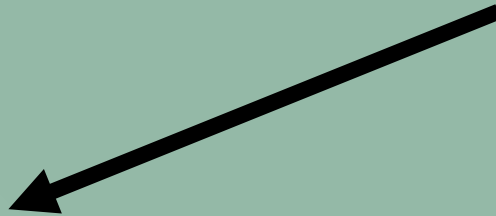
Communication:

Exchanging of information





Decoded
Message

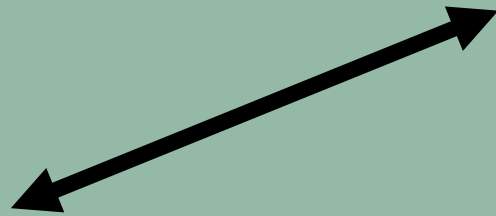


Intended
Message





You're
hired!



I'm
hired!





Individual Differences

Verbal and Nonverbal Cues

Communication Channel

Situational Factors





Verbal and Nonverbal Cues



Facial Expressions Tone of Voice Gestures Stance







Communication channel:

Medium through which communication is
carried

















**Choose the right communication
channel to send the right message.**











How can we communicate more effectively? Part 1

**“By failing to
prepare, you are
preparing to fail.”**

Benjamin Franklin



1. Audience's Analysis



2. Persuasion 3. Stickiness



Step 1: Analyze audience's interests and goals



Step 2: Craft a persuasive message



Credibility



Logic



Emotion



Credibility

- **Establish a connection with the audience**
- **Establish authority or expertise**
- **Be honest and transparent**



Logic

- Present statistics, facts, and other evidence
- Arrange in a logical sequence
- Use valid, reliable, and relevant evidence

