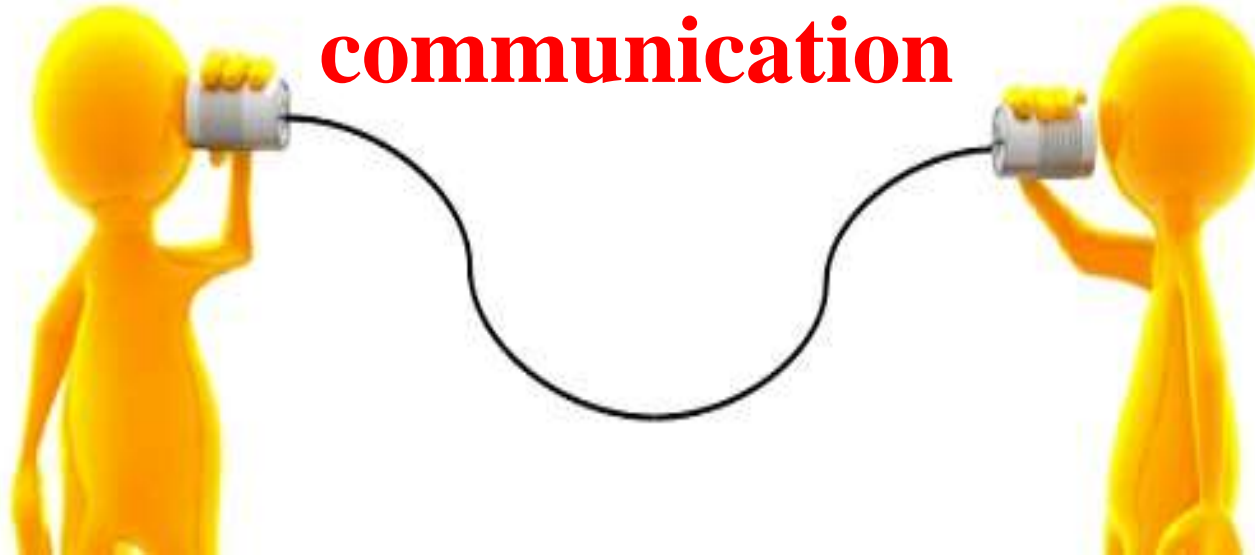


# Effective communication



Prepared by

*Ahmed Hamza Al-juhani*

# Importance of effective communication

- 90% of conflicts due to mis-communication
- 70% of work time is communication
- Communication is one of the most important skills of many jobs e.g.  
(customer service, telesales, sales persons)

# What is effective communication?

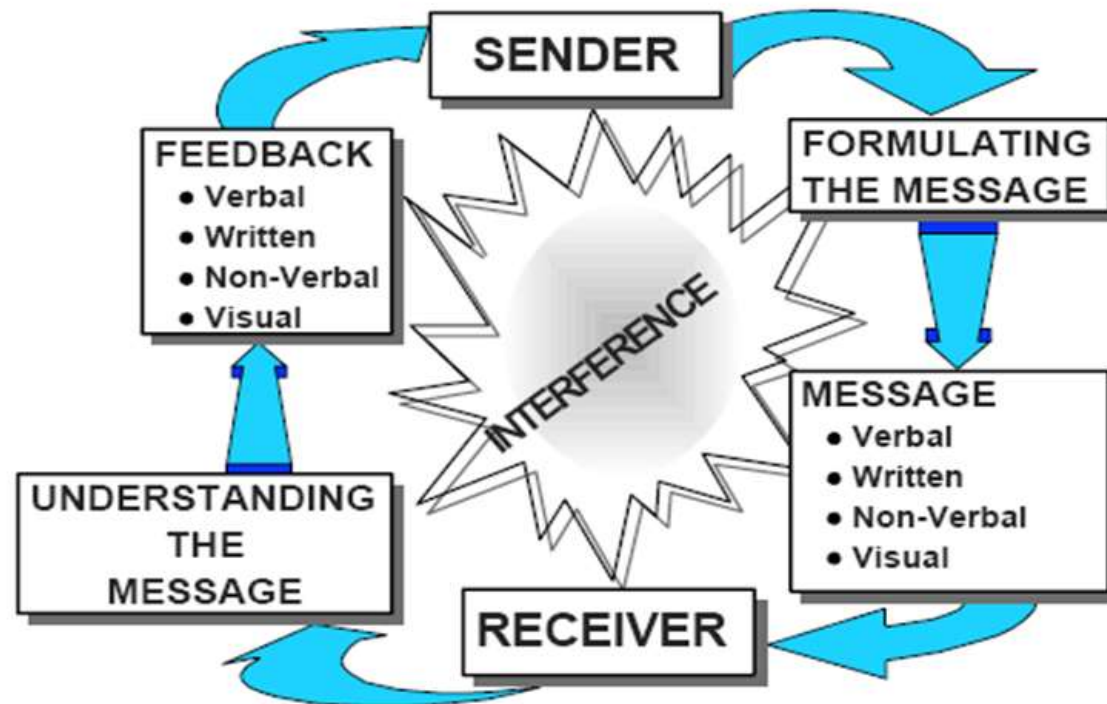
- Hearing the message being sent, making meaning of it and responding in a way that lets the sender know you truly understand

**No one can live without communication, even animals and birds communicate with verbal and non verbal communication.**

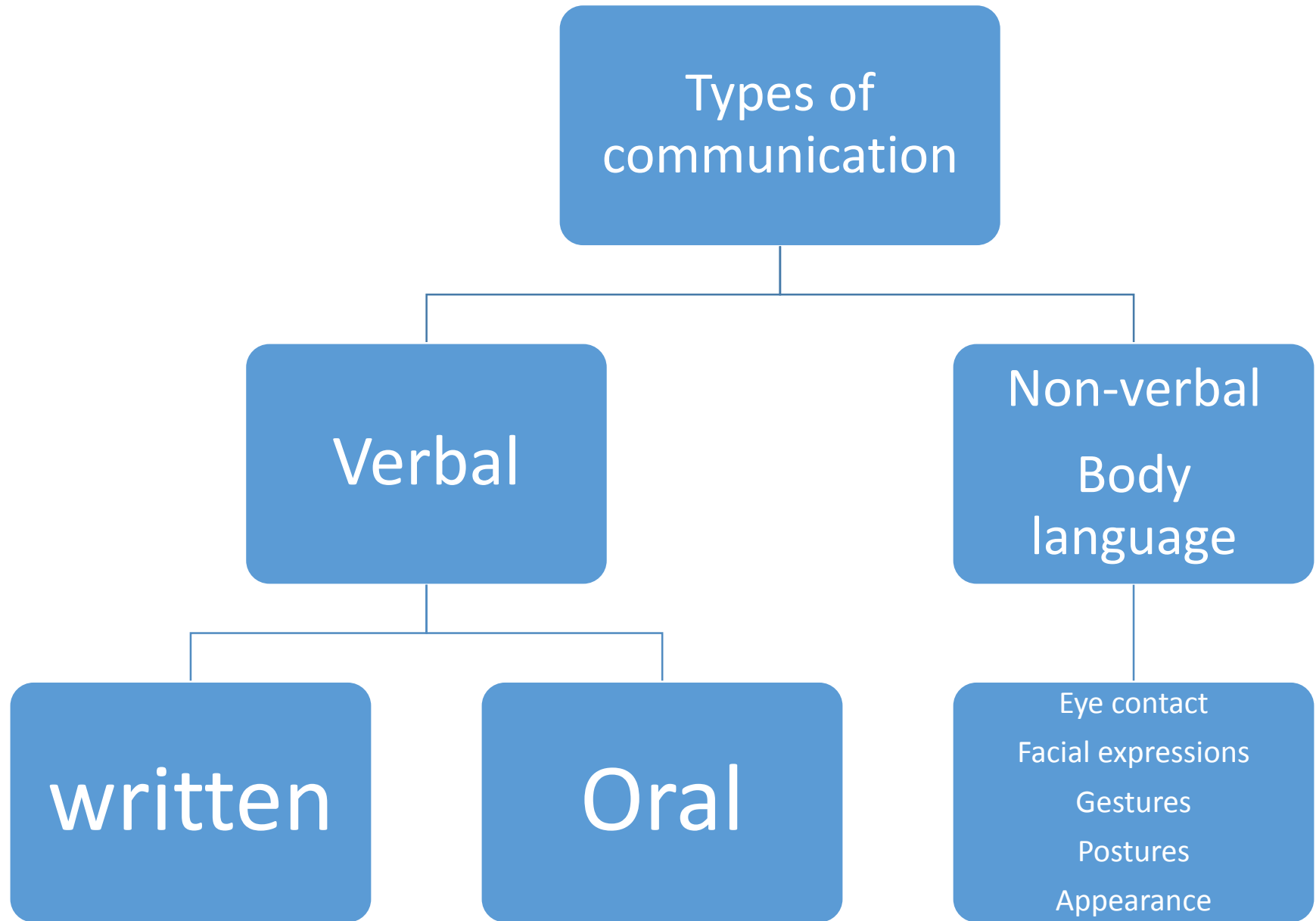
***A Hamza***

# Communication process

## ▼ The Sender/Receiver Model



► *If you haven't received feedback ... you haven't communicated*



# Types of verbal communication

## Verbal Communication

Words are used to exchange information, this can be in person or by telephone and can be written or oral

### Written

- Reports
- Memos
- Emails
- Fax
- Illustrations

### Types of oral

- Face to face
- Telephone conversation
- Dictating letters
- Group discussions
- Meetings
- Speech

Written Communication

Oral Communication

CREATED USING  
**POWTOON**

# Communication process

## Sender

has an idea influenced by his mood, culture &  
background



# Message

- It is the idea or information sends by the sender to the receiver, the sender wants receiver to understand the message to ensure effective communication

# Sender encodes his message

- It means sender convert his message into words
- It may be written, verbal or non-verbal
- ***Factors affecting message transmission:***
  1. Voice tone
  2. Body language

# Channels of communication

- It is the medium used to convey the message
- Should choose (Right channel/Right message)
- Technical information or instructions of a machine cannot be delivered by using telephone

# Channels of communication

- Internet
- Report
- Letter
- Fax
- Speaking
- E-mail
- Phone

# Informational richness

- It means the amount of information that channel can carry
- It is differ form direct contact, telephone, written

# Receiver decodes the message

- The receiver interpret the message i.e give meaning to the words of the sender
- If the receiver understand the message, it means successful communication

# Feedback

- It is the response of the receiver to sender message
- Feedback in form of verbal and non-verbal
- Feedback from the receiver to ensure the receiver received and understand the message
- If no feedback, it is not effective communication

# Types of communication in workplace

1. External communication

2. Internal communication

- \* Upward (bottom-up)
- \* Downward (top-down)
- \* Horizontal (lateral)



# Communication barriers



# Communication barriers

## Definition

- It is something that interferes or interrupts, distorts or blocks the communication process

# Communication barriers

- Physical barrier & non verbal
- Physiological barriers
- Psychological barriers
- Language problem
- Disagreement between verbal
- Non verbal distraction
- Faking attention
- Lack of interest
- Grand standing

# 1- Physical barriers

***It is tangible items interfere with communication efforts***

- Poor lighting
- Poor phone signals
- Too hot or too cold temperature
- Hearing disabilities or problems
- External noise

## 2- Physiological barriers

- Hearing difficulties
- Sickness, ill-health
- poor eyesight
- Pain

### 3- Psychological barriers

- Different culture & personal values
- If sender ideas run against receiver perceived thoughts
- Negative attitude, strong negative emotions e.g. anger, sadness
- Stereotyping

## 4- Language barriers

- Unfamiliar words, slang
- Different language
- Different accent
- Professional jargons
- Rambling

# Cultural barriers

- Cultural differences e.g. talking about some sensitive topics is not accept in middle east



## 5- Organizational barriers

- Bad information systems
- Lack of supervision
- Lack of employees training

## 6- Disagreement between verbal and non verbal



## 7- Non verbal distraction

- Unusual dressing
- Physical or facial problem
- Abnormal body language

## 8- Fake attention

- The receiver somewhat stare
- Centered eye
- Not react with the sender

## 9- Lack of interest

- In sender's topic subject

# 10- Grand standing

- Most of People talk more than listen, Why?

# Vocal skills

- Word rate
- Voice tone
- Verbal tics: word or voice
- Volume: intensity of voice
- Enunciation: articulation & pronunciation

# Vocal skills





# Vocal skills video 2



# Verbal tic



# Verbal tics example

- <https://www.youtube.com/watch?v=-ydrYcQHJSY>

# Vocal skills examples

- [https://www.youtube.com/results?search\\_query=%D9%85%D8%A7%D8%B1%D8%AA%D9%86+%D9%84%D9%88%D8%AB%D8%B1+%D9%83%D9%8A%D9%86%D8%AC+i+have+a+dream](https://www.youtube.com/results?search_query=%D9%85%D8%A7%D8%B1%D8%AA%D9%86+%D9%84%D9%88%D8%AB%D8%B1+%D9%83%D9%8A%D9%86%D8%AC+i+have+a+dream)
- <https://www.youtube.com/watch?v=ZISsC0I99Po>
- <https://www.youtube.com/watch?v=89JJNeX8c7s>
- [https://www.youtube.com/results?search\\_query=%D8%AE%D8%B7%D8%A8+%D9%87%D8%AA%D9%84%D8%B1](https://www.youtube.com/results?search_query=%D8%AE%D8%B7%D8%A8+%D9%87%D8%AA%D9%84%D8%B1)

# Characters of distinguished voice

- ***Articulation:***

- a) speed

- b) ricitism

- c) sigmatism

# Characters of distinguished voice

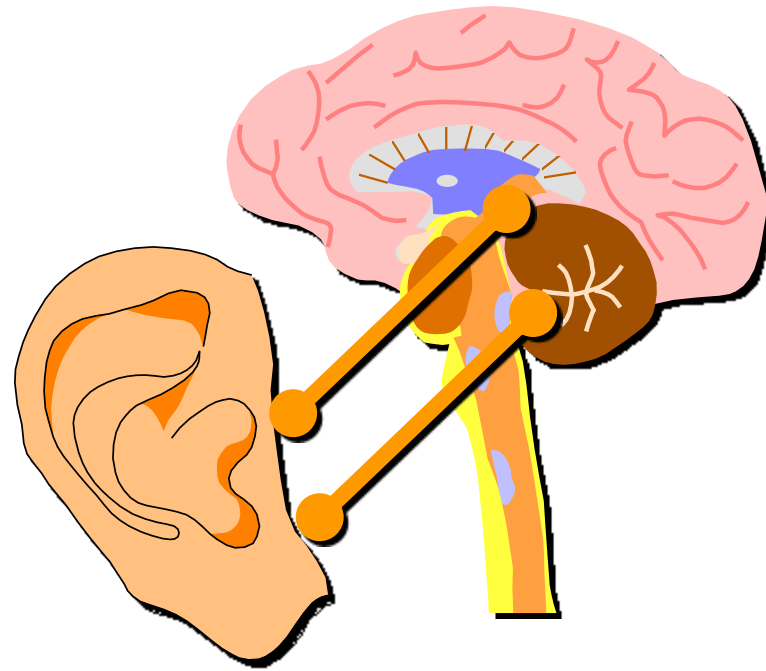
- ***Pauses:***

- Make your voice louder during telling an important competitive advantage
- After that make pause by 1 or 2 seconds gain attention and give chance to the receiver to understand the message

# Active listening or effective listening

- Listening to the meaning of the words & understanding the message & avoid distraction
- Evaluate the understood information
- Decide how that information can be used

# Hearing vs. listening





# Hearing vs. listening

- ***Hearing:***

it is the physical process of perceiving sound

- ***Listening:***

it is the physical and cognitive process of hearing something  
with thoughtful attention and consideration

## LESSON SUMMARY

# Hearing

***involuntary process that starts with noise, vibrations, the movement of fluid in the ears and sound sent to the brain***

