

COMMUNICATION SKILLS

TEAM SKILLS



Domino's

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Objectives

By completing this workbook you will be able to:

- Describe the different ways we communicate with others
- List the top 10 skills essential for effective communication
- Understand the common barriers to communication and how to overcome them

COMMUNICATION IS...

The imparting, conveying or exchange of ideas and information whether by speech, writing, signs or pictures.

This workbook is designed to help you effectively communicate with those you work with.

Communication is much more than simply how we talk to each other, but how we leave impressions and vitally how we listen to our team members.

People often think of communication as talking, listening and writing, but the reality is that everything we do communicates something to those around us.

The words, body language and the tone in which we talk are equally as important as one another. If your words and actions don't match up, this might create problems for you, particularly around trust.

Ultimately, people always believe the actions taken rather than the words spoken.

When you say 'thank you' to a member of your team for a great piece of work, do you come across as sincere? Your tone and body language need to match the words.

How could you use your body language and tone of voice to help your communication sound sincere?



How can making eye contact help improve communication?



Every email exchange, phone call, or conversation in your working day is an opportunity to be an effective communicator!

TOP 10 COMMUNICATION SKILLS

1. Listening

Being a good listener is one of the best ways to be a good communicator. Active listening involves paying close attention to what the other person is saying. It can involve asking clarifying questions, or rephrasing what the person says to ensure understanding "So, what you're saying is...". Through active listening, you can better understand what the other person is trying to say, and respond appropriately.

2. Clarity and concision

Say what you want clearly and directly, whether you're speaking to someone in person, on the phone, or via email. If you ramble on, your listener may tune you out or be unsure of exactly what you want. Think about what you want to say before you say it; this will help you to avoid talking excessively or confusing your audience.

3. Non-verbal communication

Your body language, eye contact, hand gestures, and tone all influence the message you are trying to convey. A relaxed, open stance (arms open, legs relaxed), and a friendly tone will make you appear approachable, and will encourage others to speak openly with you. Eye contact is also important; look the person in the eye to demonstrate that you are focused on the conversation. However, be sure not to stare at the person, which can make them uncomfortable. Also pay attention to other people's non-verbal signals while you're talking. Often, non verbal signals convey how a person is really feeling. For example, if the person is not looking you in the eye, he or she might be uncomfortable or hiding the truth.

4. Friendliness

Through a friendly tone, a personal question, or simply a smile, you will encourage your co-workers to engage in open and honest communication with you. This is important in both face-to-face and written communication.

5. Confidence

It is important to be confident in all of your interactions with others. Confidence reassures your co-workers that you believe in what you are saying and will follow through. Displaying confidence can be as simple as making eye contact or using a firm but friendly tone. Of course, be careful not to sound arrogant or aggressive.

6. Empathy

Even when you disagree with someone, it is important for you to understand and respect their point of view. Using phrases as simple as "I understand where you are coming from" demonstrate that you have been listening to the other person and respect their opinions.

7. Respect

People will be more open to communicating with you if you convey respect for them and their ideas. Simple actions like using a person's name, making eye contact, and actively listening when a person speaks will make the person feel appreciated. On the phone, avoid distractions and stay focused on the conversation.

8. Feedback

Being able to appropriately give and receive feedback is an important communication skill. Managers should continuously look for ways to provide colleagues with constructive feedback, be it through email, phone calls, or weekly updates. Giving feedback involves giving praise as well - something as simple as saying "good job" or "thank you for your hard work today" to an employee can greatly increase motivation.

