

# "HOW TO MANAGE COMMUNICATION EFFECTIVELY AND EFFICIENTLY"

BY

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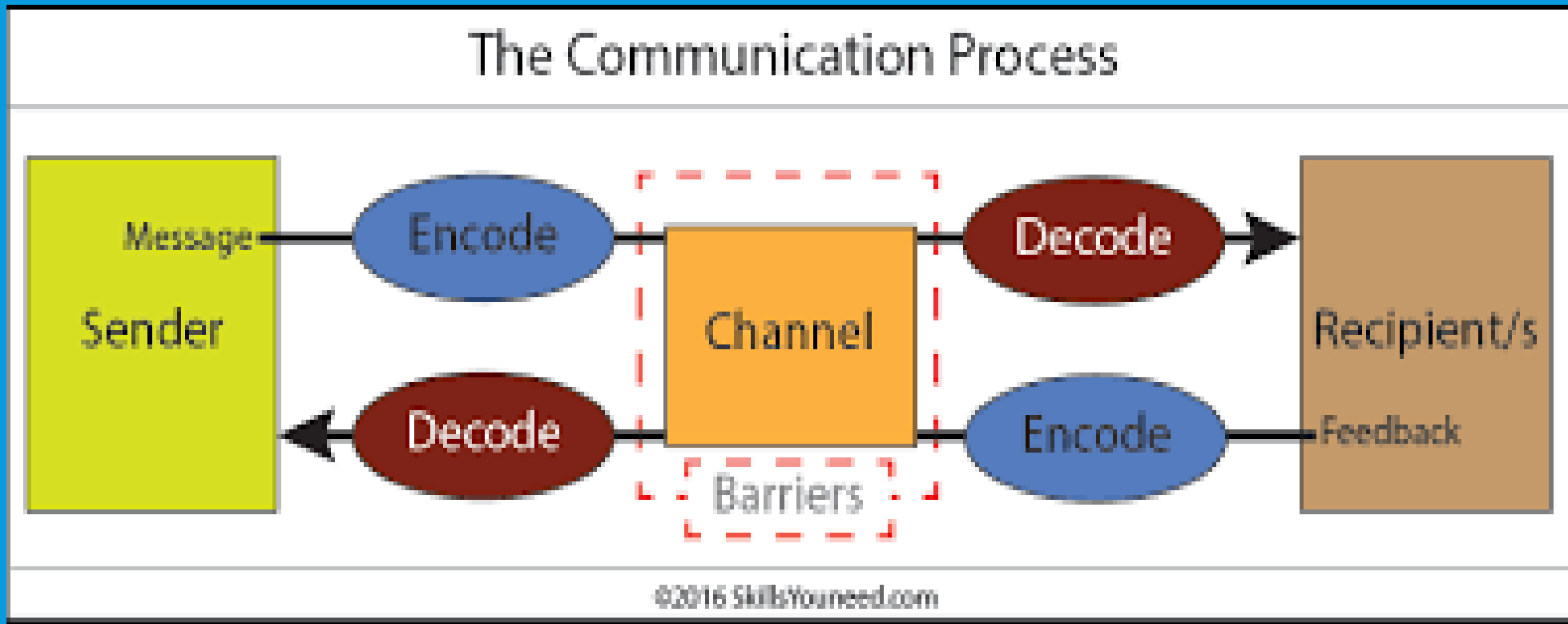
- THE WORD COMMUNICATION IS DERIVED FROM THE LATIN WORD 'COMMUNIS' WHICH MEANS TO MAKE COMMON, TO TRANSMIT TO IMPART OR TO SHARE BETWEEN TWO OR MORE PERSONS OR GROUPS."

COMMUNICATION IS THE NATURAL ASPECT OF MAN'S LIFE. COMMUNICATION IS AS OLD AS HUMAN, HUMAN BEING HIMSELF STARTS COMMUNICATING FROM BIRTH.

WHEN A BABY CRIES IT IS COMMUNICATING ITS NEED FOR ATTENTION OR MILK, WHEN IT GURGLES (HAPPY) IT IS EXPRESSING ITS SENSE OF SATISFACTION.



EFFECTIVE COMMUNICATION IS 20% WHAT YOU KNOW AND 80% HOW YOU FEEL ABOUT WHAT YOU KNOW.



# *Good communication*

In the workplace  
leads to job satisfaction,  
more productivity,  
and fewer conflicts.