# Listening

***voluntary act where we try to make sense out of the noise we hear***



# Listening process

## 4 stages

### LESSON SUMMARY

**Attending**  
*gathering the words and sentences in our brain*

**Interpreting**  
*make meaning of the words and sentences*

**Responding**  
*take the meaningful message and react to it*

**Remembering**  
*storing the information for use at a later time*



Education Portal

# Hearing vs. listening

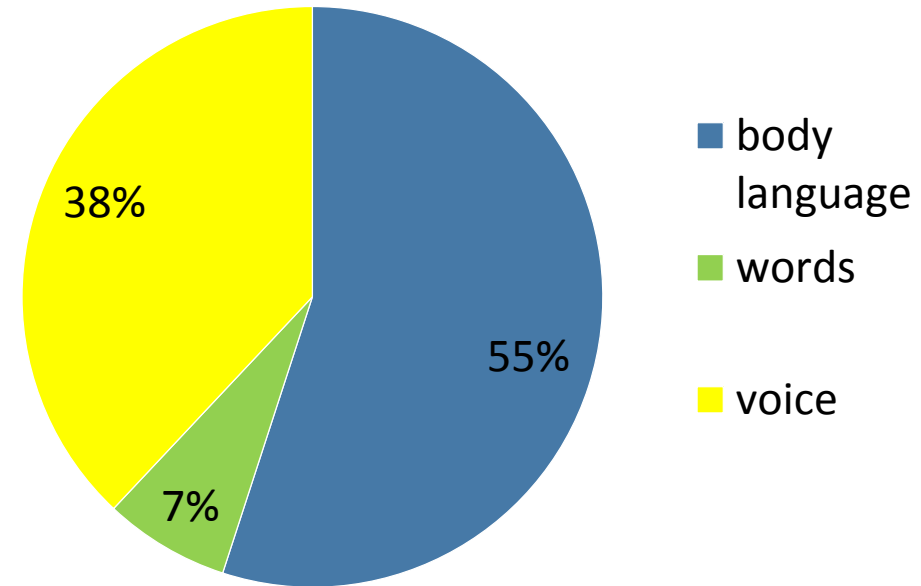
Hearing	Listening
Accidental	Focused
Involuntary	Voluntary
Effortless	Intentional
Physical process	Physical & mental process
Not a skill	Skill
Does not lead to learning	Lead to learning

# Reasons for listening

- To gather information about something
- To understand
- For enjoyment
- Learning new concepts

# Contents of effective communication

- Body language 55%
- Words (content) 38%
- Voice 7%



# How to be active listener?

- Once you have a purpose for listening, you will listen

# 1- Stop talking

- Focus on what speaker say, not on what your comment will be



## 2- Control your surrounding

- Remove competing sounds and noisy objects
- Close doors and windows
- Control noisy appliances

### 3- Keep an open mind

- Avoid bias
- Try to listen to the end

## 4- Listen to the main points

Focus on what you are looking for and  
recognize speakers theme

## 5- Establish a receptive mindset

- Expect to learn new something by listening
- Avoid false conceit
  - I know more of what being said
  - I know the topic

## 6- Listen between the lines

- Focus on verbal and non verbal
- listen to the meaning of words before listening to speaker emotions and voice tone





## 7- Judge ideas, not appearance

- Focus on the content of the message
- 75% depend on(How you say it)
- 25% Depend on ( what you say)



## 8- Hold your fire

- Force yourself to listen to the speaker instead of  
argument

## 9- Take notes

- Pen and paper to write notes

# 10- Provide feedback

- If there is no feed back, you did not communicate
- Nod your head
- Ask questions
- Good listener participate effectively in information exchange
- Keep eye contact

# Communication styles

	PASSIVE	AGRESSIVE	PASSIVE-AGRESSIVE	ASSERTIVE
BEHAVIOR	Keep quiet, don't say what you feel, need, or want. Put yourself down frequently. Apologize when you express yourself. Deny that you disagree with others or feel differently.	Express your feelings and wants as though any other view is unreasonable or stupid. Dismiss, ignore, or insult the needs, wants, and opinions of others.	Failure to meet the expectations of others through "deniable" means: forgetting, being delayed, and so on. Deny personal responsibility for your actions.	Express your needs, wants, and feelings directly and honestly. Don't assume you are correct or that everyone will feel the same way. Allow others to hold other views without dismissing or insulting them.
NONVERBAL	Make yourself small. Look down, hunch your shoulders, avoid eye contact. Speak softly.	Make yourself large and threatening. Eye contact is fixed and penetrating. Voice is loud, perhaps shouting.	Usually mimics the passive style.	Body is relaxed, movements are casual. eye contact is frequent, but not glaring.
BELIEFS	Others' needs are more important than yours. They have rights; you don't. Their contributions are valuable. Yours are worthless.	Your needs are more important and more justified than theirs. You have rights; they don't. your contributions are valuable. Theirs are silly, wrong, or worthless.	You are entitled to get your own way, even after making commitments to others. You are not responsible for your actions.	Your needs and those of others are equally important. You have equal rights to express yourselves. You both have something valuable to contribute. You are responsible for your behavior.
EMOTIONS	Fear of rejection. Helplessness, frustration, and anger. Resentment toward others who "use" you. Reduced self-respect.	Angry or powerful at the time, and victorious when you win. Afterward: remorse, guilt, or self-hatred for hurting others.	Fear that you would be rejected if you were more assertive. Resentment at the demands of others. Fear of being confronted.	You feel positive about yourself and the way you treat others. Self-esteem rises.
GOALS	Avoid conflict. Please others at any expense to yourself. Give others control over you.	Win at any expense to others. Gain control over them.	Get your own way without having to take responsibility.	Both you and others keep your self-respect. Express yourself without having to win all the time. No one controls anyone else.

# Communication styles example

- <https://www.youtube.com/watch?v=USgSMA0YQ3Y>



# BODY LANGUAGE



# What is body language?

- Body language is a communication without words but using symbols, signs (traffic signals, black flag on beach, white flag means surrender or peace), gestures, facial expression, body posture



Body talk. Body talk.  
You don't even have to  
say a word,

you can use your body



and you'll be heard.





Non verbal communication speaks loudly



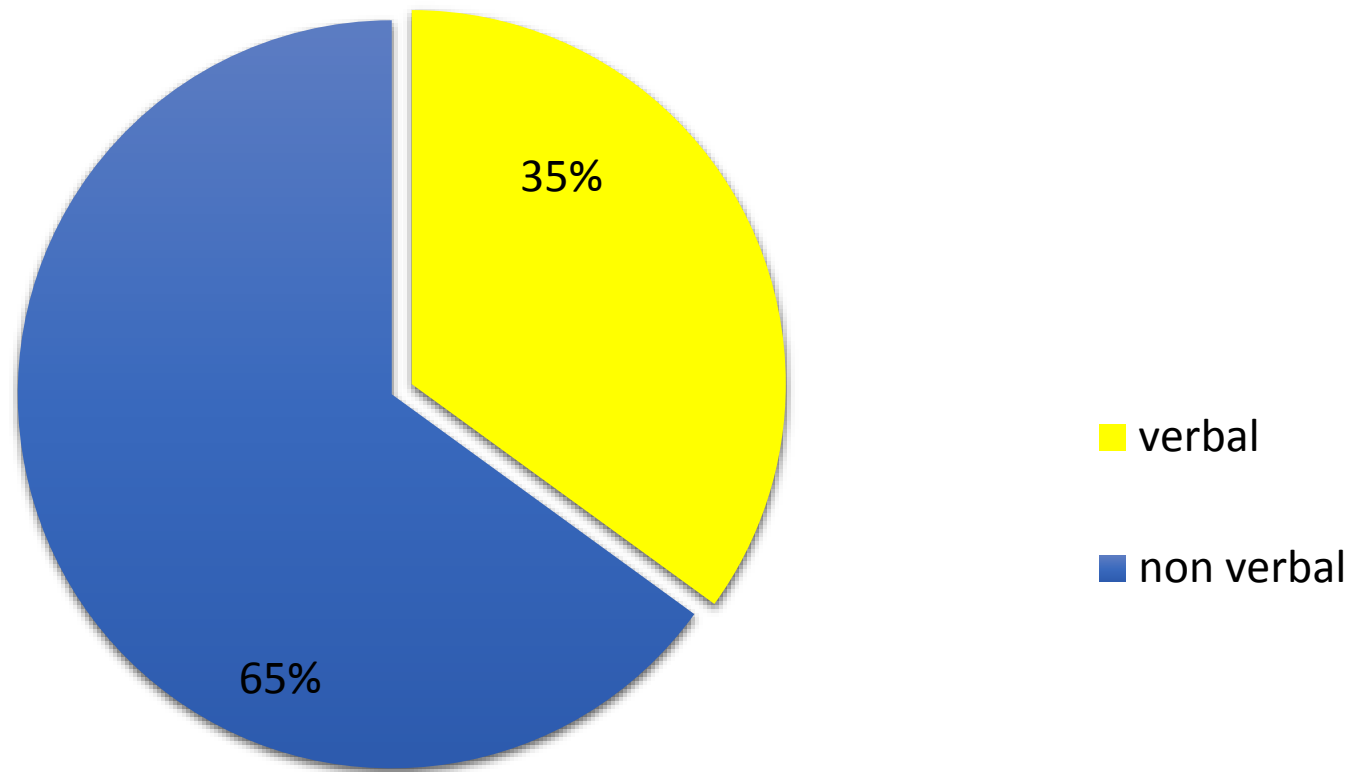
# Body language characteristics

- More accurate indicators than verbal
- Difficult to be controlled due to done involuntary
- Difficult to hide
- You can stop verbal communication, but can't stop non-verbal communication

# Importance of non-verbal communication

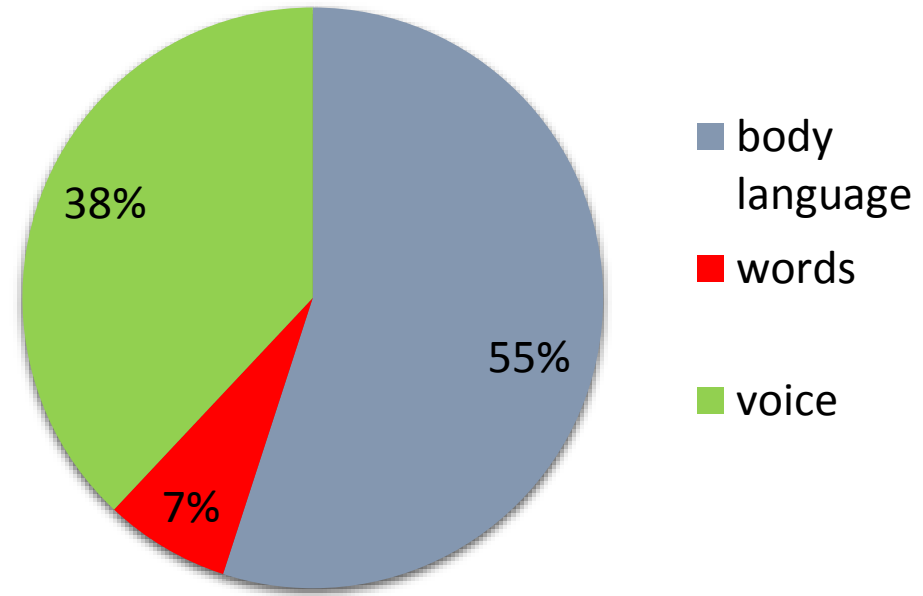
- ***Awareness with body language lead you to:***
  - Control your negative body language
  - Build professional image
  - Read body language of others i.e. customers

# Verbal vs. non verbal



# Contents of effective communication

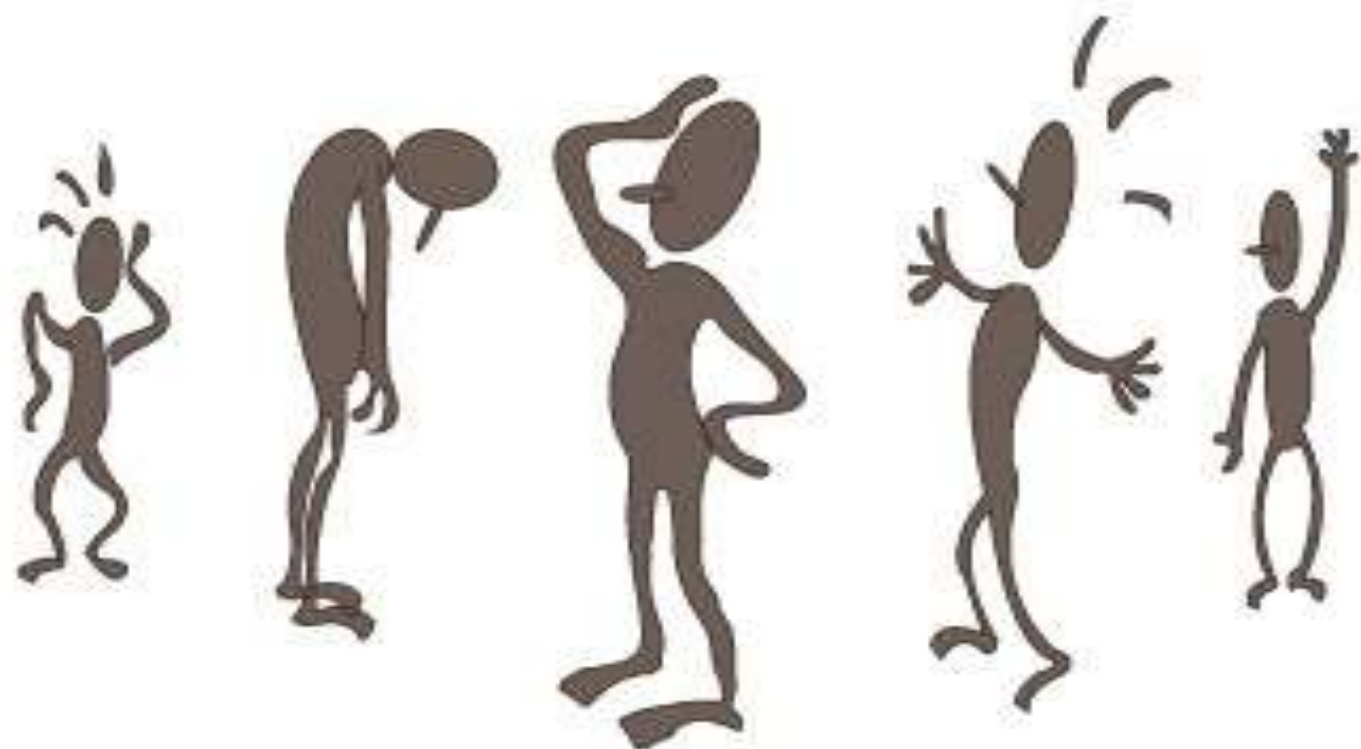
- Body language 55%
- Words (content) 7%
- Voice 38%



# Let your body do the talk

- 65% of the message transmitted by body language which made by the person subconsciously, it means that 65% of the message transferred subconsciously
- Also it discovers your feelings & attitude

## NON-VERBAL COMMUNICATION



SPEAKS LOUDLY

# Types of body language

- Facial expressions including eye contact
- Gesture (hand movement)
- Body posture
- Appearance



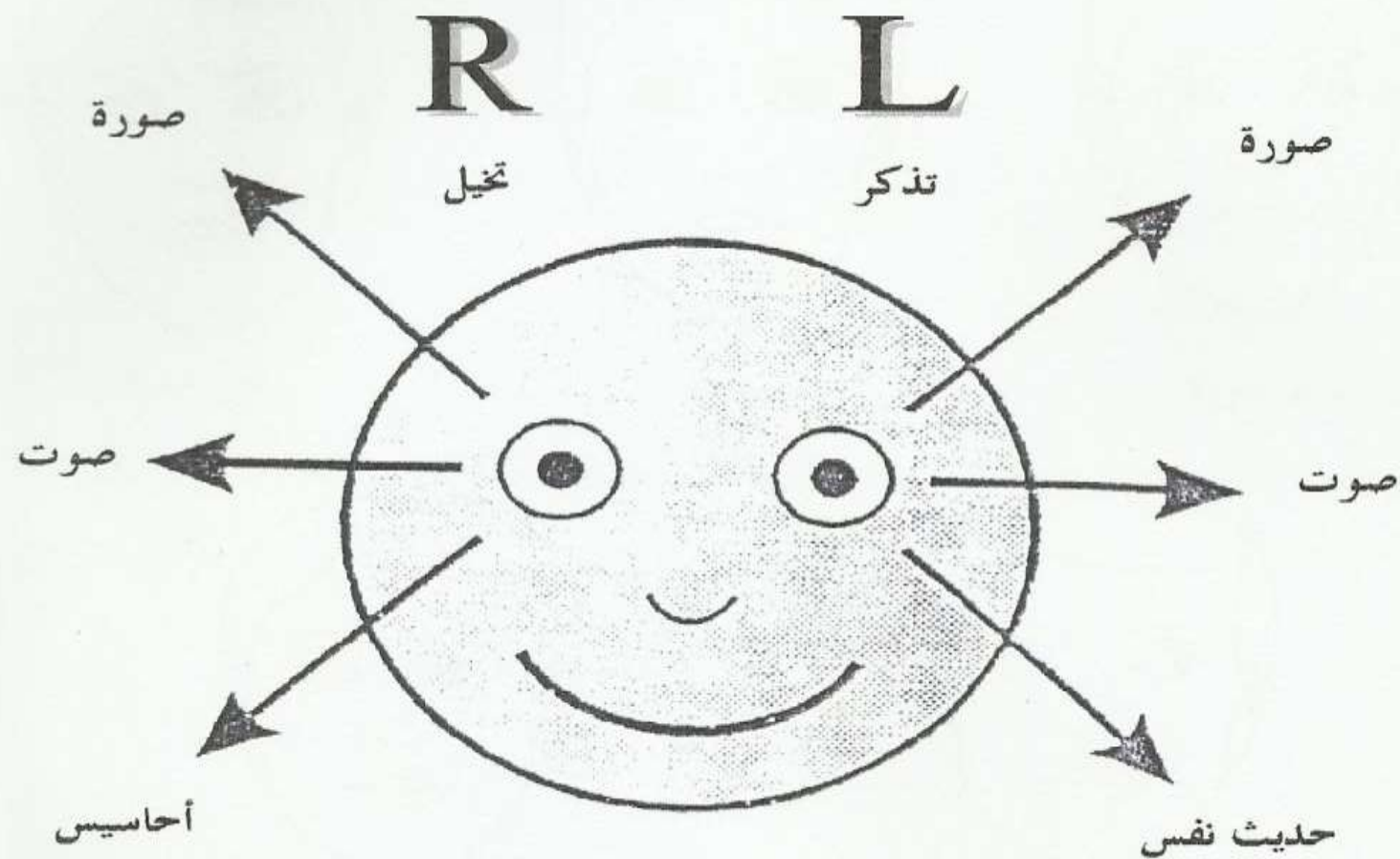
# People of interest

- Sales persons
- Trainers, lecturers
- Public speakers
- Interviewer & interviewee
- Politicians