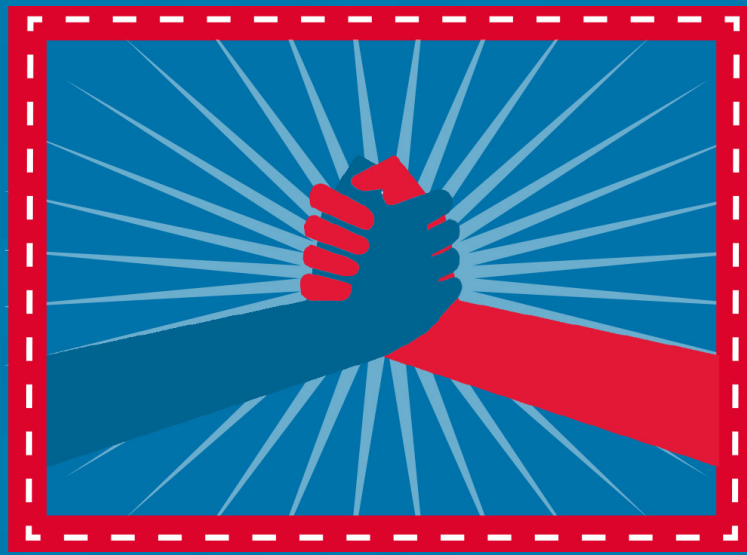
9. Picking the right medium

It's an important skill to know what form of communication to use.

For example, some serious conversations (performance, changes in salary, etc.) are almost always best done in person. You should also think about the person with whom you wish to speak: if they are very busy (such as your boss, perhaps), you might want to convey your message through email. People will appreciate your thoughtful means of communication, and will be more likely to respond positively to you.

10. Questioning

To ensure communication has been understood it is important not only to ask questions to check the receiver's understanding, but to also answer any questions people might have for you.



What are the strengths of communication within your team?



What weaknesses of communication do you have within your team?



What measures could you put in place at store level to improve communication?



tone of voice



The tone, volume and speed of your communication needs to match the nature of the message you are putting across. With written communication the reader may misinterpret the message simply because they put the inflection in the wrong place. Inflection plays a huge part in tone of voice whilst communicating.

What is inflection? A change in the emphasis of a word.
Let's look into this, if you were to hear somebody say...

I did not bump your car - This would insinuate that that person is telling you they didn't bump or damage your car

If the person emphasises the 'I':

I did not bump your car- this then changes the sentence to mean, they didn't bump your car but possibly somebody else did

If the person emphasises the word 'bump':

I did not **bump** your car- this then changes the sentence to mean they didn't bump your car but suggests that maybe they did something else to your car



If the person emphasises the word 'you':
I did not bump **your** car- This then changes the sentence to mean they didn't bump your car but possibly bumped somebody else's car.

If the person emphasises the word 'car':
I did not bump your **car**- this then changes the sentence to mean they didn't bump your car but suggests they bumped something else of yours

As you can see from the above, the words we use and tone of voice in which we portray a message can complicate the message. We also need to be very aware of inflection, particularly when communicating via email, text or any type of written communication.

BODY LANGUAGE

When we are communicating we tend to focus on the words we are using, but words account for only a small part of the understanding in verbal communication. In reality, your body language also plays a significant role when communicating.