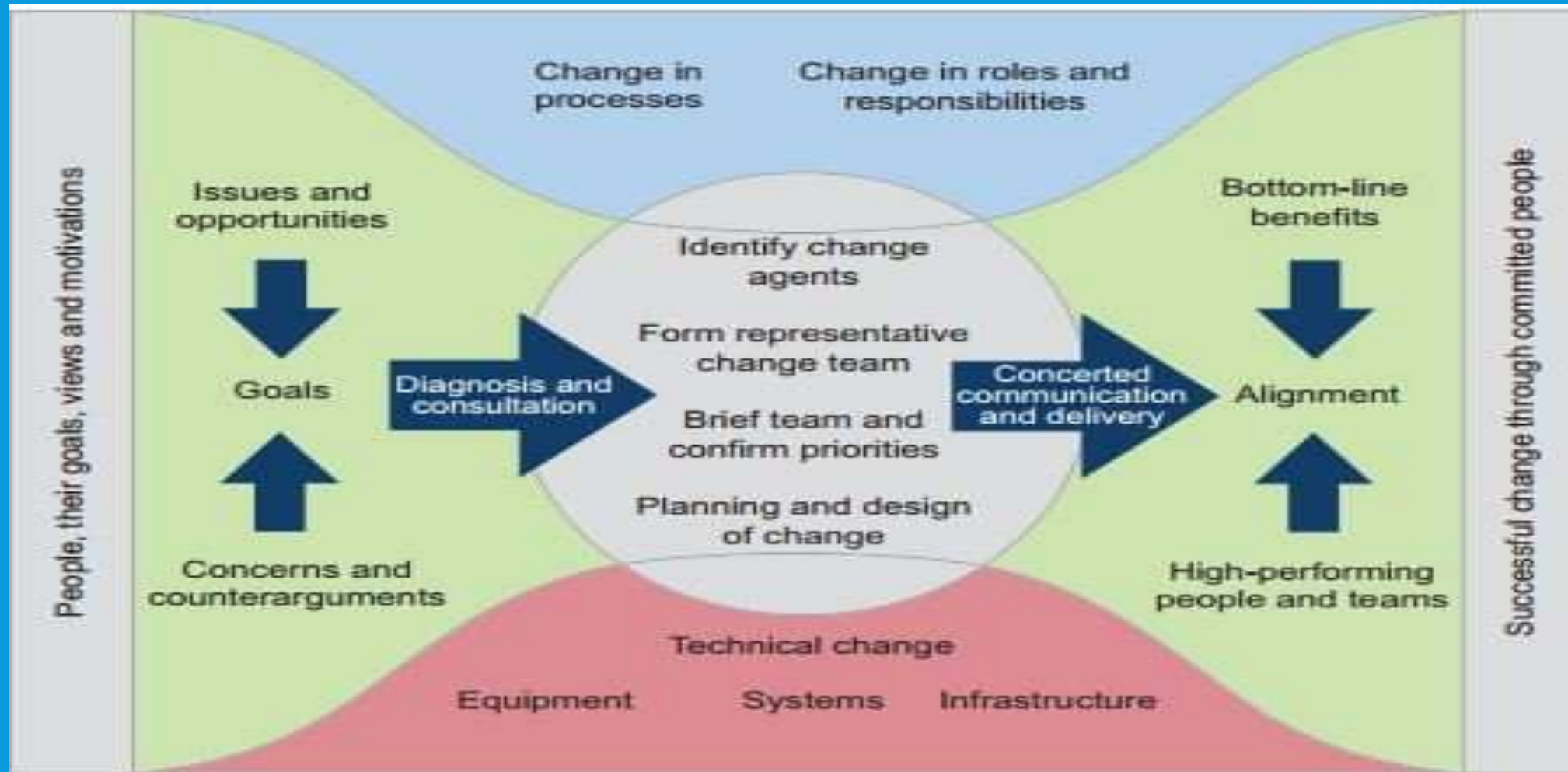
# EFFECTIVE COMMUNICATION REQUIRES FOUR COMPONENTS THAT ARE INTERWORKING PERFECTLY TO CREATE SHARED MEANING, A FAVOURITE DEFINITION OF COMMUNICATION.