Eyes are the mirror of your soul



## إشارات الوصول العينية





تخيّل صورة



سرحان



تذكر صورة



تخيّل صوت



تذكر صوت

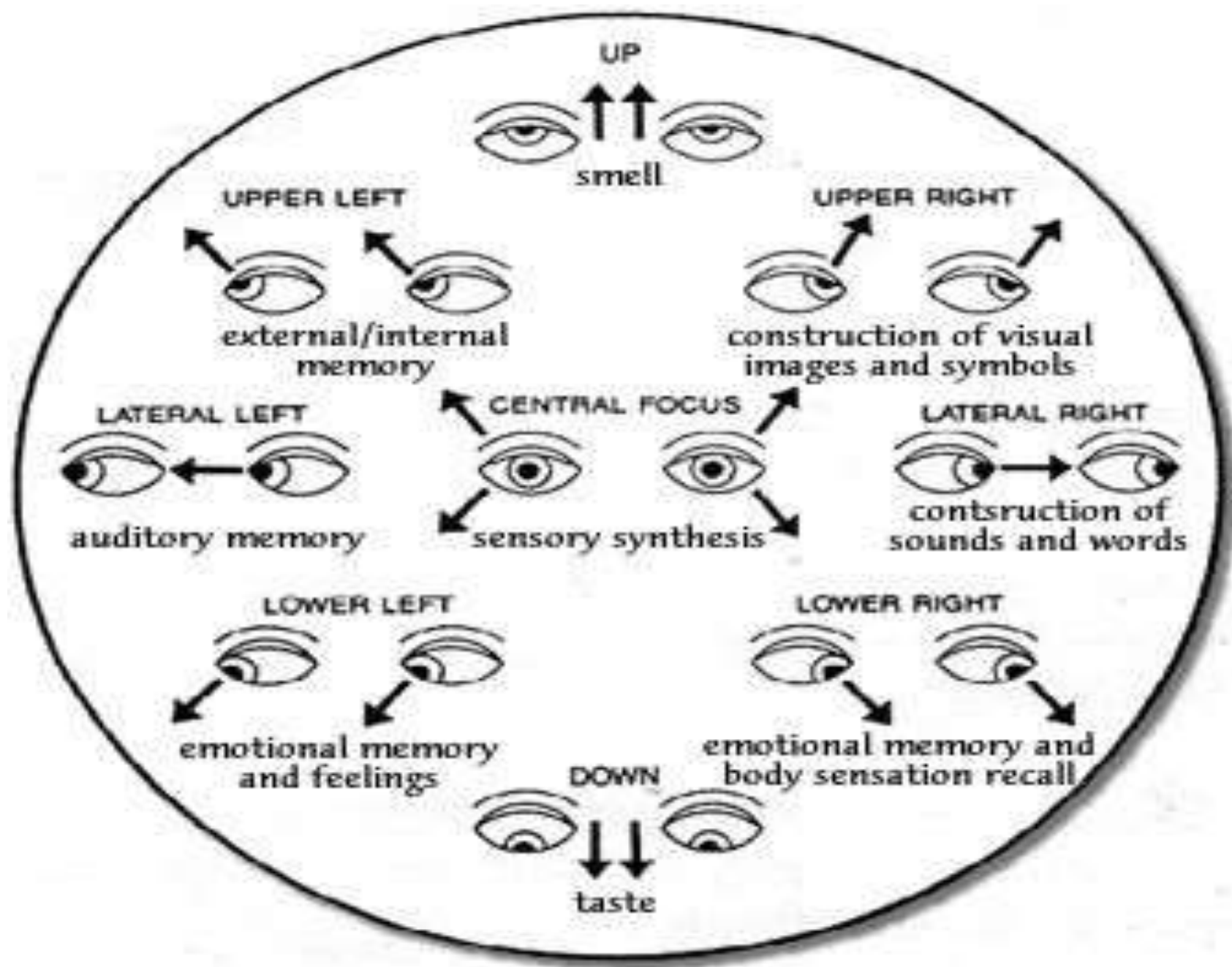


مشاعر وأحاسيس

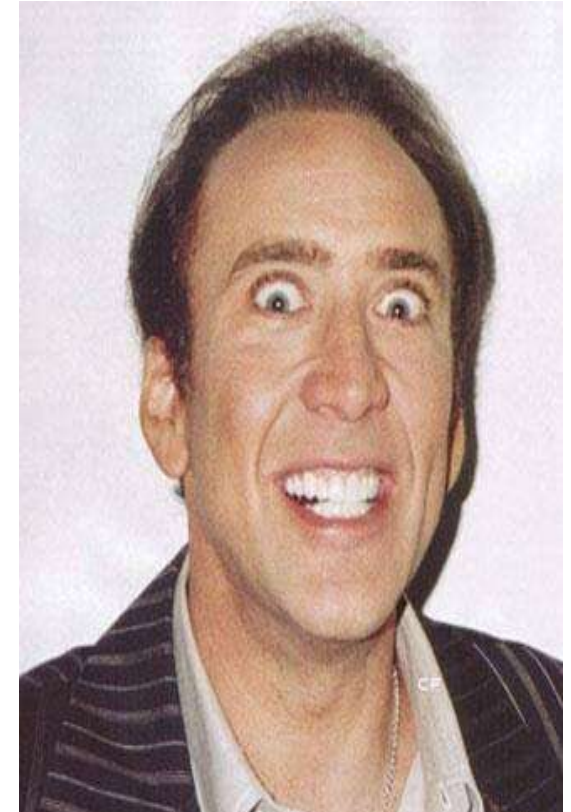


حديث نفس

تحليل الشخصيات بناء على حركات العين



**Do not**



# Do not

- In previous photos there are 2 mistakes
  - 1) Staring
  - 2) Finger pointing



# Facial expressions



# Facial expressions

There are 6 types of emotions:

1. Happiness (+ve)
2. Anger (-ve)
3. Surprise (-ve or +ve)
4. Sadness (-ve)
5. Fear (mainly -ve)
6. Disgust (-ve)

## **Ekman's Six Basic Emotions**

***Anger***

***Happiness***

***Disgust***

***Sadness***

***Fear***

***Surprise***

# Plutchik's Eight Basic Emotions

***Anger***

***Joy***

***Trust***

***Surprise***

***vs.***

***vs.***

***vs.***

***vs.***

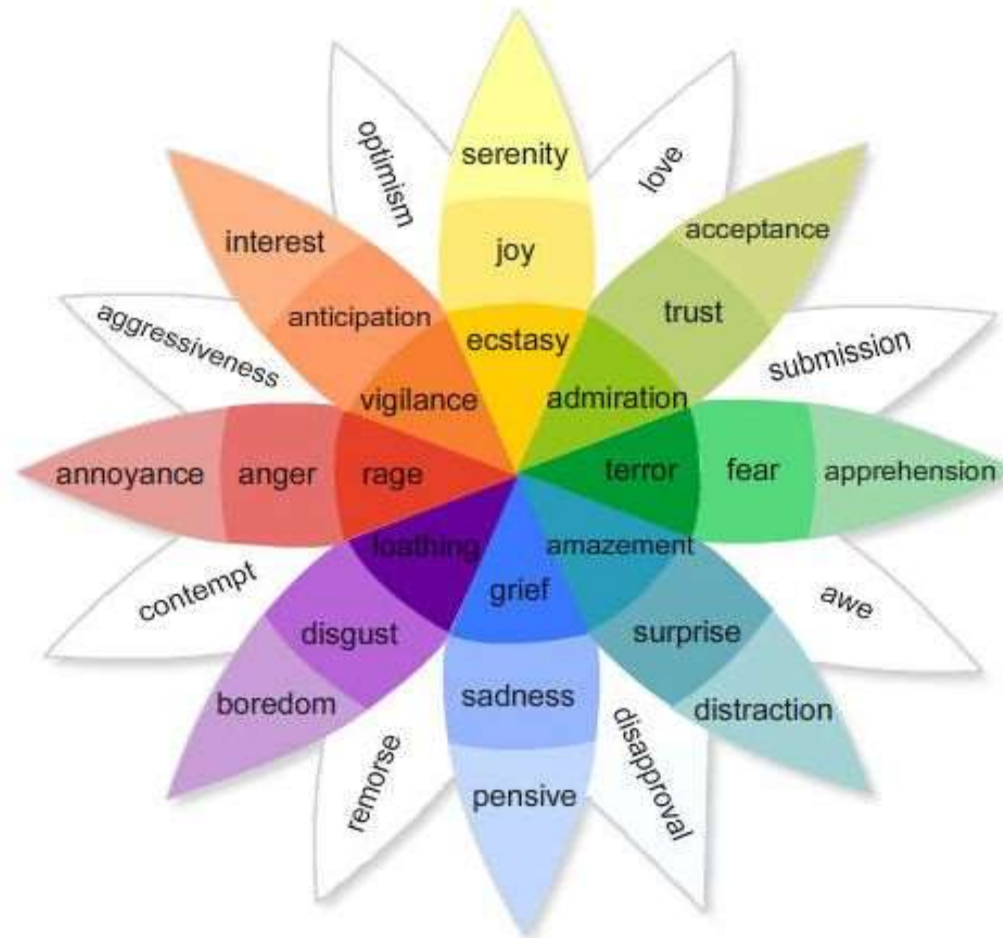
***Fear***

***Sadness***

***Disgust***

***Anticipation***

# Plutchik's wheel of emotions





## sadness

- ① drooping upper eyelids
- ② losing focus in eyes
- ③ slight pulling down of lip corners



## contempt

- ① lip corner tightened and raised on only one side of face



## surprise

Lasts for only one second:

- ① eyebrows raised
- ② eyes widened
- ③ mouth open



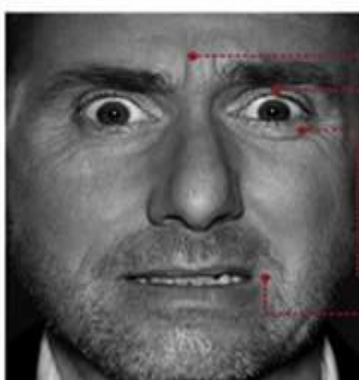
## anger

- ① eyebrows down and together
- ② eyes glare
- ③ narrowing of the lips



## disgust

- ① nose wrinkling
- ② upper lip raised



## fear

- ① eyebrows raised and pulled together
- ② raised upper eyelids
- ③ tensed lower eyelids
- ④ lips slightly stretched horizontally back to ears



# Facial expressions



## Paul Ekman's 6 Basic Emotions



Anger



Disgust



Fear



Happiness



Sadness



Surprise



**Carroll Izard:** distinct emotions appear within the first months of life

# Smile

- Nothing creates a rapport like a smile
- Two types of smile
  - 1) fake smile
  - 2) normal smile





Normal smile



Fake smile

Hand gestures



الرئيس جاك شيراك، يقيس حجم أحد الموضوعات  
أو أنه يتباهى ببساطة بحبه للحياة



Measure something

# Finger pointing



# Finger pointing

- Finger pointing must be avoided because, it stimulates negative emotions of others
- ***There are two types of finger pointing:***
  - 1- Finger pointing forward is a sign of accusing.
  - 2- Finger pointing upward is a sign of threatening
- When pointing to a person or something use hand palm

