

***Managing for Maximum Performance***  
**UCSD Extension Business & Technology**  
**Chapter 3 – Communication Skills – Summer 07**

**Managing for Maximum Performance:  
Best Practices Presentation**

**Developing  
Communications Skills  
[Part 1]**

**By: Jenny Yu**

**Agenda**

**Why I will NOT be talking about my  
job at the San Diego World  
Trade Center**

- **“Developing Communication Skills”  
by the book**
- **Its significance**
- **Listening**
- **Perception**
- **Cross-cultural communication**
- **Game time!**

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## **Communication**

**The act of exchanging information in writing and verbally.**

**Used to inform, command, instruct, assess, influence, and persuade other people.**



## **Management & Communication**

**Managers spend as much as 3 quarters of their time communicating.**

**Good managers develop effective communication skills to absorb informational, motivate employees, and deal effectively with customers and co-workers.**

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**Why is it an important skill?**

**Managers must be able to:**

- Give direction to the people who work for them.
- Motivate people.
- Convince customers that they should do business with them.
- Absorb the ideas of others.
- Persuade other people.

**In order to communicate effectively, managers must:**

**Be able to identify the audience**

**Develop good listening skills**

**Understand the importance of feedback and nonverbal communication**

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## **To Listen Actively**

- Identify the speaker's purpose
- Identify the speaker's main ideas
- Note the speaker's tone as well as his or her body language
- Respond to the speaker with appropriate comments, questions, and body language

## **Principles of Good Writing**

**Write as simply and clearly as possible.**

**Be sure that the content and tone of the document are appropriate for the audience.**

**Proofread the document.**

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## Developing Oral Communication Skills

Make emotional contact with listeners by addressing them by name where possible.

Avoid speaking in a monotone.

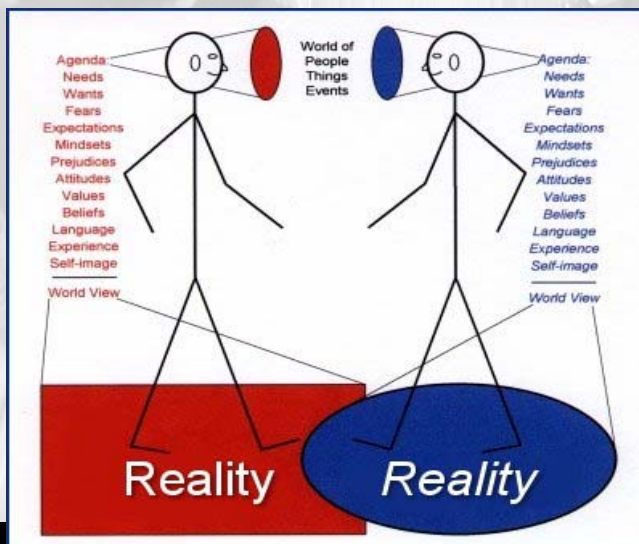
Be enthusiastic and project a positive outlook.

Avoid interrupting others.

Always be courteous.

Avoid empty sounds or words, such as "uh," "um," "like," and "you know."