- The individual sending the message must present the message clearly and in detail, and radiate integrity and authenticity.
- The person receiving the message must decide to listen, ask questions for clarity, and trust the sender of the message.
- The delivery method chosen must suit the circumstances and the needs of both the sender and the receiver.
- The content of the message has to resonate and connect on some level with the already-held beliefs of the receiver. It must contain the information that the employee wants to hear. It must answer the employee's most cherished and cared about questions.





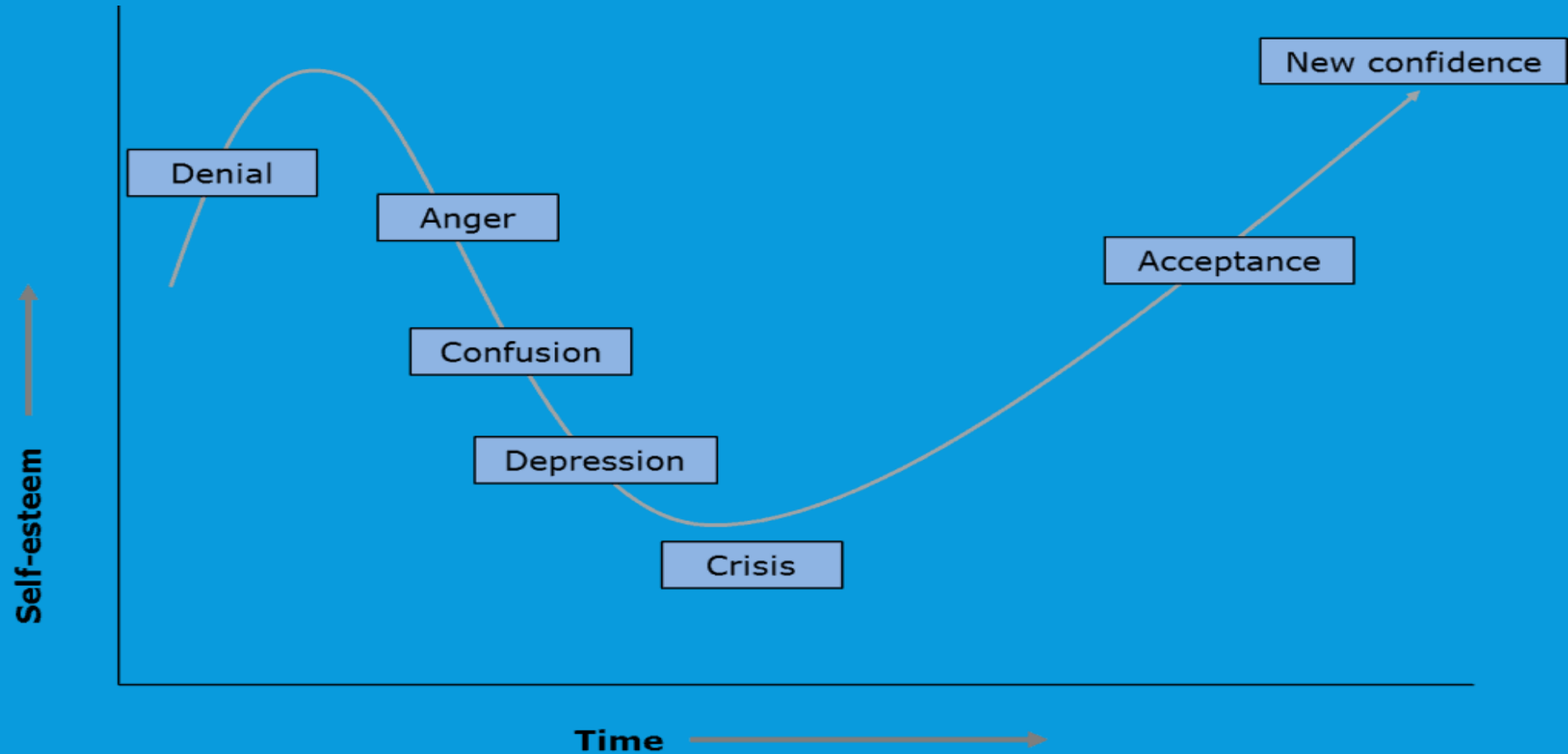
# HOW TO COMMUNICATE WELL DURING ANY ORGANIZATIONAL CHANGES?