# Negative emotions due to finger pointing





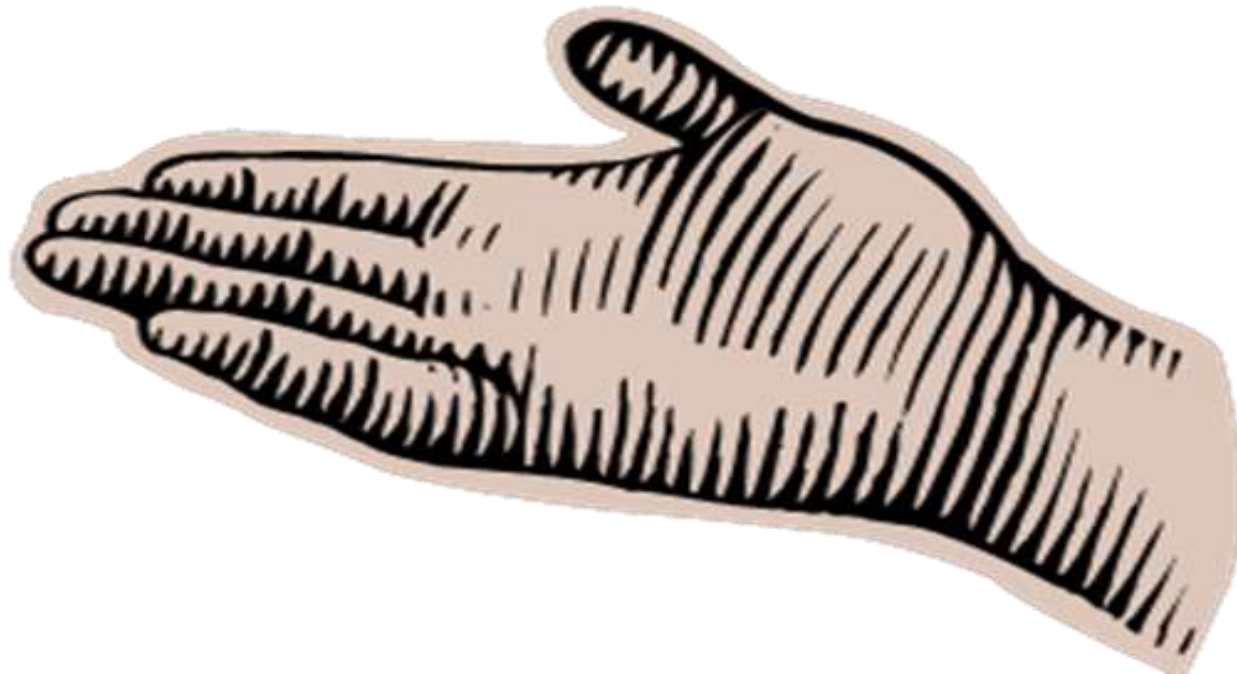




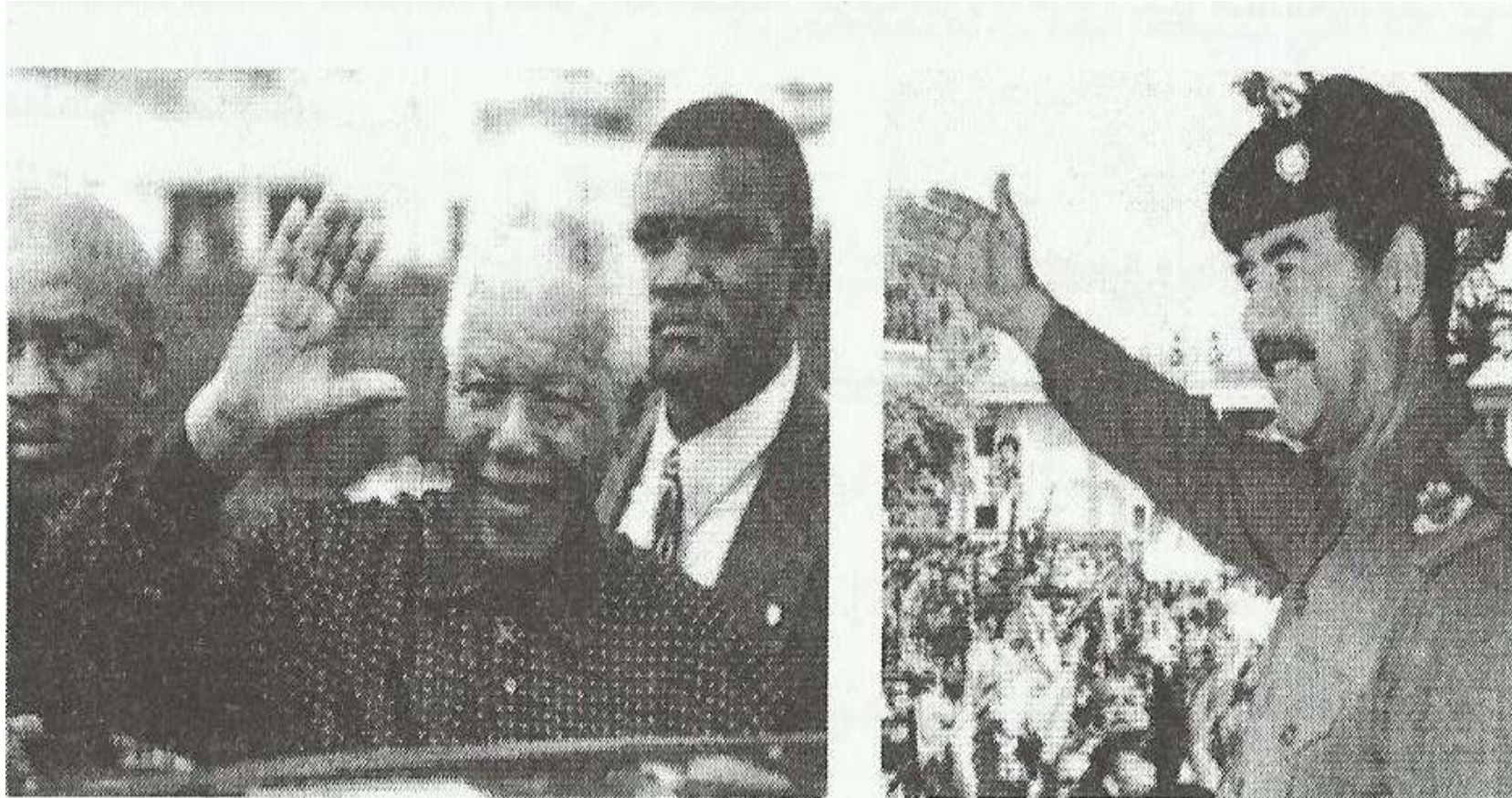


# Overcoming negative emotions due to finger pointing

- Finger pointing develop negative emotions
- Use your whole hand instead of pointing finger



# Open palm of the hand





Open and honest



# Types of palm positions



# Dominant palm position





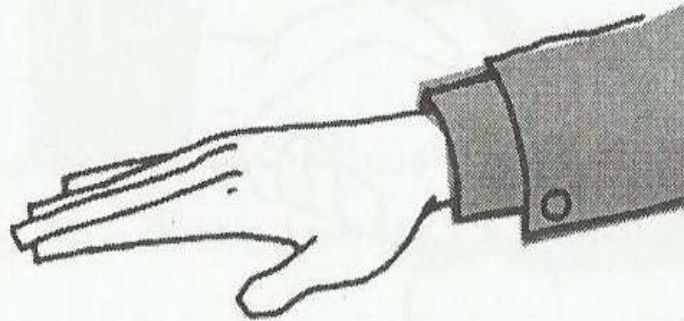
Superiority, aggressiveness, and domination

# Handshaking



يمثل هجوم راحة اليد التي تتجه إلى أسفل ذكرى تحية النازي،  
والأكثر عدوانية من بين كل المصافحات لأنها تعطي المستقبل فرصة ضئيلة  
جداً لإنشاء علاقة متساوية نمطياً، تمثل هذه المصافحة الشخص المهيمن،  
المستبد، الذي يبادر بها دائماً، مع ذراعه وراحة يده المتجهة إلى أسفل تدفع  
المتلقي إلى وضع الخضوع.

هجوم راحة اليد

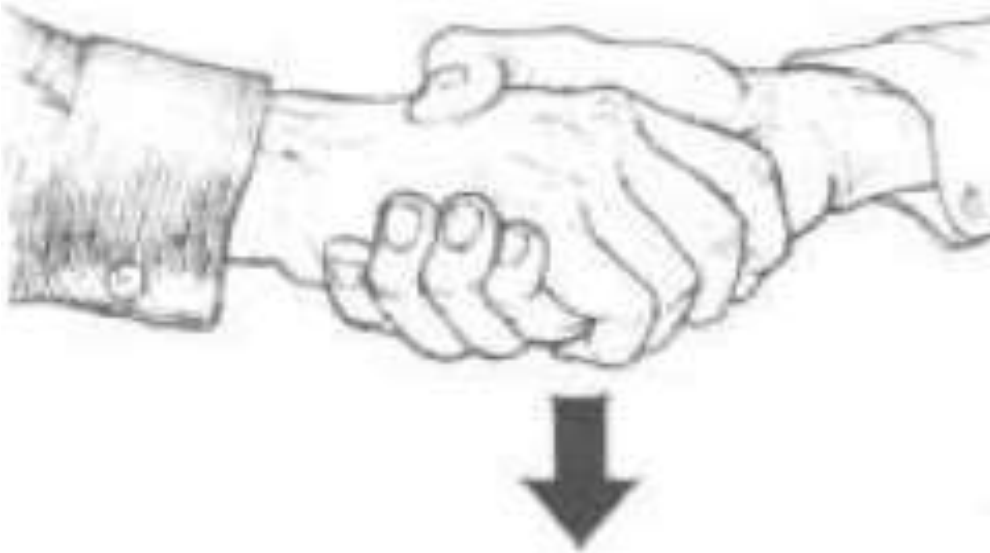


المتجه إلى أسفل

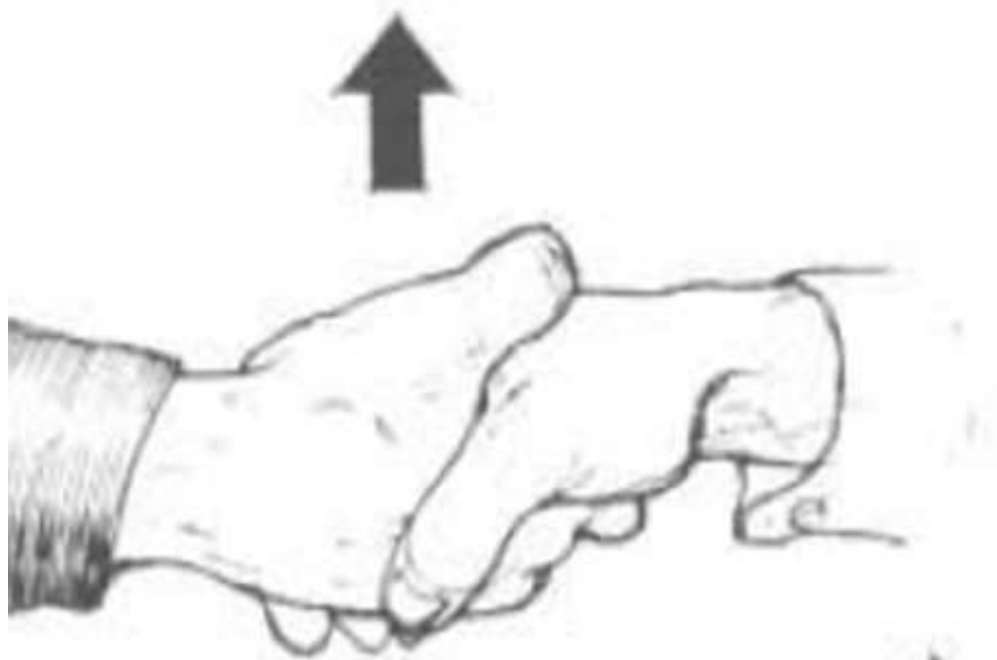


# Palm and back of the hand

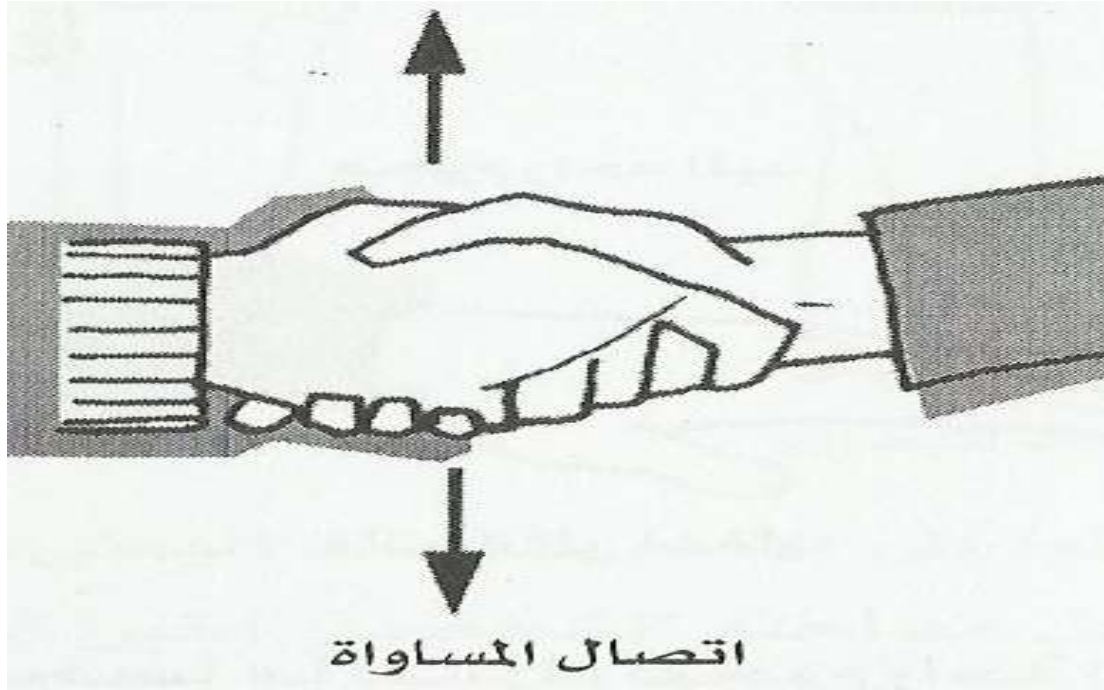




Submissive



Dominance and superiority



Alternate respect



إسحاق رابين (اليسار) يقف على أرض صلبة لا تتزعزع مستخدماً دفع  
الذراع المتصلبة لمقاومة محاولة عرفات سحبه إلى الأمام بذراعه المنحني



# Double hander



Hand on check



Boredom



Figure 61 *Boredom*



Figure 62 *Interested evaluation*



# Hand on check

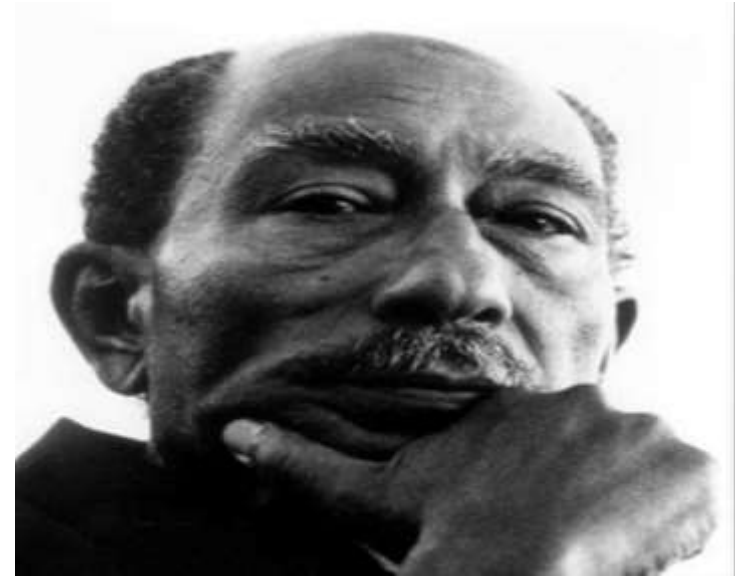
- If there is eye contact, it means focusing, interesting
- If no eye contact, it means not focusing, boredom

# Hand rubbing



Anticipation, positive expectations

# Stroking chin



Indecision (confused), try to make a decision

# Tilted head



Interest, admiration

# Arms crossed over chest



VKS-174 Their body language says it all: newlyweds Jack Fuller (Ashton Kutcher) and Joy McNally (Cameron Diaz) are having a re-honeymoon.

Photo credit: K.C. Bailey

TM and © 2008 Twentieth Century Fox and Regency Enterprises. All rights reserved. Not for sale or duplication



