

17th May 2019

## WINNING COMMUNICATION

### MODUPE AREMO

Modupeoluwa Aremo is a communication expert.

Her desire to have people be the best version of themselves is a huge part of her person.

She loves creative thinking and encourages unconventional approaches to things.

She has gathered experience in Business development, business communications as well Business Marketing working with NBC and now So Fresh, a leading premium healthy food firm.

She loves God deeply and constantly seeks to be an expression of Him.

She loves to dance (in secret), has a thing for yam and she so loves to travel.

She plans to tour the world with her Husband someday!

So I'll just go straight to the point by starting with basic introduction of what I believe you should know about Communication

Communication is at the heart of everything we do; it is impossible not to communicate. We are communicating even when we are not actually talking. Non-verbal communication such as body posture, gestures and facial expressions can be more powerful and more genuine than actual words spoken. It has been researched that non verbal communication.

Communication is a two-way process that needs good listening and presenting skills.

Did you know:

- We hear half of what is said;
- We listen to half of that;
- We understand half of that;
- We believe half of that and
- We remember half of that

This means people may only remember less than four percent of what is actually said.

Too often we are good talkers but poor listeners, and, consequently, both the message sent out and the message received may be incomplete, inaccurate, inconsistent or misunderstood.

Often, we express ideas, instructions and feelings less clearly than we think and we rarely genuinely check with the receiver that what we actually meant has been understood.

So, I naturally will assume that you probably will just understand about 25% of what I have to talk about this evening, except after you have gone through it over and over. That's why we read a book a second time and we sometimes even feel like we have not actually read it before.

So with all this complications in simple "talking to somebody," why bother

Why do we actually Communicate?

It for 4 basic reasons that forms the foundation of almost everything we do:

- To build Relationships
- To express Ideas/ thoughts/feelings
- To exchange Information
- To persuade/inspire/motivate others

Interestingly this is what we do all through the day in one way or the other which is why it is important to do it Right else one would be extremely frustrated. Imagine people just not understanding you or listening to you all day long.

So let's share a little bit; Have you ever tried getting someone to understand something very important but you just felt like you are repeating yourself over and over?

How did it make you feel? I'm glad a number of us got it.

So is it that we don't do it right or we don't know how to get the message across?

Imagine having a presentation to Board of Directors and nobody seems to get what you are saying

This and more is the reason getting the message across well is very critical to achieving our daily success in our endeavours

## Types of Communication

Communication can be verbal, non-verbal or written.

Common types of Verbal Communication include:

- Telephone conversations or answer phone messages
- Face to face conversations between two people
- Small, informal group discussions
- Formal meetings
- Large open meetings (e.g. annual general meeting)
- Speeches, lectures, seminars or presentations
- Video, DVD or filmed presentations (movies and the likes)

Non-Verbal Communication would imply body posture, gestures, eye contact, facial expressions, body language etc.

What are the Common Types of Written Communication we know?

Letters, memos, correspondence...

What is Communications?

Communication can be described as the imparting or interchange of thoughts opinions or information by speech, writing or signs.

It is a technique for expressing ideas effectively; a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

According to Peter Drucker

**"As soon as you move one step up from the bottom, your effectiveness depends on your ability to reach others through the written or spoken word."**

**As such our individual growth is hitched on how effective we can communicate our opinions. The basic ingredients needed for effective communication include:**

- Expression- You can explain your view
- Comprehension- You can understand what is being said
- Listening- You are open minded to what is being said.

For effective communication to take place; here are a few tips to take note of

**1. Connect with the Audience** - The number one rule of good communication: keep your audience in mind!

Whoever you are communicating with is the most important factor.

Try to predict what they are thinking/feeling and how you can communicate in a way that will help you reach your goals.

Know your audience enough to speak at their level. Don't be speaking plenty grammar when you should just go straight to the point!

## **2. Be Clear and Concise**

Clarity is the key. The words you use should be clearly understood by the receiver of the message. You should be able to explain yourself in the simplest possible way without getting confused or confusing your audience.

It is said that if you cannot communicate your message clearly to a child around 5 years, "you" don't actually understand what you are trying to say

The Aim is to communicate unambiguously and clearly always.