**“Nothing is so painful to the human mind as a great and sudden change”**

MARY HOLLSTONCRAFT SHELLEY, NOVELIST

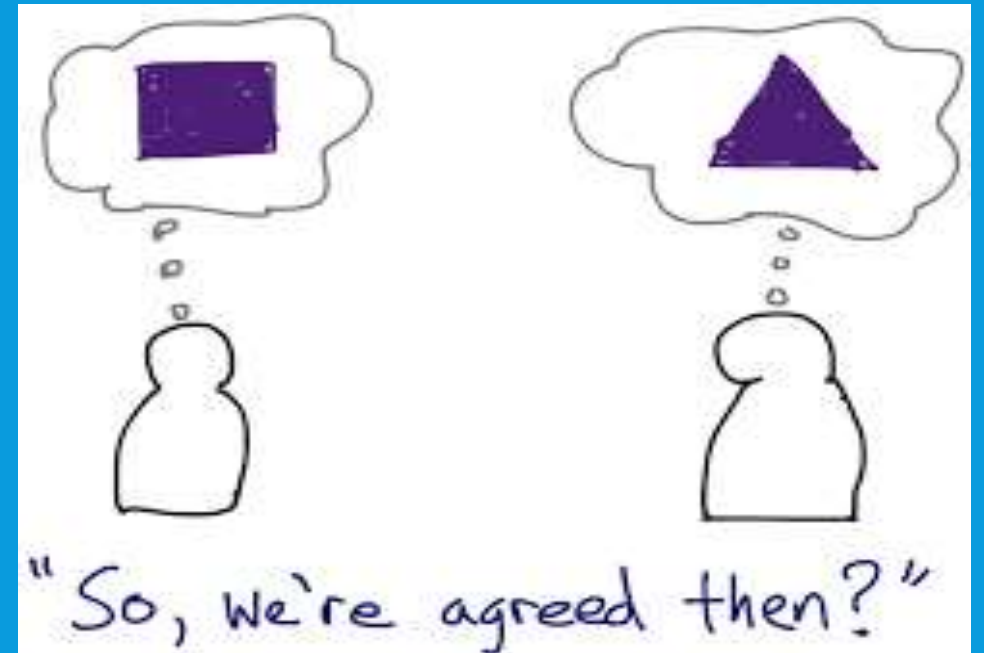
# RESISTANCE TO CHANGE





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- Misunderstanding about the need for change/when the reason for the change is unclear



# FEAR OF UNKNOWN



# LACK OF COMPETENCE



# CONNECTED TO THE OLD WAY



# LOW TRUST



# POOR COMMUNICATION





# FEAR OF FAILURE



# CLOSED MIND



# FEELING OF EXCLUSION





**INCREASE IN WORK LOAD**

**“CHANGE IS INEVITABLE.  
COMMUNICATING ABOUT IT IS  
ESSENTIAL.”**





# HOW TO COMMUNICATE EFFECTIVELY AND EFFICIENTLY IN TIMES OF CHANGE:



- Change management circles that defines the you and me – it's called WIIFM and it stands for "What's In It For Me"
- Always ask what is changing.



1. The vision should be described in simple form, must be clear and must be able to influence people strongly in implementing decisions.