## Defensive position

Arms on chest



Defensive position



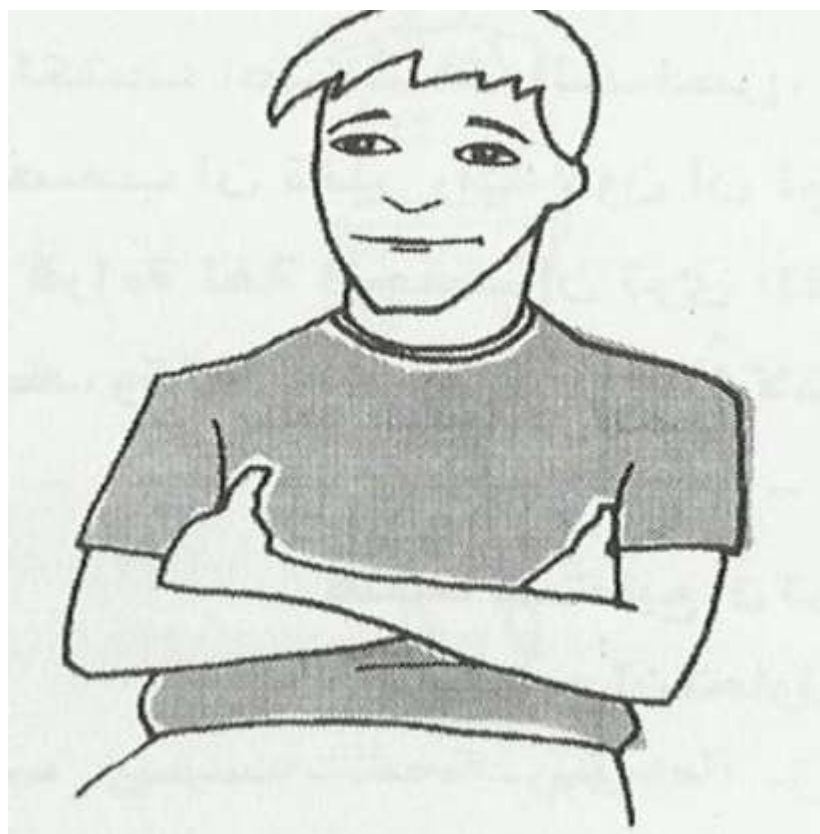


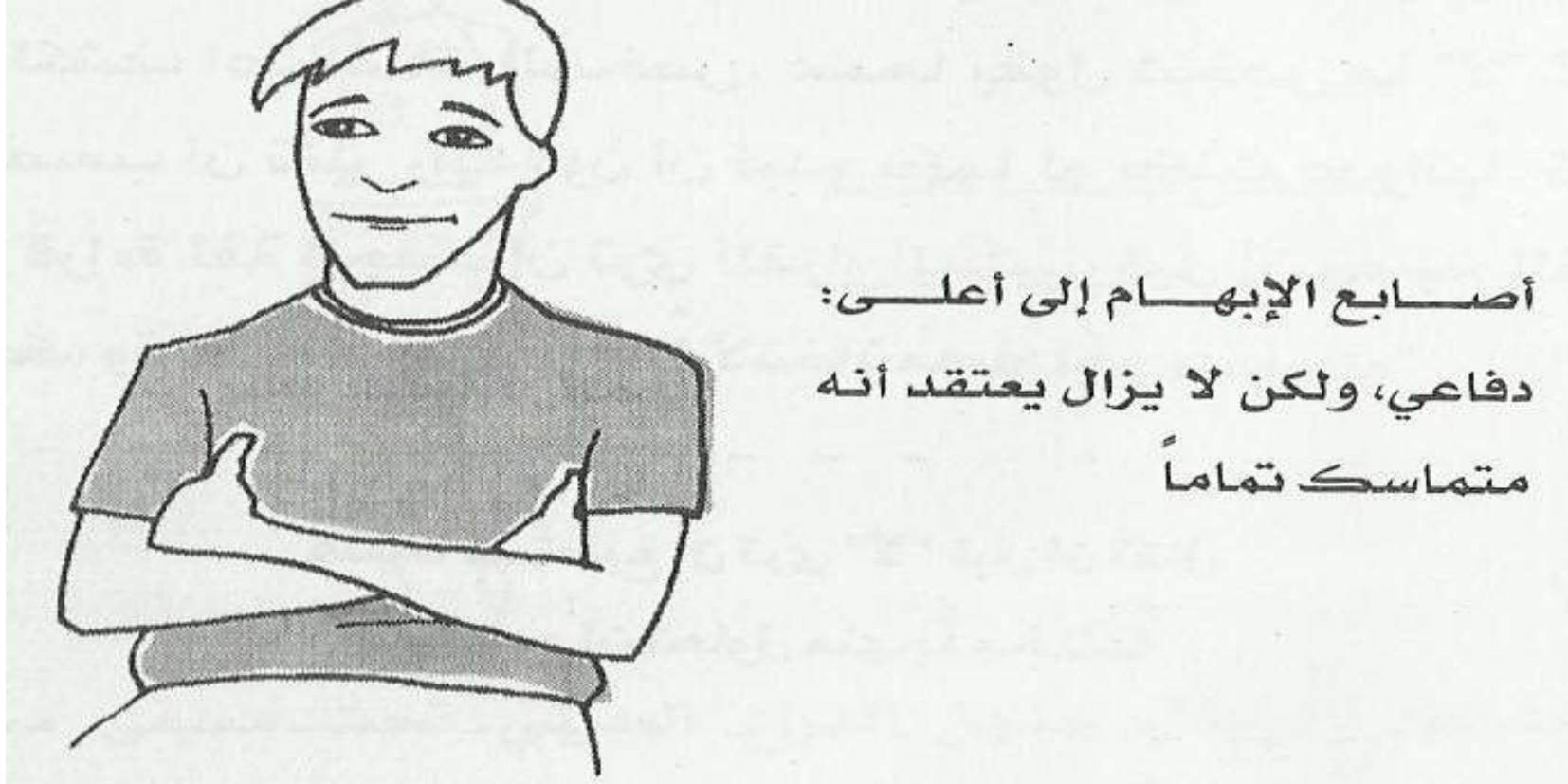
Aggressiveness, defensive



Need to be supported

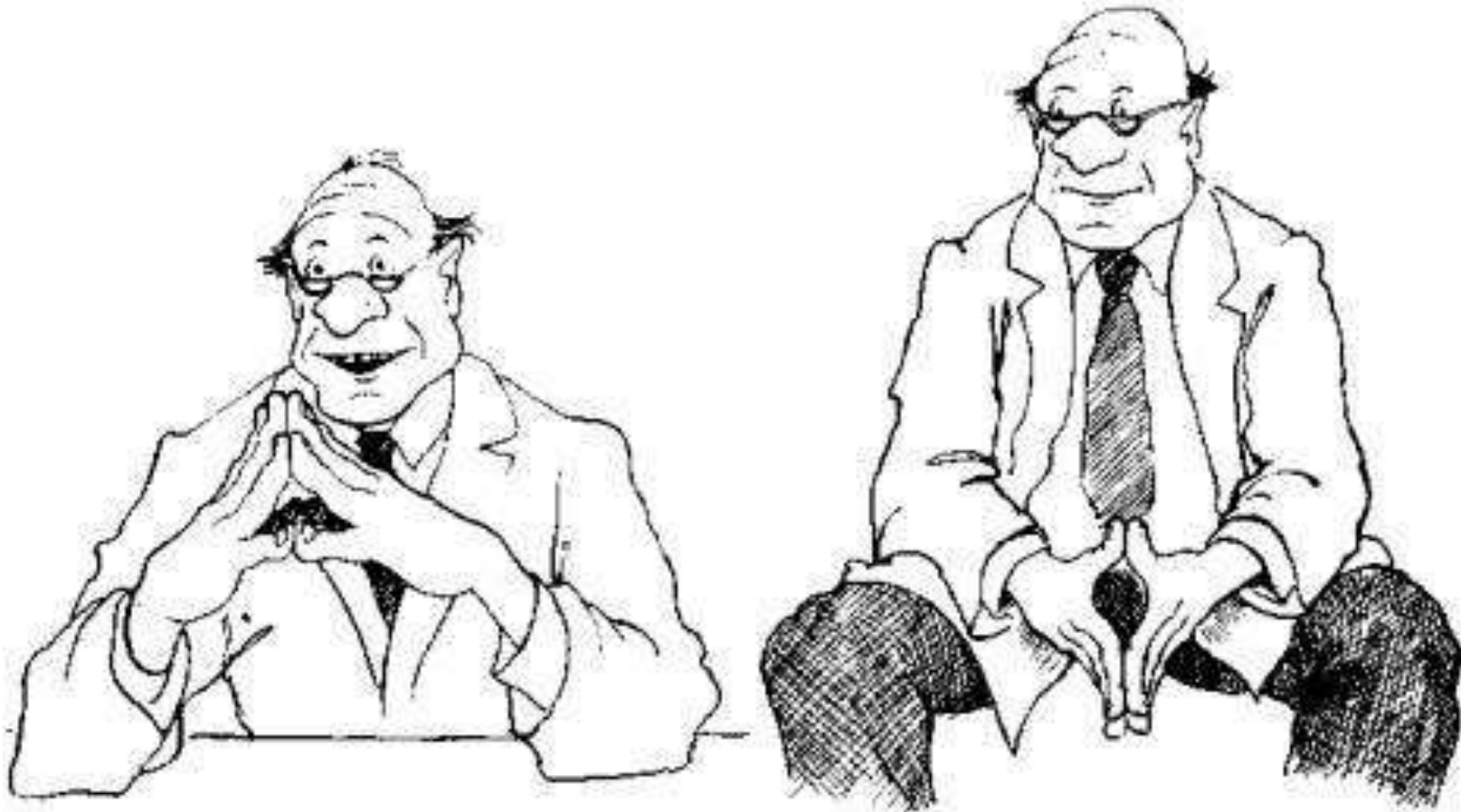






Feel with superiority

# Raised and lowered steeple



# Steepling hands



Lowered steeple



Raised steeple

Frustration

- Confidence
- Evaluating others

Open hand, clenched shoulders



I do not know

Hands on head



Frustration



Arms on chest & no eye contact



Stubborn



Hand lateral to the mouth



Shouting, calling someone



Cupping ear



I don't hear you

### 3) Body posture

# Right body posture



Poor Posture



Good Posture



Poor Posture





Sway  
Back



Lumbar  
Lordosis



Thoracic  
Kyphosis



Forward  
Head



Good  
Posture

# Hands on hip



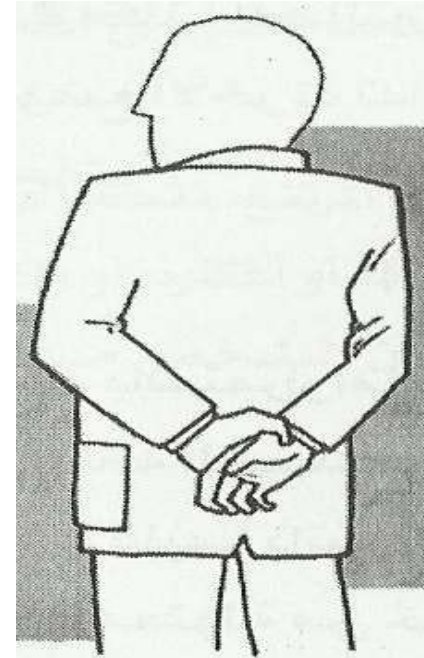
Readiness, aggression



# Arms behind back

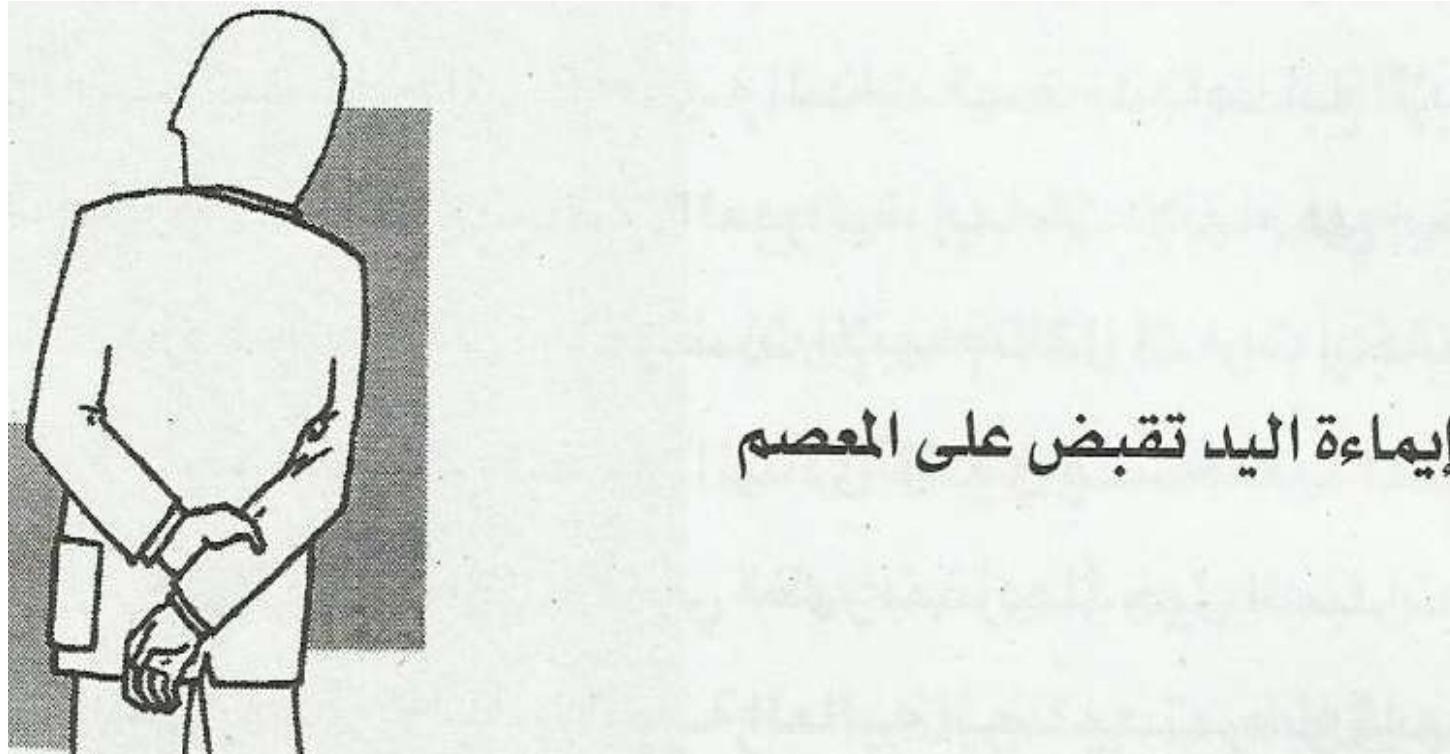


Confidence



مشهد الظهر والأمام لإيماءة ثقة أصحاب السلطة

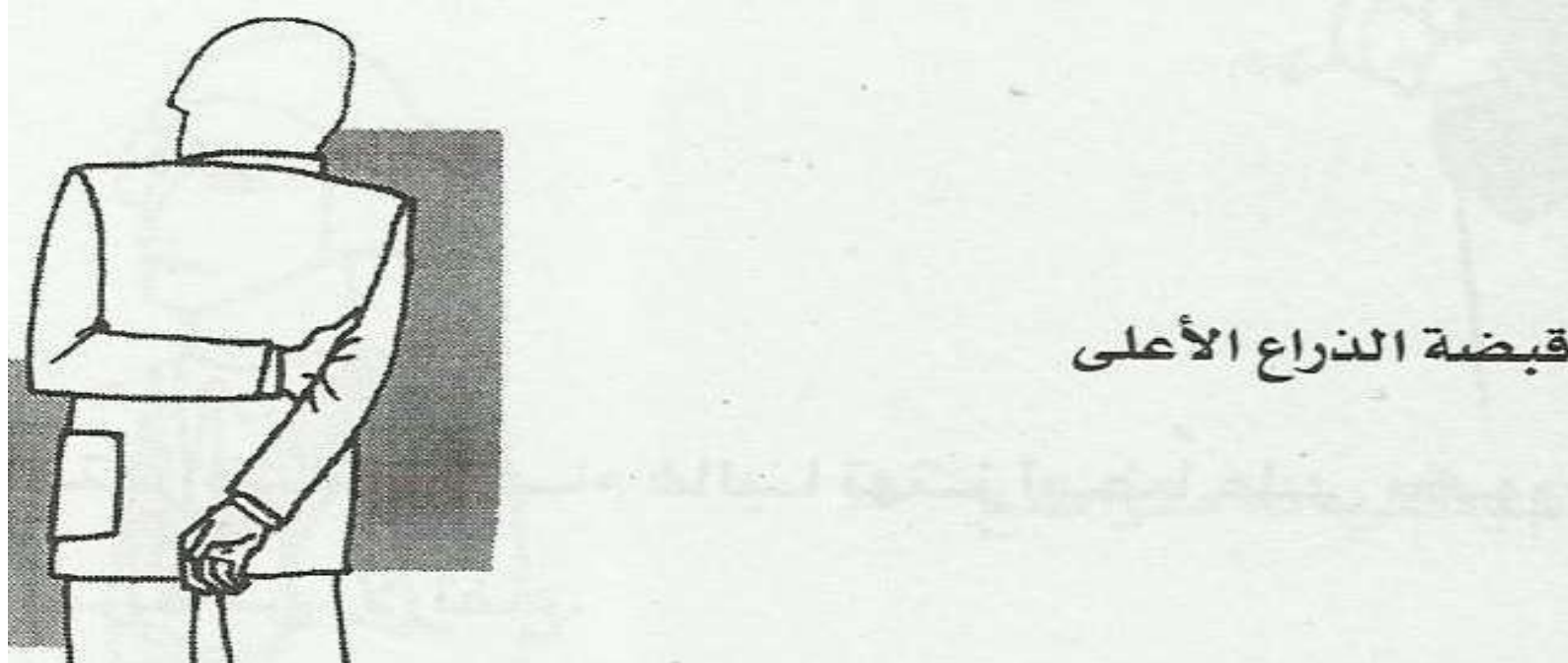
# Hand clasp rest behind back



Frustrated, try to control himself



# Hand clasp elbow behind back



Higher frustration level,  
more trying to control himself

Confidence

Frustration

Gripping hands



### ARMS AKIMBO:



Establishes dominance or communicates there are 'issues.'

### ARMS BEHIND THE BACK:



Says "don't draw near"  
—keeps people at bay.

