

# Managing for Maximum Performance

## UCSD Extension Business & Technology

### Chapter 3 – Developing Comms. Skills – Fall 2007

## COMMUNICATION

book definition: the act of transmitting information

### EFFECTIVE COMMUNICATION

is the art of transmitting & receiving information



as pure and simple as  
The Mona Lisa



or for some,  
as confusing  
as, a Picasso

By Ellen Sanders

## Communication Methods



Email



Direct



Signs



Internet/Intranet



Phone



Fax

Just to name a few "methods" of communication

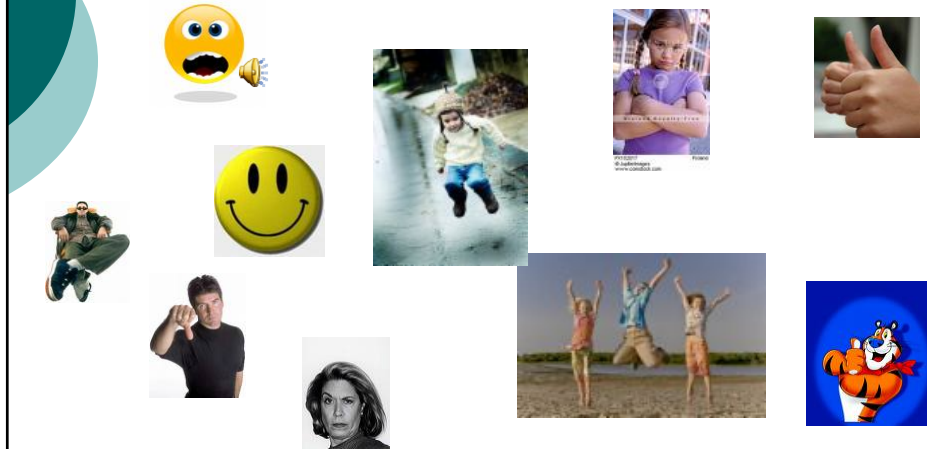
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#### Examples of non-verbal communication



A GOOD COMMUNICATOR MAY REVIEW, ASSESS AND ADJUST THE METHOD, STYLE AND/OR TIMING OF THE DISCUSSION BASED ON THE NON-VERBAL INFORMATION



**EFFECTIVE COMMUNICATION – AN IMPORTANT MANAGEMENT SKILL!**

- ◆ Give instructions / guidance
- ◆ Motivate
- ◆ Market / convince customers to do business with company
- ◆ Understand and accept other people's viewpoints
- ◆ Persuade / direct others down the appropriate path
- ◆ Present ideas

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#### Interpersonal Communication

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An interactive process between individuals that involves sending and receiving verbal and nonverbal messages



These individuals appear to be having a successful interpersonal communication session – they have good:

- Eye contact
- Body language – slightly leaning forward
- Engaged expression

#### Challenges – not barriers

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- Conflicting Assumptions
- Semantics
- Perception
- Emotions

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#### **Conflicting Assumptions**

- Employee assigned to get quote to upgrade light fixtures
- Notifies manager that “Tom” quoted \$120 per fixture, kind of expensive, as they can be purchased for \$90
- Requests to move forward to get these installed
- Manager states “Yes, we should proceed!”
  - Employee hears – “WE” and thinks he now must go buy the fixtures and install them
  - Manager means – contact Tom and give him the go ahead to buy the fixtures and have his team install them



*“What just happened?”* Actor illustration

#### **Tools to help you succeed**

- Understand Audience
- Develop Good Listening Skills
- Get Feedback
- Know the Importance of Nonverbal Communication
- Choose the Best Method of Communication
- Be aware of YOURSELF – What am I communicating?





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#### Good business practices – Oral Communication Skills

- Be clear and concise 
- Use your voice! Monotone = 
- Be enthusiastic and project a positive outlook; *“engage the listener”*
- Avoid interrupting others 
- Always be professional and courteous 

#### A ROUND OF APPLAUSE TO YOU FOR BEING A GREAT AUDIENCE



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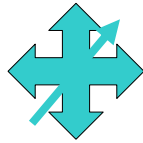
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#### Contest

Did I communicate effectively? Quick feedback -  
How many key words/phrases can you find from  
the presentation/graphics?



Z	O	M	P	P	R	E	S	E	N	T	P	K	A
C	L	E	A	R	A	E	T	N	E	H	L	N	C
O	N	U	A	Y	L	A	E	G	P	A	O	O	T
N	I	P	D	I	V	C	K	A	O	N	I	W	I
C	A	B	M	I	R	Q	S	G	S	K	O	Y	V
I	N	S	T	R	U	C	T	E	T	Y	T	O	E
S	G	O	S	L	N	E	H	I	I	O	V	U	L
E	M	A	R	K	E	T	O	N	V	U	D	R	I
M	M	B	E	C	O	U	R	T	E	O	U	S	S
A	H	C	L	A	B	R	E	V	N	O	N	E	T
H	P	U	S	B	M	U	H	T	O	W	T	L	E
A	P	U	D	D	L	E	J	U	M	P	Q	F	N
L	S	E	Y	E	C	O	N	T	A	C	T	P	I
O	G	I	V	E	G	U	I	D	A	N	C	E	N
J	U	M	P	F	O	R	J	O	Y	P	F	K	G
U	S	E	Y	O	U	R	V	O	I	C	E	O	T

Find as many words or phrases as you can in the time allocated. They can be backwards, forwards, up, down and diagonal.

There are 22 results that were "planned".

Good Luck!

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