What is Communication?

Communication is *sending or receiving ideas, thoughts or feelings* from one person to one or more persons in such a way that, the person receiving it *understands it in the same way* the sender wants him/her to understand.
The Communication Process

**SENDER**
The person initiating the communication, or broadcasting the message.

**MESSAGE**
The specific set of words, gestures and images that the sender uses to convey what he or she wants to say.

**CHANNEL**
The channel through which the message moves.

**RECEIVER**
Receivers (or the audience for the message) - from whom the receiver often expects a response.

**FEEDBACK**
The response from the receiver to the sender.

*Context*
# Verbal Versus Written Communication

<table>
<thead>
<tr>
<th>Verbal – All Verbal</th>
<th>Verbal – Face-To-Face</th>
<th>Written</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advantages</strong></td>
<td><strong>Advantages</strong></td>
<td><strong>Advantages</strong></td>
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<tr>
<td>o Rapid Delivery</td>
<td>o All Advantages of verbal plus:</td>
<td>o A record exists of the message</td>
</tr>
<tr>
<td>o Flexible Delivery</td>
<td>o More personal, so better motivation</td>
<td>o Allows receiver to repeat message until it is fully understood</td>
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<td>o Delivered at time/place under control of sender</td>
<td>o Allows non-verbal signals to aid getting message across.</td>
<td>o Good for complex or lengthy messages</td>
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<tr>
<td>o Allows immediate response</td>
<td></td>
<td>o Allows receiver to digest message at own pace.</td>
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Source: Better Business Writing – Maryann V. Piotrowski 1995
Verbal Communication
Verbal Communication Pointers

- Make your messages appropriate to the receiver.
- Use understandable language but not slang.
- Be aware of how long you speak. As a general rule, try to express your message in a limited amount of time (no more than 15 seconds in a normal day-to-day conversation) and then switch to listening.
- Focus on one topic at a time.
- Try to be positive, even when talking about negative situations.
### Rules for Communication

**Ensure it fits the purpose**

<table>
<thead>
<tr>
<th>2.</th>
<th>A.B.C:</th>
<th>3.</th>
<th>K.I.S.S</th>
<th>4.</th>
<th>Deliver information in 3 stages:</th>
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<tbody>
<tr>
<td></td>
<td>Accuracy</td>
<td>Keep</td>
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<td>Introduction</td>
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<td></td>
<td>Brevity</td>
<td>It</td>
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<td>Main body of content</td>
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<td>Clarity</td>
<td>Short</td>
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<td>Simple</td>
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Ways to Encourage Communication

 Effective ways to elicit information:

- Asking Effective Questions
- Intently Listening
Positive Non-Verbal Communication

- **Smiling** – there is nothing like a smile and pleasant face to greet a customer, especially if he/she has a complaint.
- **Eye contact** – always look into your customer’s eyes. Directly address customers.
- **How you look** – personal grooming has a big impact on your customers. Let customers know you take seriously your position.
- **Shaking hands** – when shaking hands with a customer a firm and professional handshake is expected.
"Communication is really all anyone ever gets paid for ultimately...and if you cannot effectively communicate...you will PAY...not get paid."

- Doug Firebaugh
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