## Arms on chest with crossing legs





**Defensive  
standing  
position**

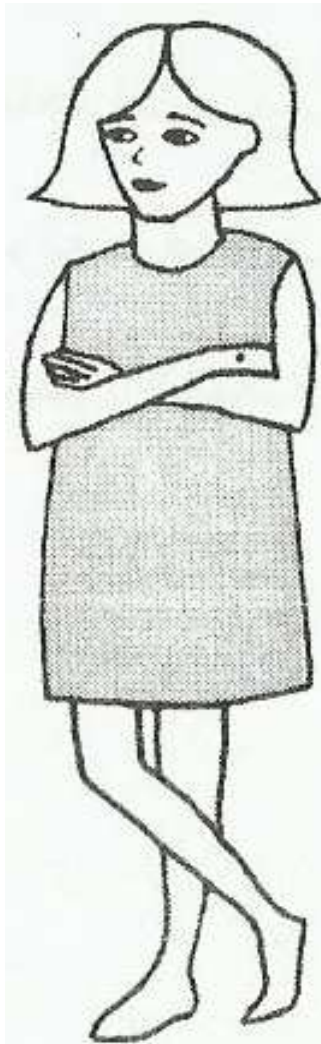


**Closed body and closed attitude**



**Open body and open attitude**






الوقوف مع تقاطع السيقان

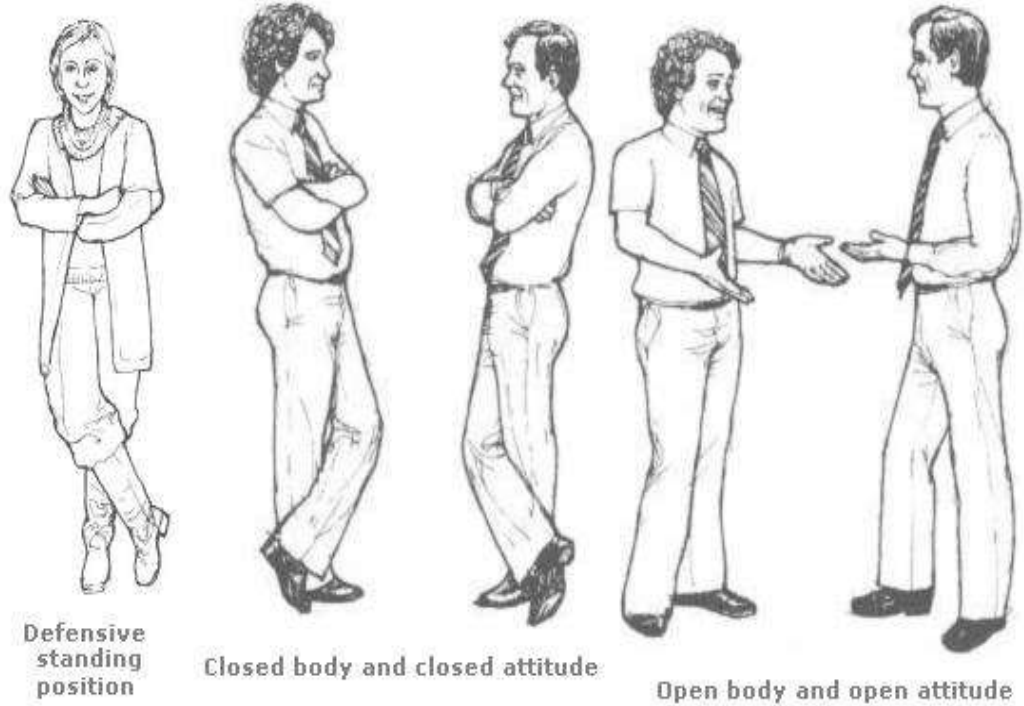
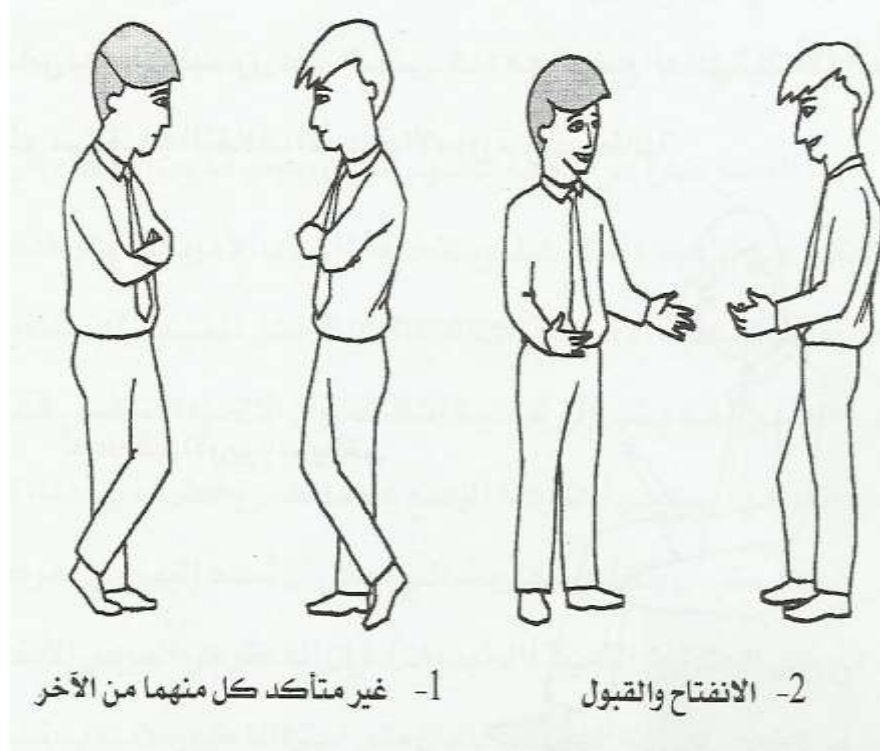


 Closed



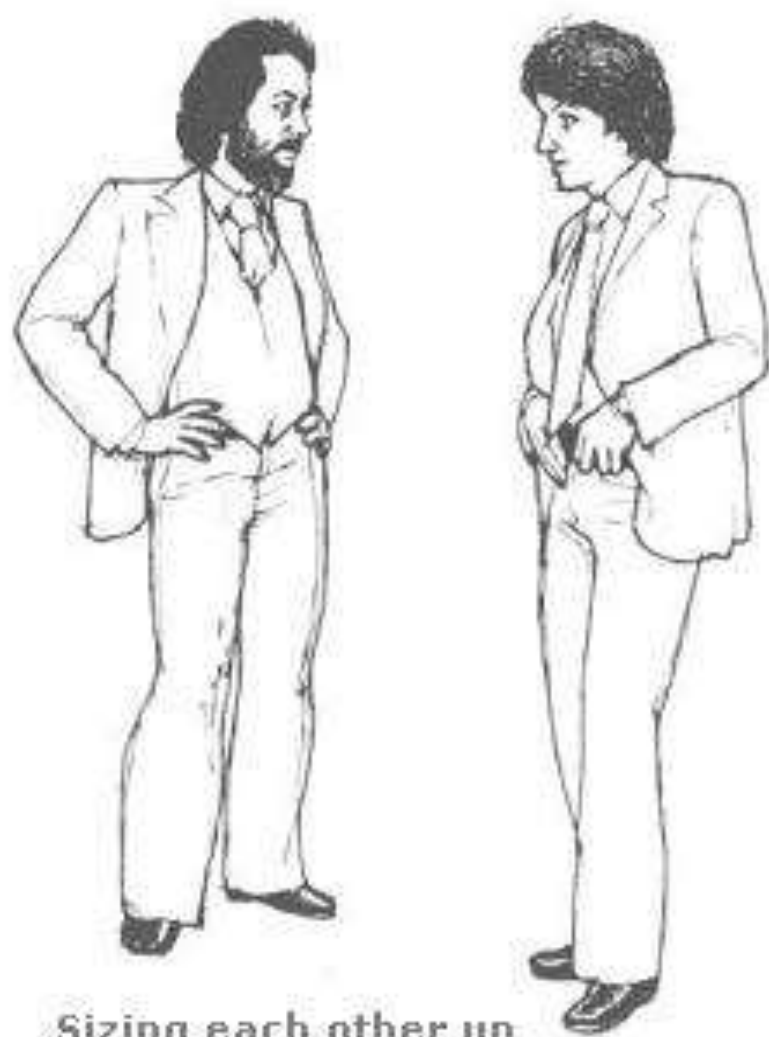
 Open

# Closed attitude

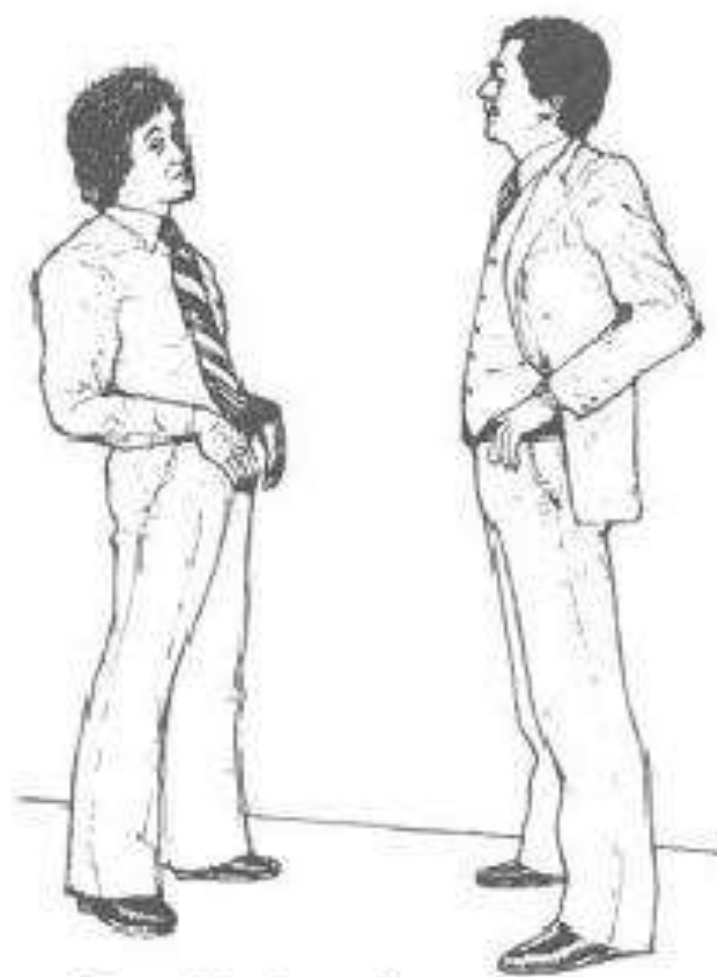


Defensive, Uncertainty, Cautious, Closed attitude





Sizing each other up



Trouble brewing

# Sitting with legs apart



Open, relaxed

# Walking with hands in pocket



## Dejection

# Crossed arms or legs is defensive



**Male version of  
ankle lock**



**Female version of  
ankle lock**

Leaning forward

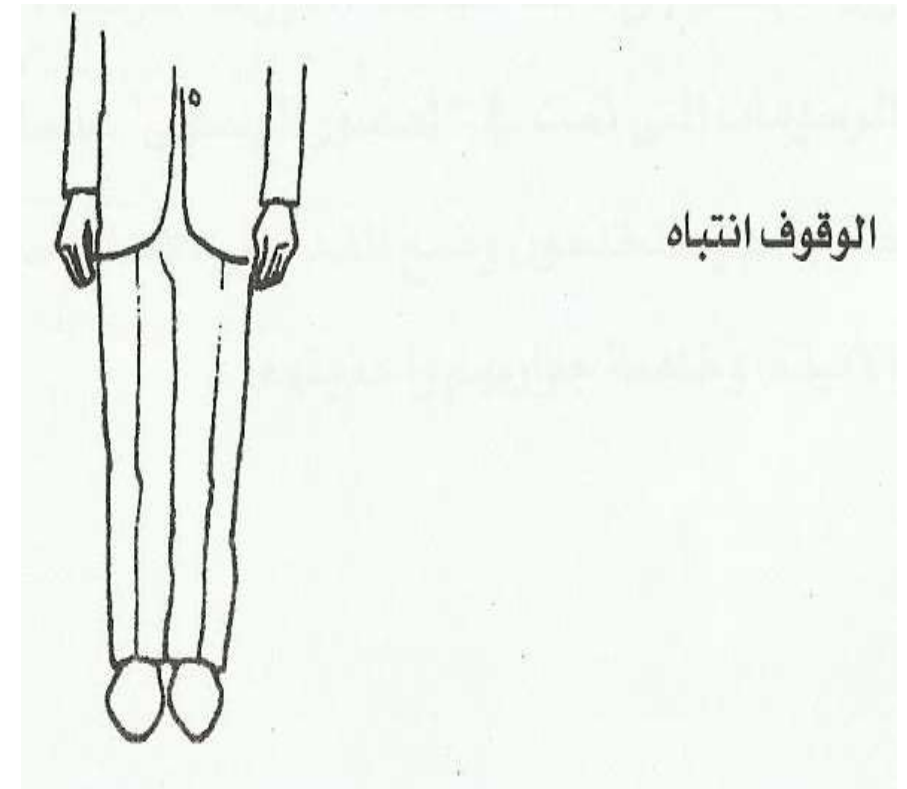


Interested

# Erect posture (attention posture)



Rigidity



# Erect posture

- Women used that posture more than men
- Indicate formality
- Used by students when talk to teachers
- Used by subordinates when talk to manager