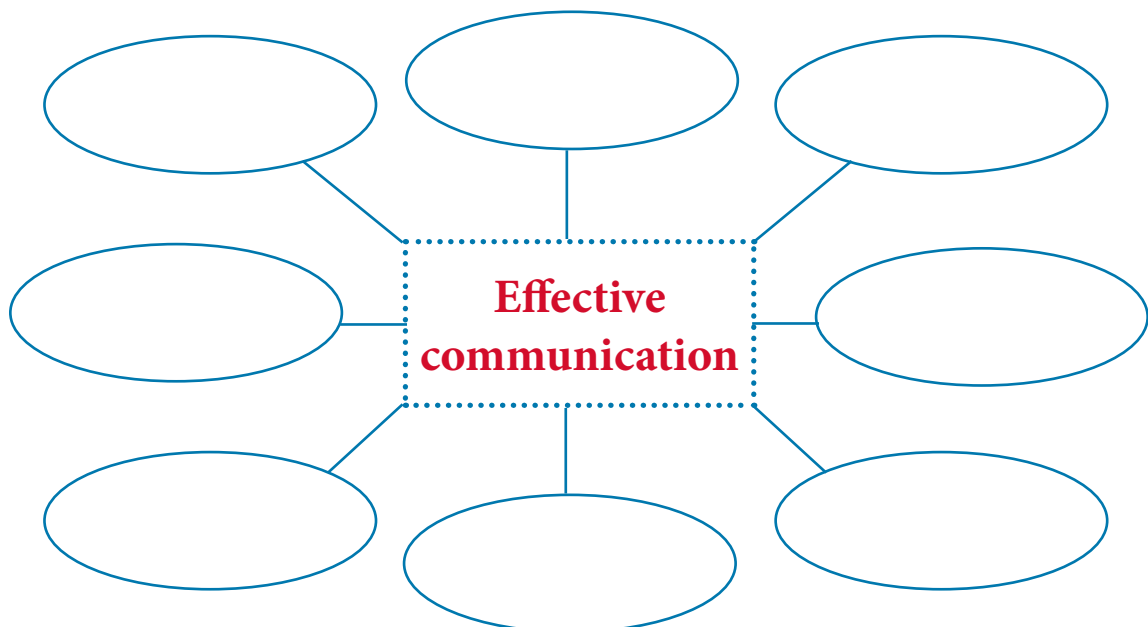
By body language we mean the way you stand and use your body to express yourself:



- ✓ Your posture
- ✓ Your hand gestures
- ✓ Your physical demeanour
- ✓ Your facial expressions
- ✓ Eye contact
- ✓ Facing the person you are communicating with

Your role in communicating with others:

In which scenarios do you use these effective communication skills?



YOUR ROLE AS A COMMUNICATOR

You have two roles in as a communicator on a basic level: when you send information you are the sender, often the individual speaking or typing, and when you receive information either by reading or listening you are the receiver.

Ideally, the message sent should be the same as the message received, this is rarely the case because messages are often affected by people's thoughts, emotions, impressions, needs and wants.



Think about a time when someone has spoken to you, maybe to give you some feedback and you haven't understood what they key messages were.

Why did this happen?

It's important to ensure you constantly reinforce key messages so that they are fully understood and absorbed by your colleagues.

The communication of key messages also involves:

- ⚡ Being clear on your key message
- ⚡ Thinking about your audience and how they best receive information
- ⚡ Understanding what impact your message may have on the receiver
- ⚡ Being prepared for any questions your communication may raise
- ⚡ Having an understanding of how the message may impact the feelings of the receiver

Good communication is especially important when your team are under pressure. Clear and reinforced communications can be vital for getting the job done in a fast-paced environment.

A common frustration in the workplace is a colleague or manager who doesn't listen, so it's crucial you ensure you hear the feedback of those in your team fully, and react to their problems or concerns.

Actively listening and responding to the people you work with helps to build trust, respect and influence. It is important to show that you are listening.



How could you do this?



BARRIERS TO EFFECTIVE COMMUNICATION

The communication of key messages also involves:

Recognising the most common communication barriers and understanding how they impact on effectively getting your message across is vital. Removing barriers is one of the easiest ways to improve interpersonal communication.

Some of the main barriers to communication are:

- ✦ Noise (interruptions, physical distractions)
- ✦ Physical (geographical considerations, environment, time and space)
- ✦ Mental attitude (perceptions, stereotyping, prejudice, personal beliefs, status, relationship between communicators, culture and generational issues)
- ✦ Poor feedback
- ✦ Poor listening skills
- ✦ Body language (non-verbal communication)

By anticipating potential barriers and taking action to avoid them wherever possible, the impact of communication can become greatly increased.



Put a solution in place for each barrier



Barrier	Solution
Language	
Physical	
Mental attitude	
Poor feedback	
Poor listening skills	
Body language	

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