Emotion

- Use stories and imagery
- Share vivid, concrete details
- Keep it simple



Step 3: Make it stick

**Identify and
reiterate
the most
important
idea**



**Begin with a creative and
unpredictable opening**

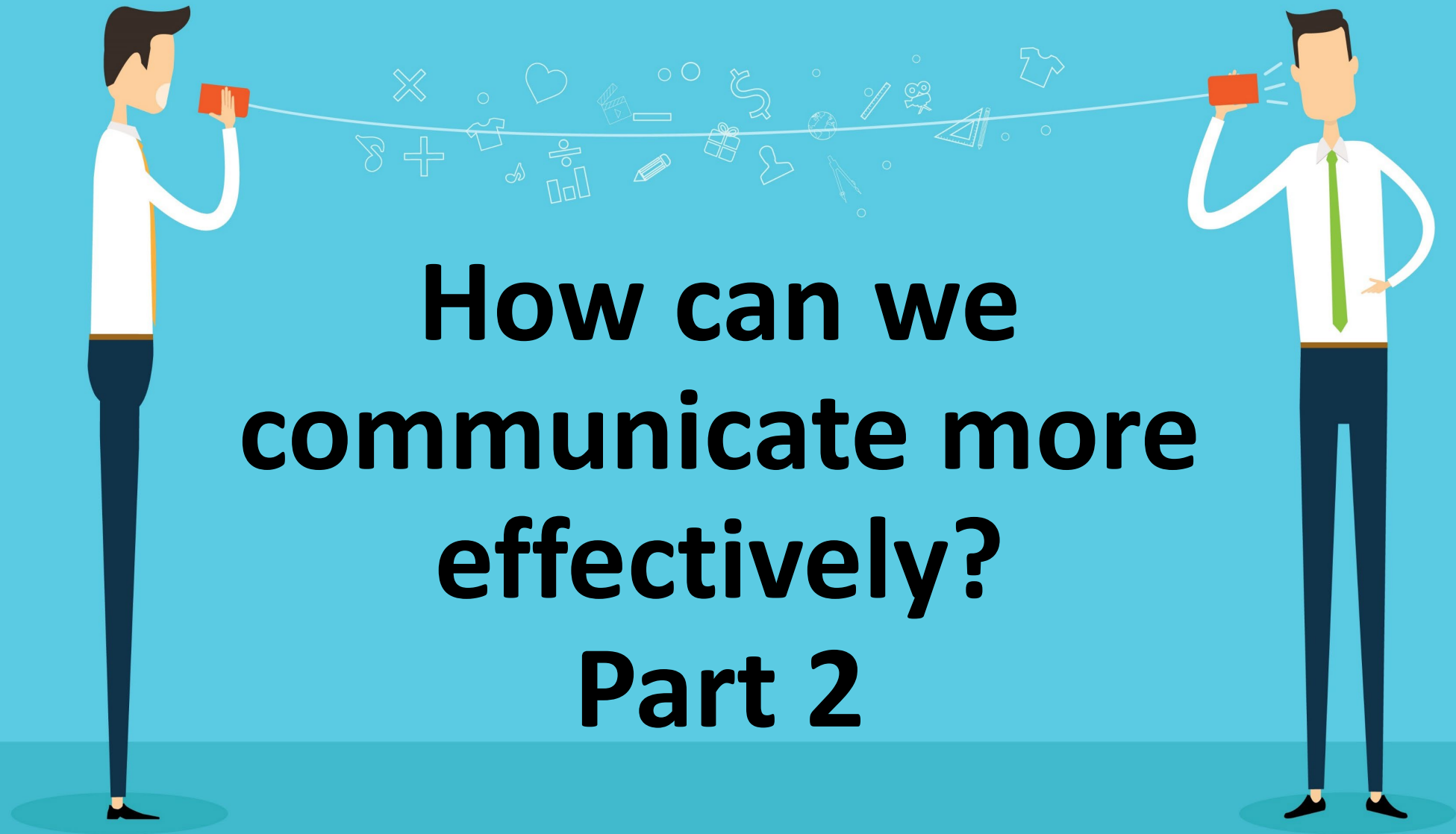


1. Audience's Analysis



2. Persuasion 3. Stickiness





How can we communicate more effectively? Part 2

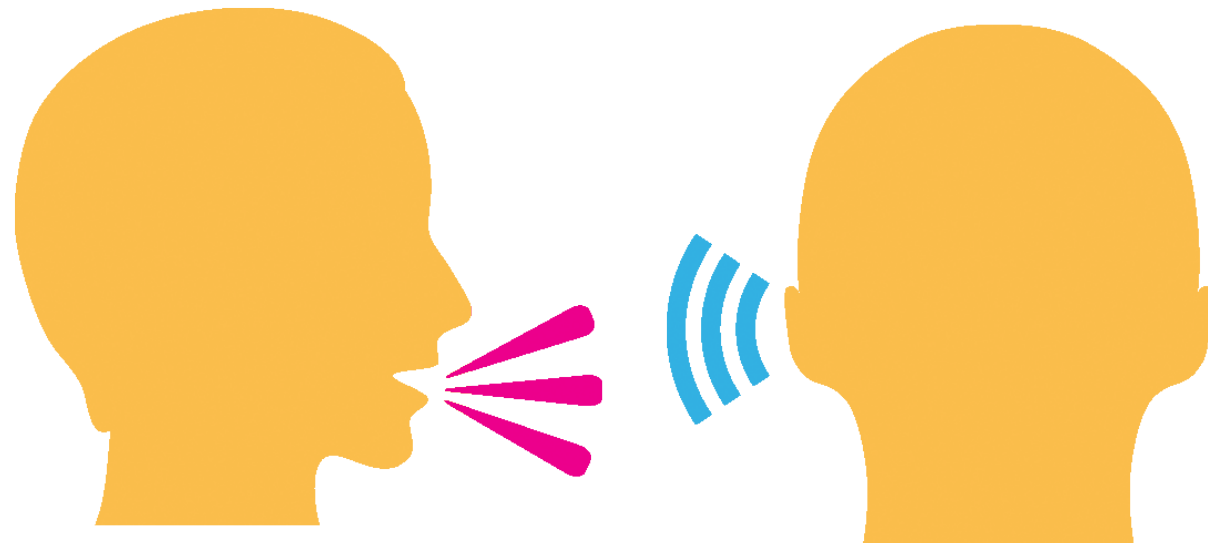
4. Communication Channel



5. Delivery Style



6. Active Listening



Step 4: Select the appropriate communication channel



- Richness
- Complexity

- Appropriateness
- Cultural norms

A group of five business professionals are seated around a light-colored wooden conference table in a modern office setting. A man in a light blue button-down shirt is leaning forward, gesturing with his right hand as he speaks. Behind him, an older man with white hair in a grey suit and tie looks on attentively. To the right, two women and another man are listening. One woman has her hand to her chin in a thoughtful pose. The table is cluttered with papers, a laptop, several glasses of water, and a white coffee cup. The background is a blurred office interior with large windows.

Richness



Complexity



Appropriateness





Cultural Norms



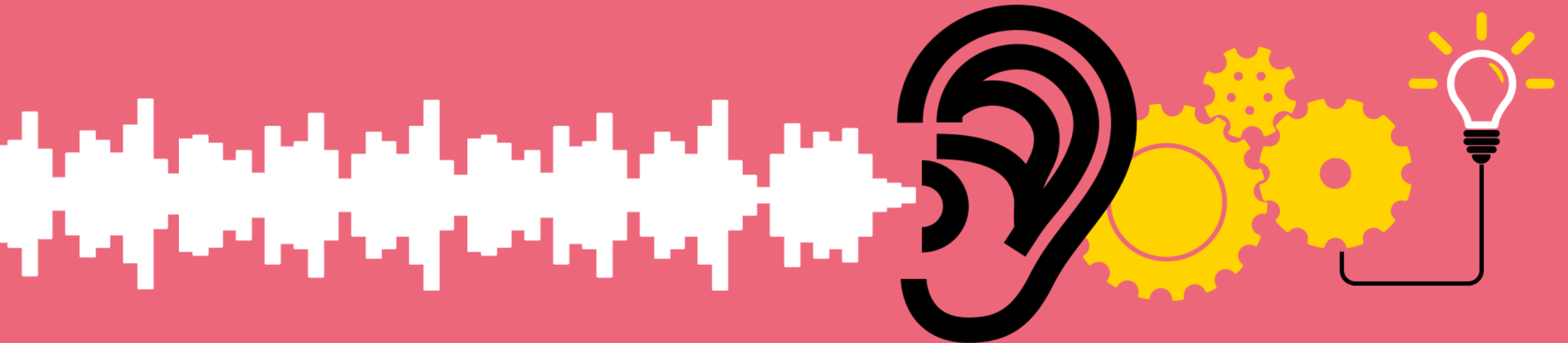
Step 5: Prepare for delivery

- **Relax and be yourself**
- **Show confidence and enthusiasm**
- **Speak clearly and make eye contact**
- **Prepare for questions**



Step 6: Listen actively

- Pay attention and stay focused
- Understand the sender's perspective
- Paraphrase and ask questions



Step 1: Analyze audience's interests and goals

Step 2: Craft a persuasive message

Step 3: Make it stick

Step 4: Select the appropriate communication channel

Step 5: Prepare for delivery

Step 6: Listen actively