# Legs apart



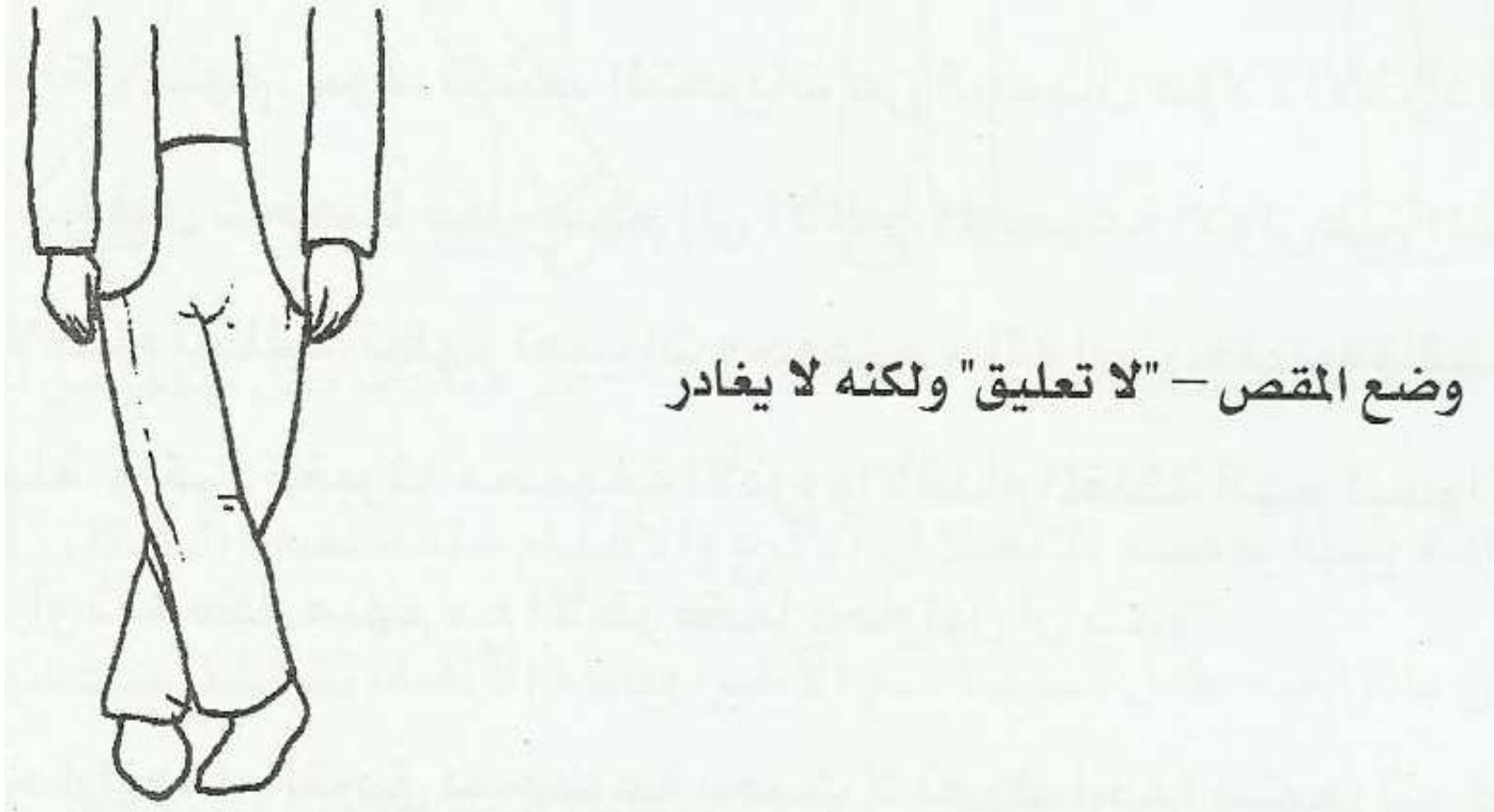
Show off



وضع عرض ملتقى الساقين  
يستخدمه قطاع الطرق والفتوات



# Closed and crossed legs



# Closed and defensive



# Reflective behavior

unconscious following body language of others



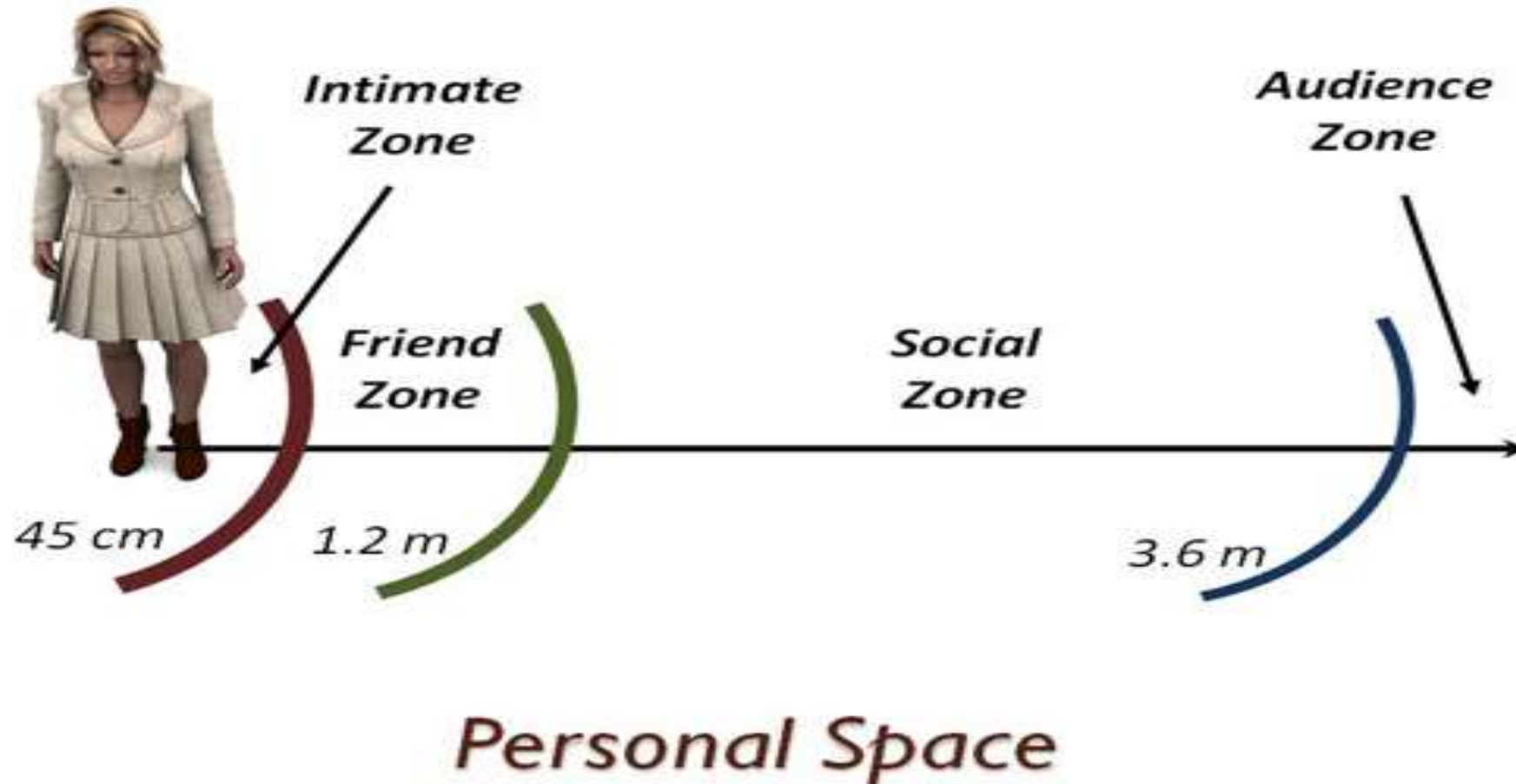
- Leading
- Superior
- Dominant
- Strong personality



- Following
- Inferior
- Submissive
- Weak personality



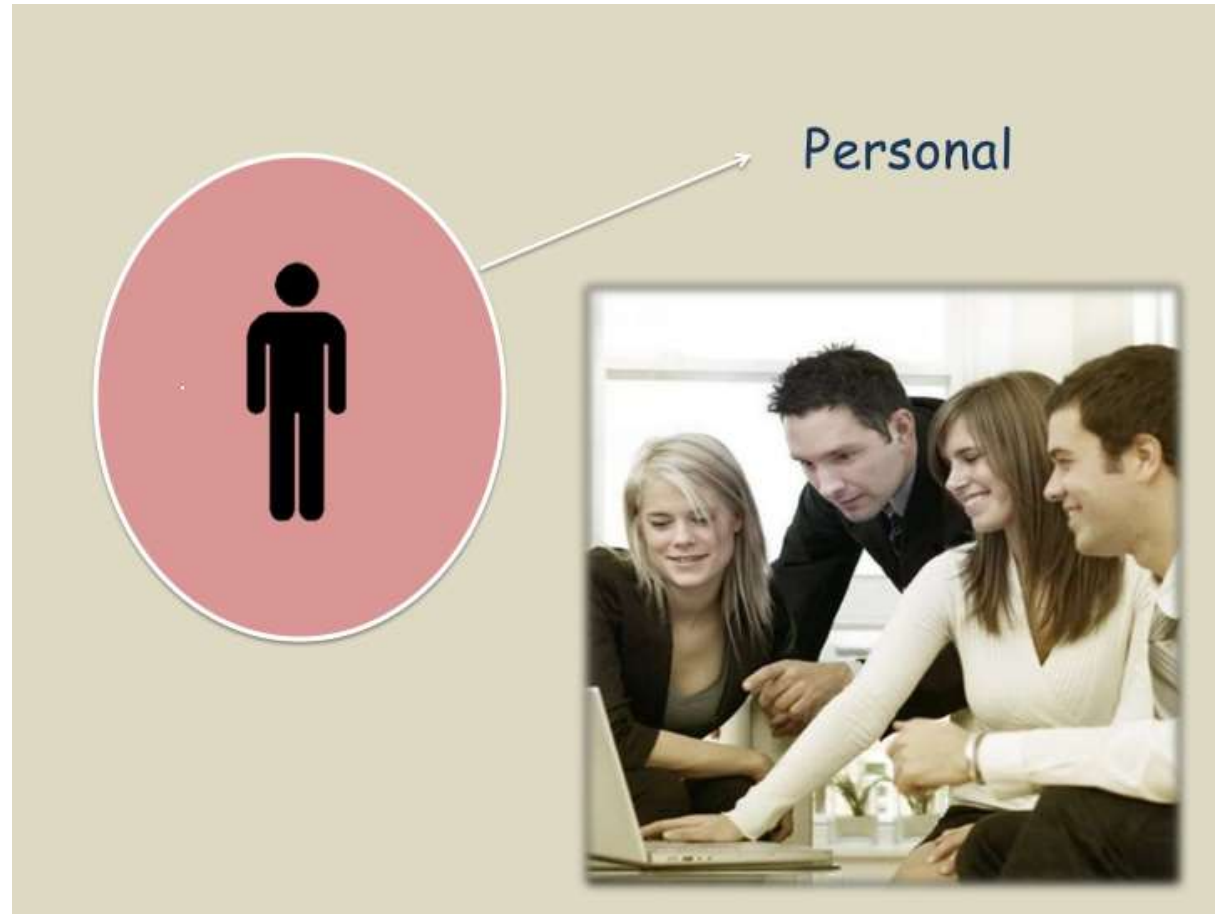
# Types of interpersonal distance



# 1- Intimate zone



## 2- Personal space



# 3-Social zone





## 4- Public zone



# Personal space

- Do not penetrate personal space of others specially if there is no relations with them
- Penetration of personal space is irritating & stimulate (–ve) emotions of others

Social space; where  
most of business  
occurs.

Beware of personal  
space.



# Reaction to personal space invasion

- Feel troubled
- Get defensive
- Become aggressive
- Retaliate

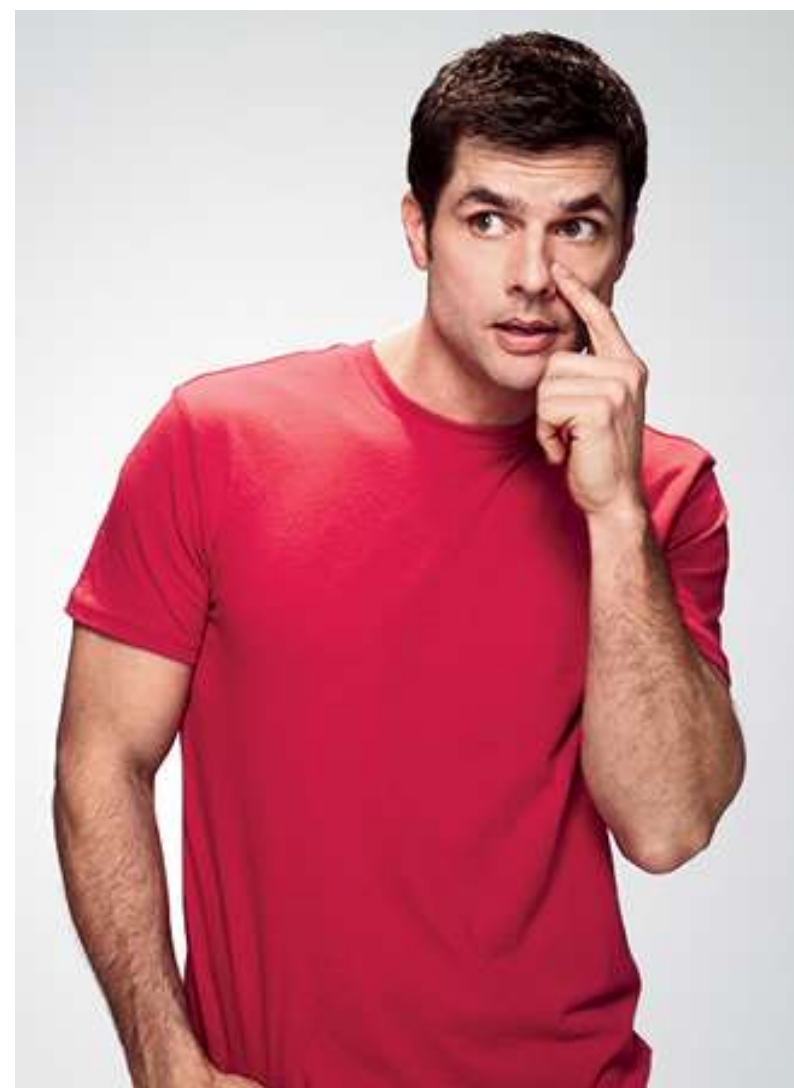
# Common signs of lying



# 1- Nose touch







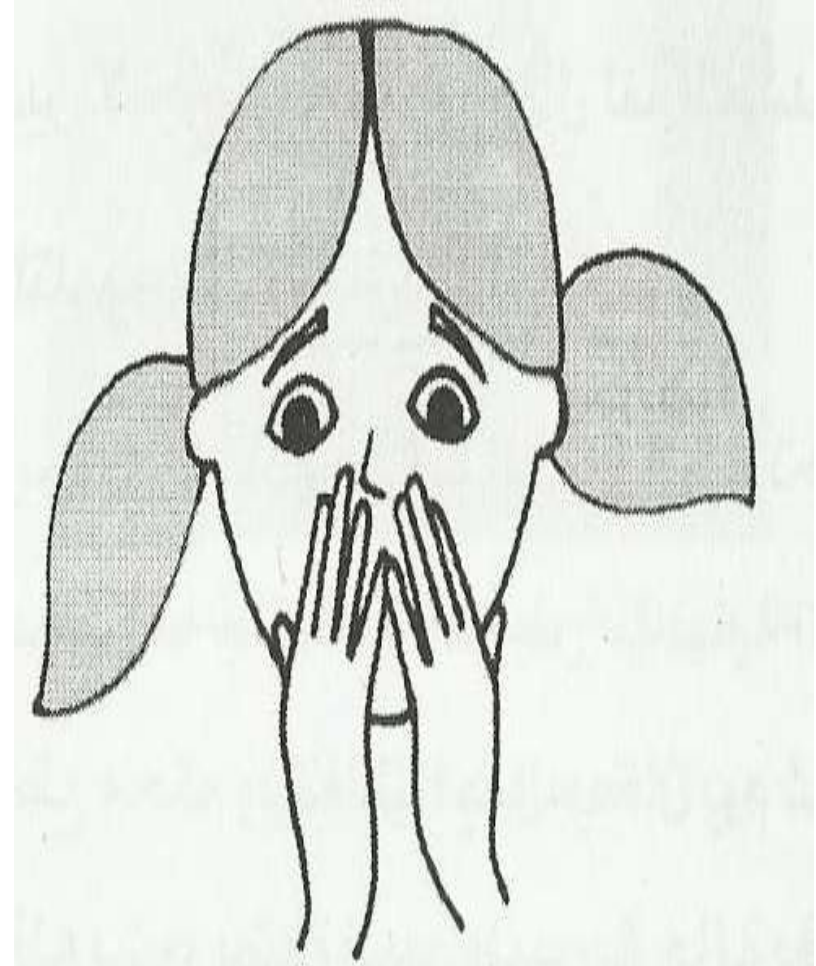
## 2- Mouth cover







غطاء الفم



طفل يقول كذبة

### 3- Eye rub



## 4- Ear grab



## 5- Neck scratch

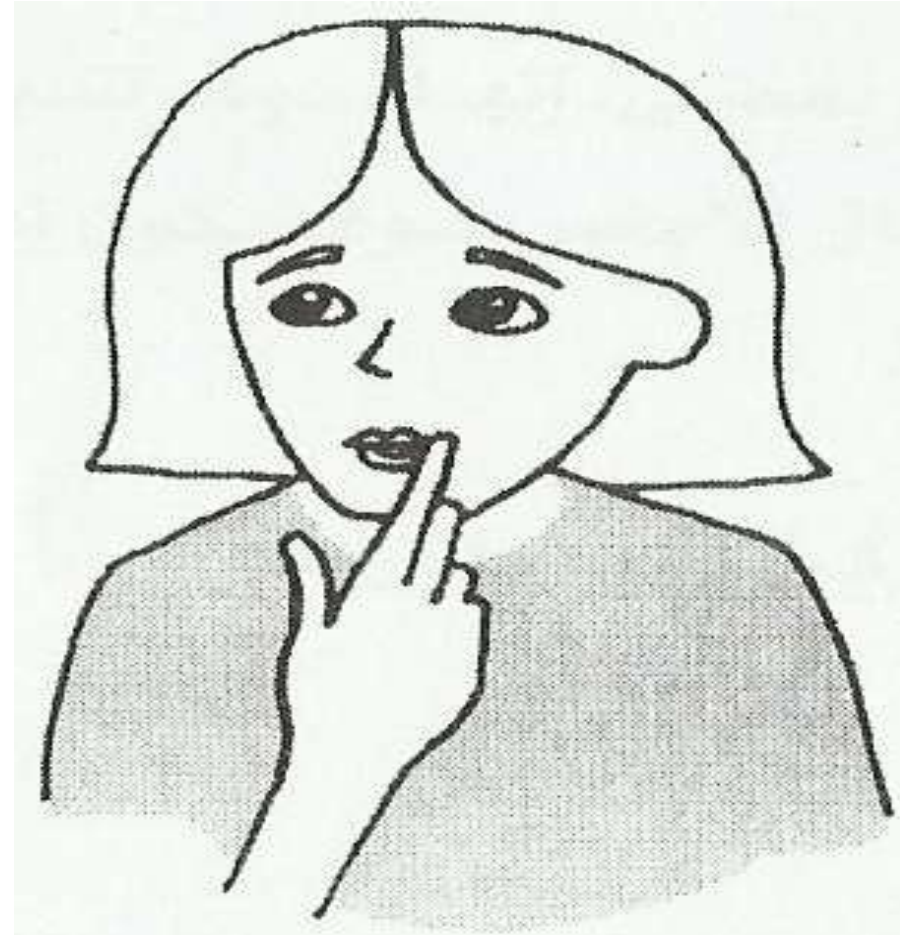


## 6- Collar pull





## 7- Finger in mouth



## 8- Lack of eye contact



# Other signs of lying

- Change in voice tone
- Unusual body language
- Try to change the subject using humor or sarcasm
- Lack of eye contact





Figure 6 *The child telling a lie*



Figure 7 *The teenager telling a lie*



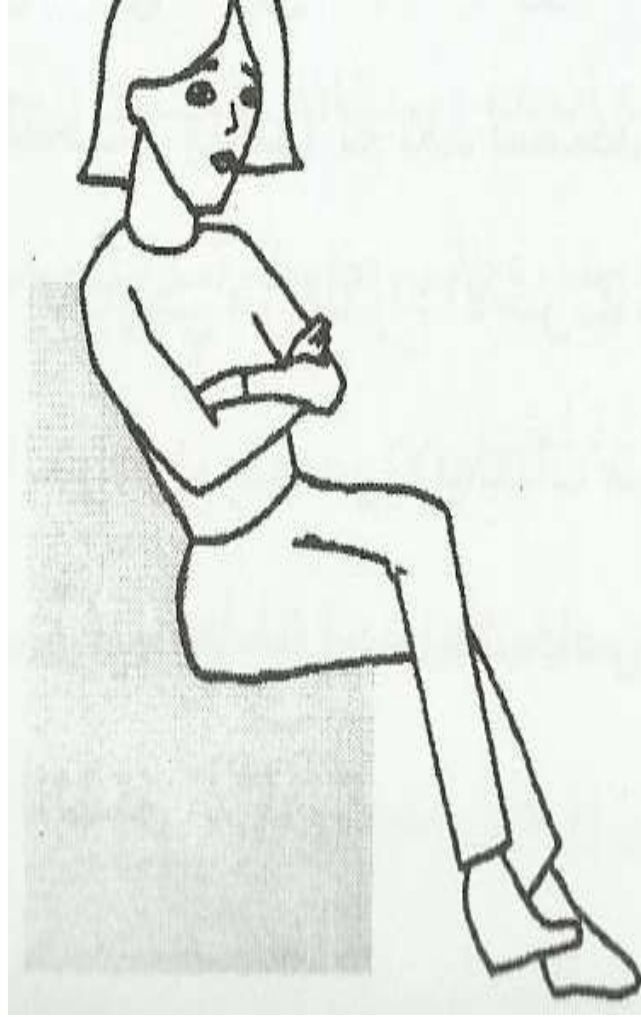
Figure 8 *The adult telling a lie*

# Signs of stress

- Sweating
- Flushing
- Increased blinking
- Tremors
- Hesitancy
- Irritability
- Lack of eye contact
- Lack of smile
- Jumping Adam's apple
- Biting nails