## **3. Listen Actively**

Active listening is listening with a purpose. Using active listening skills can help to minimize or avoid unnecessary conflict. It can bring clarity and understanding to conversations and interactions with other people. First, the listener focuses on the words and the feelings of the speaker so as to understand.

Active listening happens when the listener hears the various messages being sent, understands their meaning, and then verifies the meaning by offering a feedback.

Characteristics of an active listener:

- Spends more time listening than talking

- Let's the speaker finish his or her own sentences
- Let's the other person finish speaking before responding
- Allows the other person to speak and does not dominate the conversation
- Aware of own biases
- Asks open-ended questions
- Focuses on what is being said and not what one's response will be to the speaker

**4. Be Easily Understood-** Use simple words. Use words or phrases, which you could use naturally in conversations.

Don't go looking for big grammar to sound funny

Exceptions are technical terms and abbreviations, which your reader will understand.

**5. Eye Contact** - This helps to regulate the flow of communication.

It signals interest in others and increases the speaker's credibility. People who make eye contact open the flow of communication and convey interest, concern, warmth, and credibility.

Eye contact can also help signal that you are coming to an end and the other person can speak. Please be aware that in some cultures, extended eye contact can be considered a sign of disrespect. Therefore it is important to understand the person who you are talking to.

**6. Facial Expressions-** Smiling is a powerful cue that transmits happiness, friendliness, warmth and liking. By smiling, people will be more comfortable around you and more willing to listen to you.

**7. Gestures** - Without proper hand gestures, you may be perceived as boring or stiff. If you gesture too much, people may find it distracting from your message.

Find a good balance and people will find you an entertaining and captivating speaker.

**8. Body Language** - You communicate numerous messages by the way you talk and move.

Standing erect and leaning forward communicates that you are listening or that you are approachable. Face the person with whom you are speaking. If you are writing or working on something else, the person is going to feel like a nuisance.

Folded arms may indicate that you are closed off so try to keep your body open by not folding arms or legs.

**9. Proximity** - Cultural norms dictate a comfortable distance for interaction with others. Look for cues of discomfort from others to check that you are not invading personal space.

**10. Vocal Elements** - Speaking can signal nonverbal communication when you include such vocal elements as \_tone, pitch, rhythm, timbre, loudness, and inflection.\_

Pay attention to these parts of your speech because they may reduce the emphasis of what you are saying.

From your voice people can tell if you are angry, afraid, nervous or many other emotions. Don't lie about how you are feeling; people will be able to tell from your voice.

### **11. Be Knowledgeable about your Subject**

Without this basic element all what you have communicated is insignificant. Knowledge of the subject you are communicating on is essential.

Imagine coming to defend your project and someone else wrote it. You can't explain what is in it.

**12. Using Humor** - Humor has a great effect and brings out a point like nothing else.

**"Laughter is the shortest distance between two people." (Victor Borge).**

This age old proverb emphasises the importance of humor in our life. What better tool to communicate than Humor itself.

If you can get a person to smile with you, half your job of communicating your ideas to him is already done. Once a little humor is injected, the point is easier to make and the message is better understood, and the audience will pay closer attention to details or points you want to get across.

However, Humor in Communication isn't always a Laughing matter. You have to be careful that it is relevant to the context of your communication.

**13. Be Relaxed and Confident** - Confidence is a key determining factor of effective communication. Nobody is interested in a subject of which the author/speaker himself is not confident.

A good knowledge of your topic will help you to be confident

Why can communication be sometimes Ineffective?

Communication Gaps

Probably the main barrier to giving a powerful presentation and developing winning communication skills is confidence.

Before you can devise strategies to express yourself, you need to understand the causes of ineffective communication, some of which are as follows:

- 1.Vocabulary Failure
- 2.Talking too much
- 3.Not Listening Carefully
- 4.Too much emphasis on delivery rather than content.
- 5.Anger at interruptions/ distraction This is where we would be stopping for the first session tonight,

I do hope you have good comprehension of the basics of communication and we can proceed to how to Win in the place of Communication!

Thank you for having me tonight