## The Power of Perception



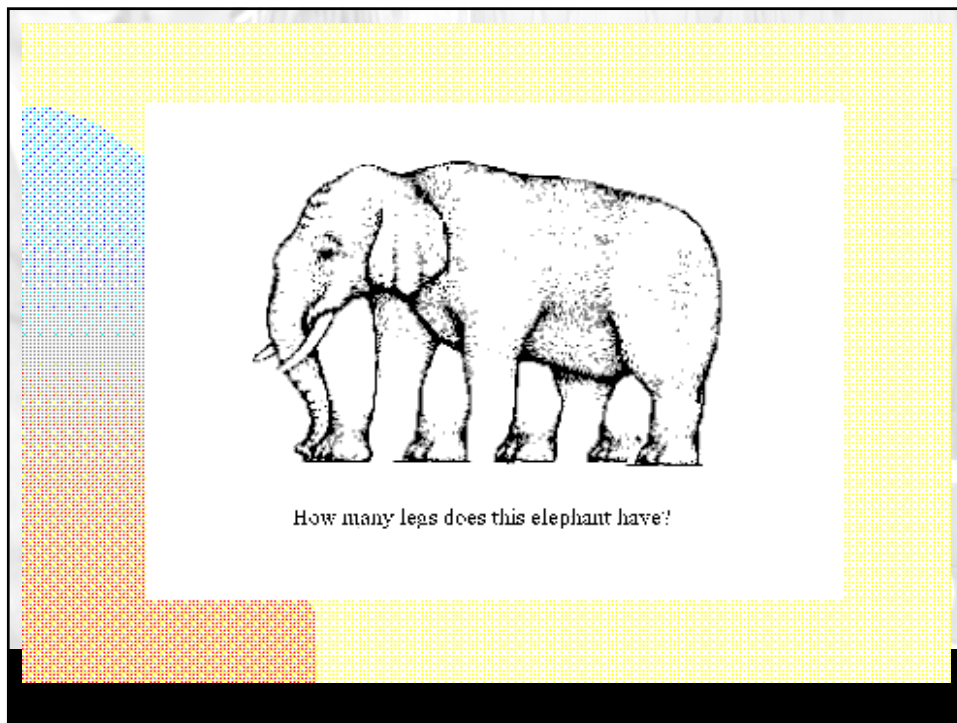
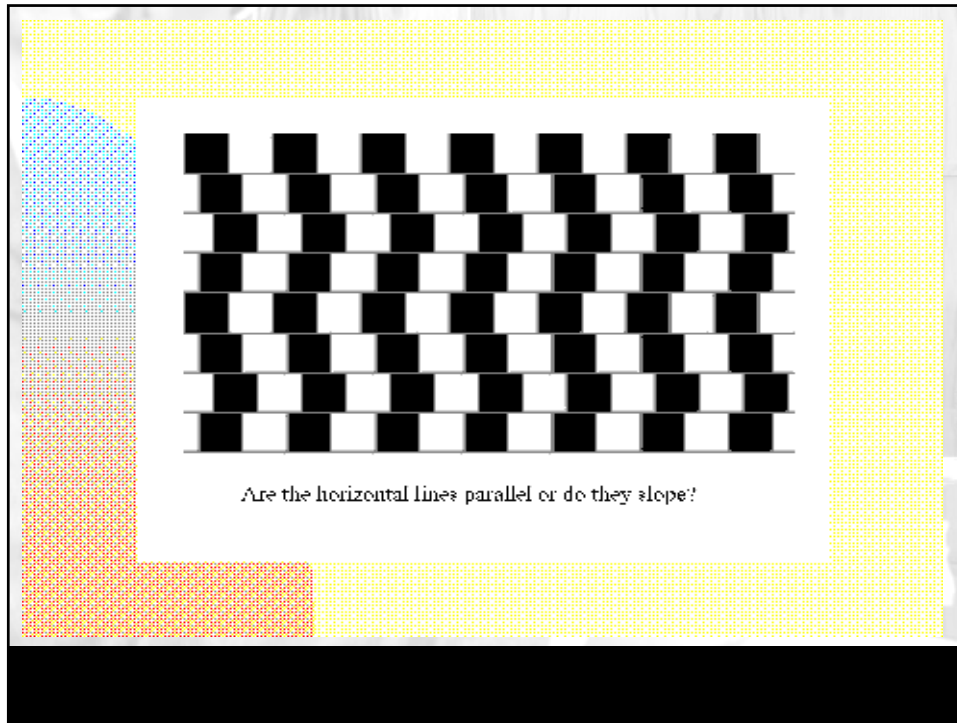
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1253 Orchard Glen Circle, Encinitas, California 92024 Ph: 760-519-9360 Fx: 760-753-9380  
greg@goatesconsulting.com www.goatesconsultinggroup.com

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**Communicating in international  
business activities**

**Managers should:**

- Learn the culture of the people with whom he or she communicates
- Write and speak clearly and simply
- When speaking English, try not to use everyday jargon or slang since most foreigners may not understand them.



**Let's play Telephone!**

**...and figure out how each of  
us communicates**

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## **Conclusion**

**Effective communication -  
though expressed differently by  
every individual - is the  
foundation for a healthy,  
prosperous future in all aspects  
of life.**

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