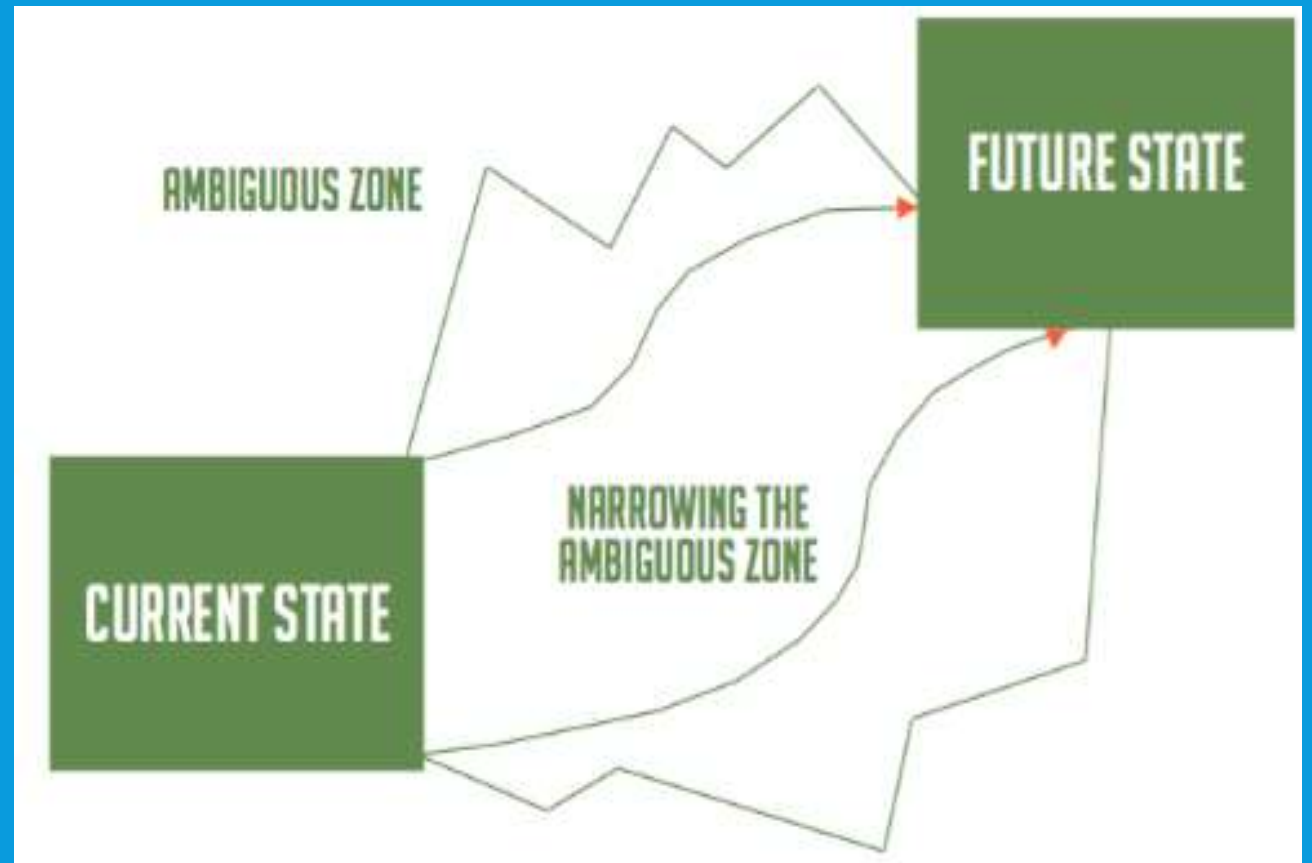
2. The earlier the vision for the change is communicated, the easier it will be for the people to be able to adapt and understand the nuances of change.



**“The announcement of the changes really went well.”**

# Repeat, repeat, repeat the purpose, and actions planned

Don't ever assume people 'know' or that they get it. Just like the politicians during election campaigns repeat ad nauseam their simplified slogans, you'll need to do the same.



- **MAKE COMMUNICATIONS ENTERTAINING**

Team members can share wacky news stories, funny YouTube videos and anything else they find amusing. It's a fun way for workers to blow off steam while building a sense of camaraderie.

- **Consider the emotional impact of the change**

Sometimes people just need to feel heard — in times when trust is damaged, empathy and understanding are the first steps to rebuilding.

# ▪ Inform and Inspire

More than just passing on the information, be careful of explaining and clarifying your thoughts and ideas to have an effective one.

# ▪ Practice Active Listening

Listening is twice as important as talking and one big important part of effective communication skills in business. Do not just sit back, barely awake, letting the speakers words wash over you. The more you listen well, the better you receive the information.

- Make eye contact with the speaker
- Respond appropriately
- No interruptions, please
- Examine your body language

- **CHOOSE THE BEST METHOD OF COMMUNICATION**

- Knowing the right methods of communications is as important as having effective communication skills.
- Visual communication via charts, maps, images, and graphs.
- Verbal communication through face to face, by phone and other media.
- Non-verbal communication through body language, eye contact, gestures.
- Written communication through letters, e-mails, books, magazines, and the internet.

- **CONFIDENT, PERSUASIVE, AND PATIENT**

- There is a difference between being able to communicate and to communicate effectively.
- Have just a little of patience, confidence and persuasiveness to communicate your information more effectively.
- Smile
- Keep your arms uncrossed
- Maintain an erect posture
- Maintain eye contact
- Keep your devices away



- **EFFECTIVE COMMUNICATION SKILLS**

- Be aware of your body
- Your body tells a story about you.
- Crossed or folded arms – Defensiveness
- Hands held behind the body – Confidence
- Mending clothes, accessories, watch– Nervousness
- Clenched fists – Anger or anxiety
- Squeezing hands – Self-soothing
- Active listening – That means being completely present of what the speaker is trying to impart.
- Delivering with confidence – You need to develop a strong delivery by being patient, kind to yourself, and slowing down.
- **Keep it Positive**

- **AVOID COMMUNICATION OVERLOAD**

“Effective internal communication not only connects people with one another, but also with the right information at the right time.”