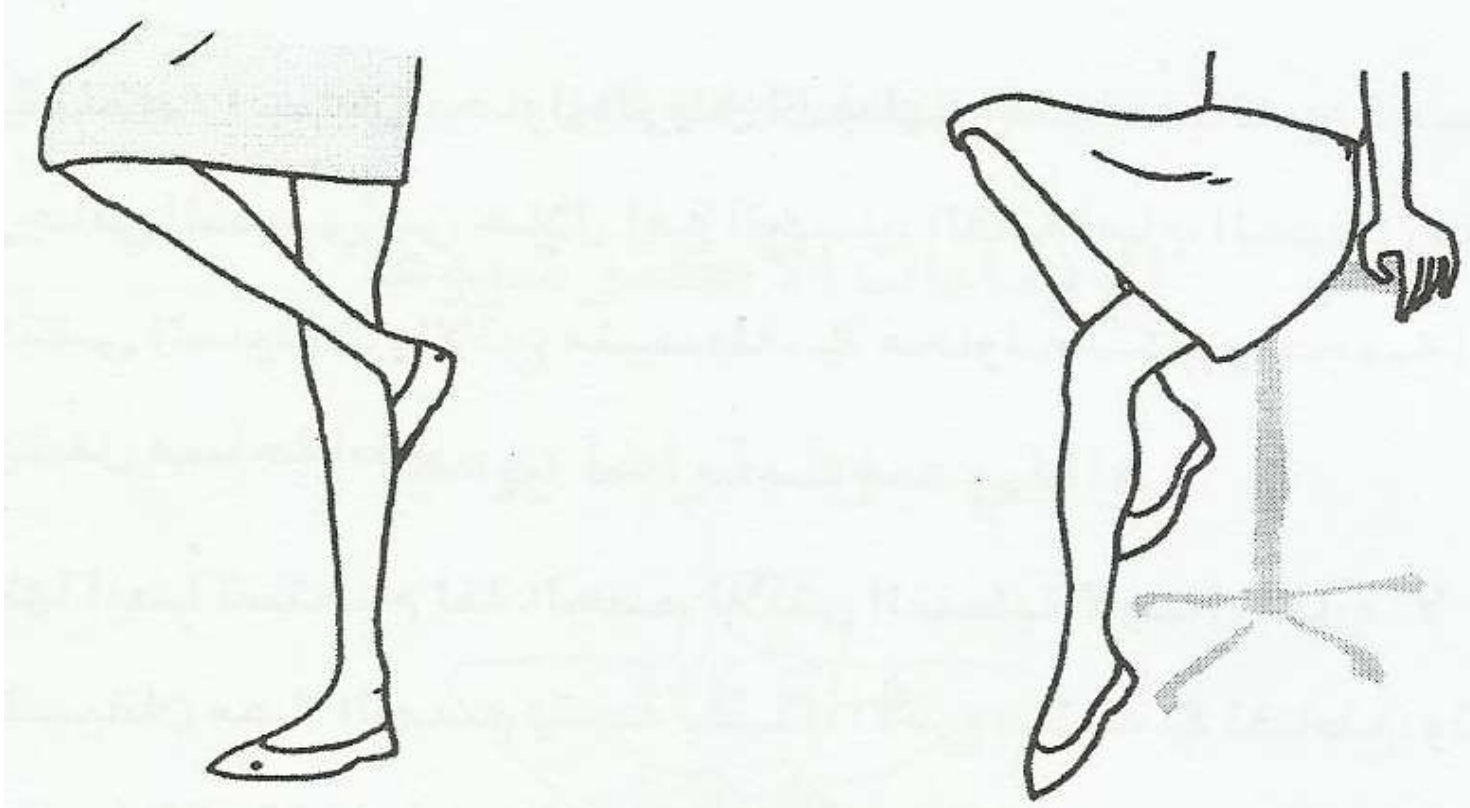
Top of stress  
Baiting nails





ليست منفتحة على الاتصال والمناقشة

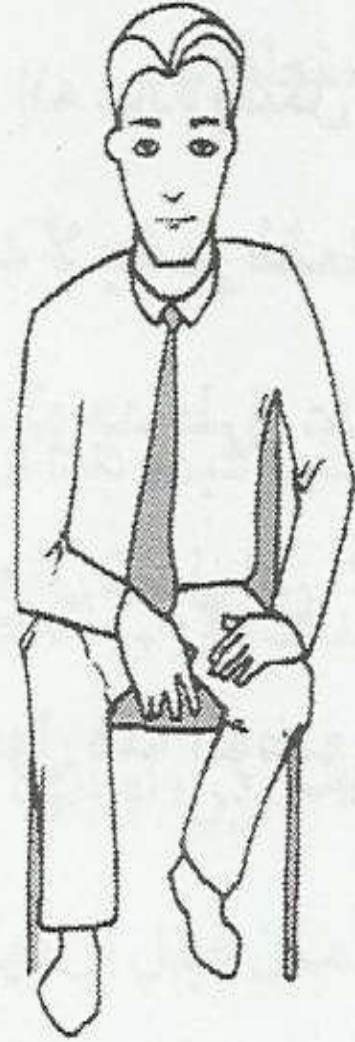
على أي مستوى



السيدات الخجولة أو الجبانة يستخدمن

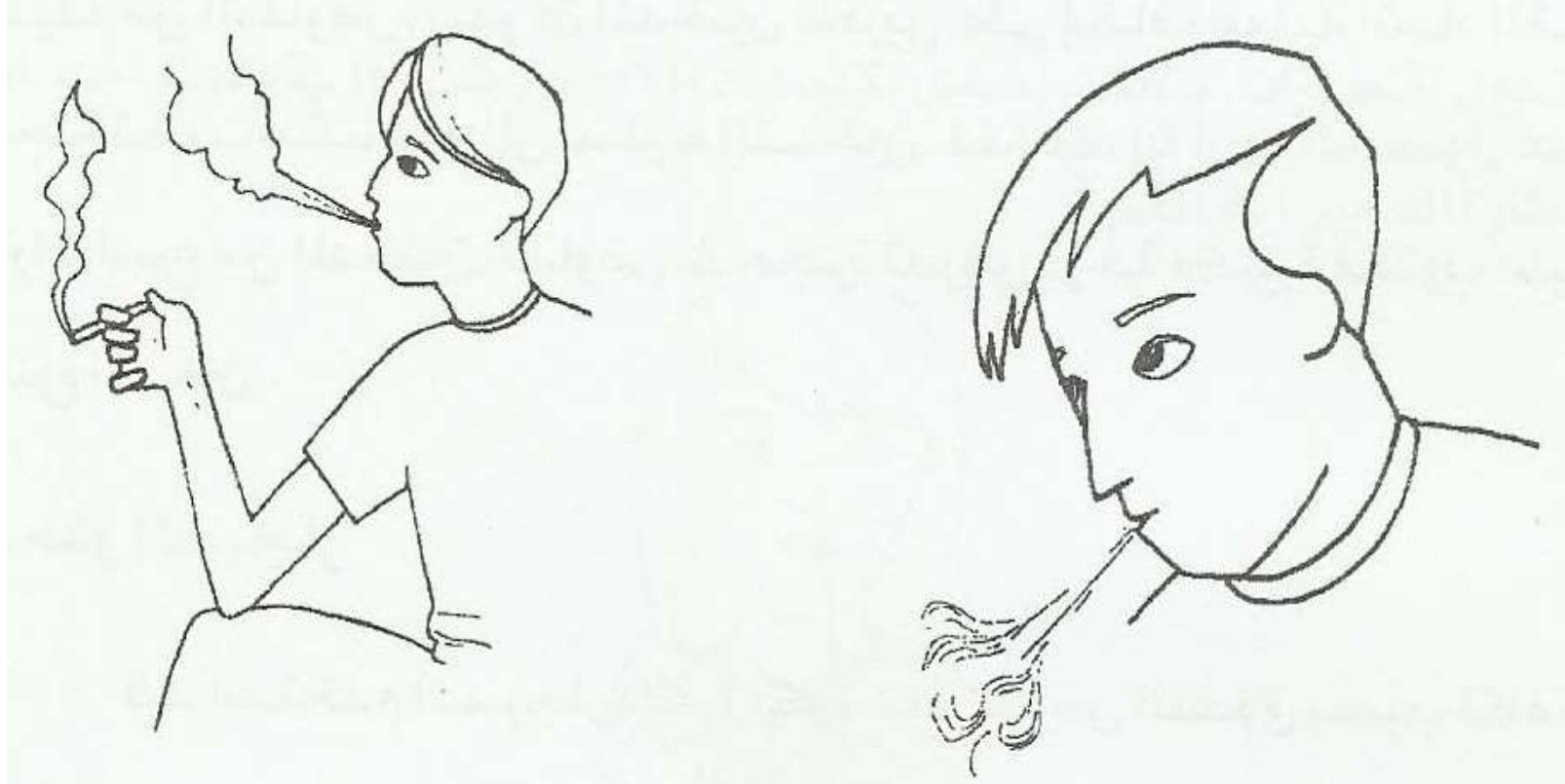
وضع الساق المجدولة





الوضع الكلاسيكي الذي يظهر الاستعداد للعمل

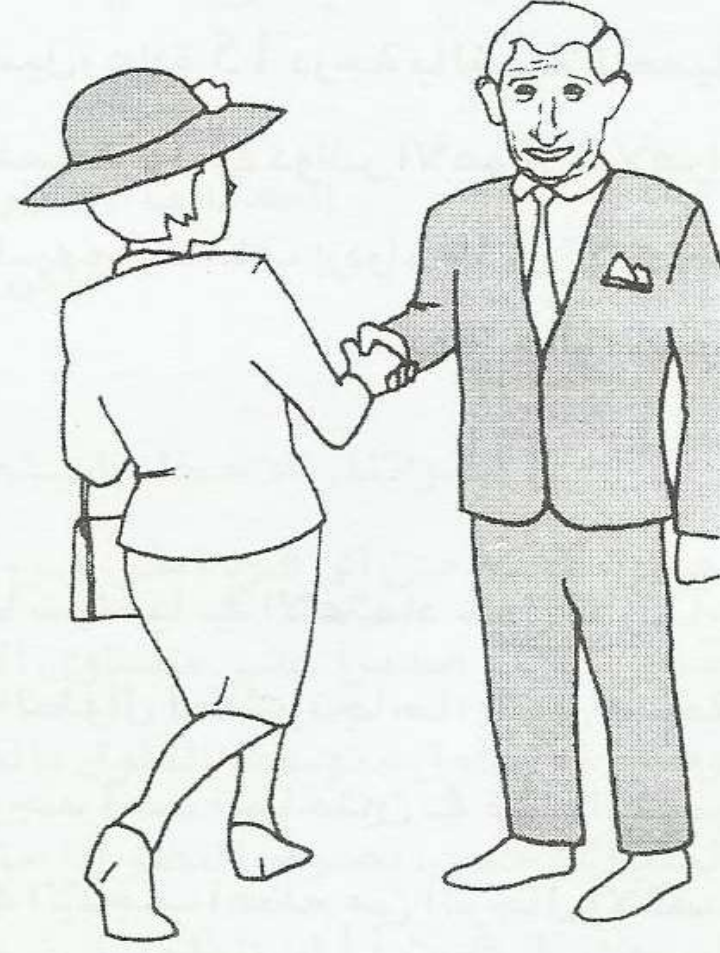




نفخ الدخان إلى أعلى: واثق، متفوق، إيجابي

نفخ الدخان إلى أسفل: سلبي، كتوم، شكاك





إننا نخفض طولنا لنظهر تبعيتنا أو خضوعنا للآخرين  
ونزيد من طولنا لنكسب مكانة

# Defensive



# 10 Steps to Improve Your Body Language

- Don't cross your arms or legs
- Have eye contact, but don't stare
- Relax your shoulders
- Nod when they are talking
- Sit up straight

# 10 Steps to Improve Your Body Language

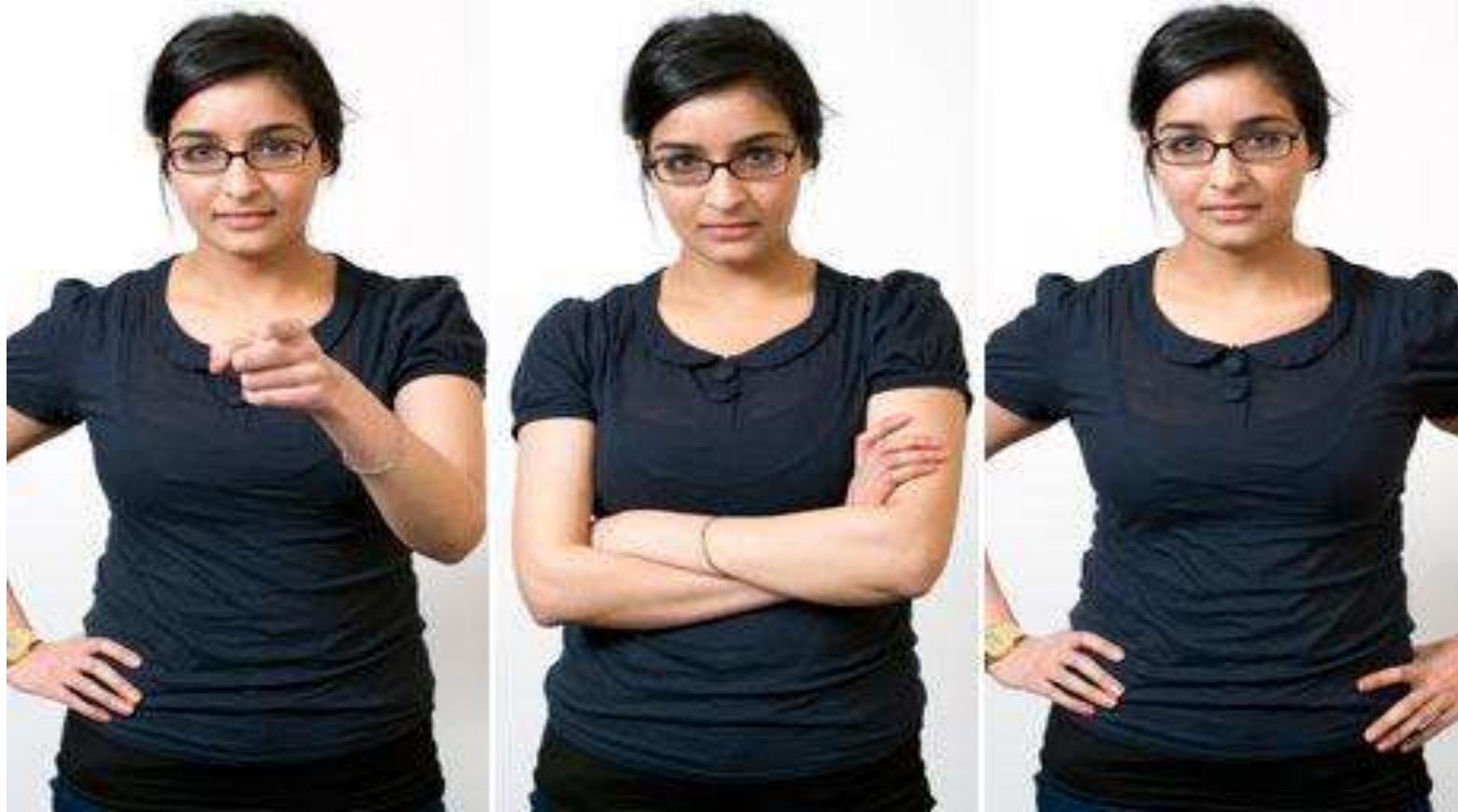
- Smile
- Don't touch your face
- Don't stand too close (personal space)
- Don't put your hands in your pockets
- Don't look at your watch
- Match non-verbal with verbal

# Exercise





# Exercise



# Exercise



# Exercise



إشارات متناقضة: يظهر ذراعه الأيمن عدواناً واضحاً  
بينما يده الأيسر تحاول أن تحمي جبهته الأمامية



# Exercise



*Thank  
you*