- With internal communications, think less is more.
- Keep things simple, brief and to the point .
- Focus on **sending the right information to the right people at the right time.** Your team will thank you.

# • ASSERT YOURSELF:

- Being assertive means expressing your thoughts, feelings, and needs in an open and honest way, while standing up for yourself and respecting others.
- It does NOT mean being hostile, aggressive, or demanding.
- Effective communication is always about understanding the other person, not about winning an argument or forcing your opinions on others.
  - Value yourself and your options. They are as important as anyone else's
  - Express negative thoughts in a positive way. It's OK to be angry, but you must remain respectful as well
  - Receive feedback positively. Accept compliments graciously, learn from your mistakes, ask for help when needed.
  - Learn to say "no." Know your limits and don't let others take advantage of you. Look for alternatives so everyone feels good about the outcome.

- THE 3 C'S OF CHANGE LEADERSHIP

- **Communicate**

Successful leaders communicated the “what” *and* the “why.” Leaders who explained the purpose of the change and connected it to the organization’s values or explained the benefits created stronger buy-in and urgency for the change.

- **Collaborate.**

Bringing people together to plan and execute change is critical. Successful leaders worked across boundaries, encouraged employees to break out of their silos, and refused to tolerate unhealthy competition.

- **Commit.**

Successful leaders made sure their own beliefs and behaviors supported change, too. Change is difficult, but leaders who negotiated it successfully were resilient and persistent, and willing to step outside their comfort zone. They also devoted more of their own time to the change effort and focused on the big picture

- OPEN TWO-WAY COMMUNICATION CHANNELS

- Create two-way communication channels where they can ask questions, express their concerns and get answers.
- Allow employees to ask questions and address all of them clearly and honestly. If you take away nothing else from this post, it's those two words.
- Speaking clearly and honestly is key to communicating with employees at any time, but especially during uncertain — and sometimes unsettling — times of change.

- LISTEN TO THEIR FEEDBACK AND INVOLVE THEM

- By engaging in a collaborative, two-way dialogue, you give your employees (who are your best resources, after all) the chance to share their ideas about improving processes.
- Surveys and town-hall meetings are also opportunities for employees to comment and vote on ideas

# MANAGER'S CHECKLIST FOR COMMUNICATING CHANGE :

- **Source:** Corporate Leadership Council research.
- **Purpose:** To determine the appropriate content and delivery of critical communication around a change initiative.
- **User Guidelines:** Use the checklist to determine the content of employee communications and to identify
  - suggestions regarding how to deliver key messages and gain feedback from employees.
- **Context:** This checklist helps managers prepare for initial change communication, as well as maintain strong,
  - ongoing communications with employees during the transition.



# THE MESSAGE :

- Is my message consistent with that of HR, executives, and other managers? What additional information do I need to effectively communicate with my direct reports?
- Does my message detail the business rationale behind the change and explain the benefit?
- Does my message ask for staff's help in making the change work effectively?
- Does my message show support for the change (i.e. help others accept the change)?
- Does my message clarify the vision, plans, and progress of the change initiative?
- Does my message relay how the change will affect employees and the business in the short and long term?
- Does my message provide as many details as possible?
- Does my message address the "What's in it for me?" question?
- Does my message supply realistic detail of both the positives and negatives of the change?
- Does my message let employees know that the organization understands the range of emotions associated with the change?

# COMMUNICATION STRATEGY :

- ❑ Are my formal and informal communications timely, honest, and accurate?
- ❑ Am I repeating key messages numerous times?
- ❑ Have I addressed employee questions and issues, and have I captured and escalated important employee concerns?
- ❑ Has the organization determined how to clearly communicate what is expected of employees and resources available to them to help them transition?
- ❑ Do I communicate proactively and adjust my communication approach depending on employee reactions?
- ❑ Do I create opportunities for two-way, face-to-face dialogue and follow-up on items of concern following these conversations?
- ❑ Am I reaching my audience via numerous channels?