

Effective Communication Skills

Institute of Cost & Works
Accountants of India.

New Delhi.

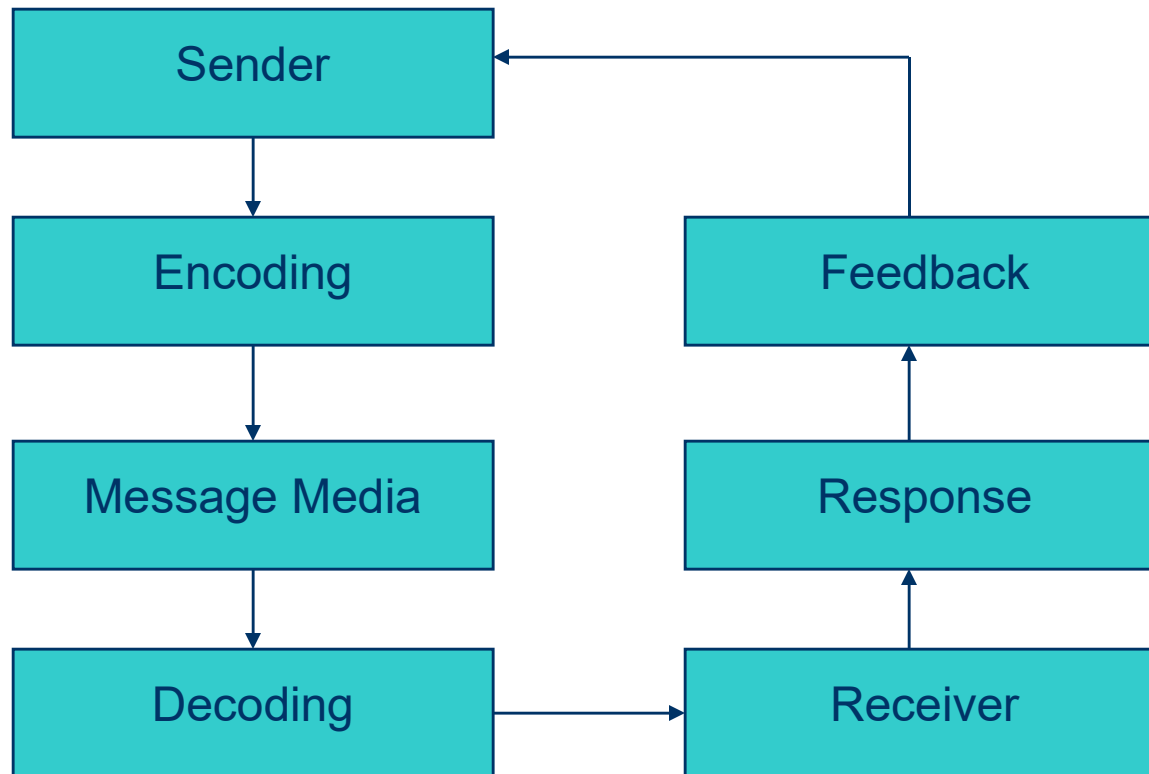
27th March 2010

Deepak Nagpal

Communication

- It is the process by which people share ideas, experience, knowledge and feelings through the transmission of symbolic messages.

Communication Process



Forms of Communication

- One way communication
(e.g. newsreader on television, a radio talk etc)
- Two way communication
(e.g. conversation, interview, telephone talk etc)

Forms of Communication

- Verbal communication-written or oral
(e.g. business letter, project presentation etc)
- Non-verbal communication-use of signs,
actions, expressions, gestures etc.
(e.g.???)

Forms of Communication

- Formal communication
(e.g. team meetings, conferences etc)
- Informal communication
(e.g. conversation at tea or leisure time etc)

Forms of Communication

- Intrapersonal communication
- Interpersonal communication

Effective Communication

The meaning generated by one person gets smoothly transmitted to the other with a minimum of interference or distortion.

Essentials of Effective Communication

- Self-awareness
- Speaking and writing
- Participative reading
- Receiver orientation
- Effective listening
- Free flow of feedback
- Empathy

Communication Media

The various forms of communication media revolve around three types:

- Written communication
- Oral communication
- Non-verbal communication

Advantages-Written Communication

- Evidence of dispatch and receipt.
- Relays complex ideas
- Analysis, evaluation and summary
- Confirms, interprets and clarifies oral communication .

Disadvantages-Written Communication

- Time consuming
- Expensive
- Interpretation problems
- Delayed feedback
- Difficult to modify

Oral Communication

ADVANTAGES	DISADVANTAGES
Direct medium	Difficult to hold ground in the face of opposition
Physical proximity	Groups are more difficult to control
Instant interchange of opinions	Quality of decision making would be inferior
Easier to persuade	Often no written record
Participation of all present	Disputes can arise

Organisational communication

Communication that occurs in the context of an organisational setting within which people work and communicate to achieve a common goal.

Directions of communication

- Downward Communication
- Upward Communication
- Horizontal communication

Channels of communication

Various models:

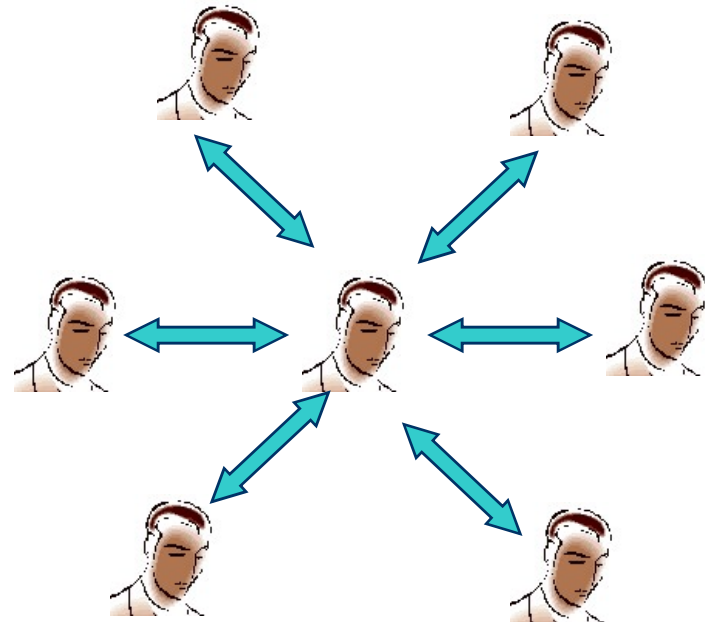
- chain



Channels of communication

Various models:

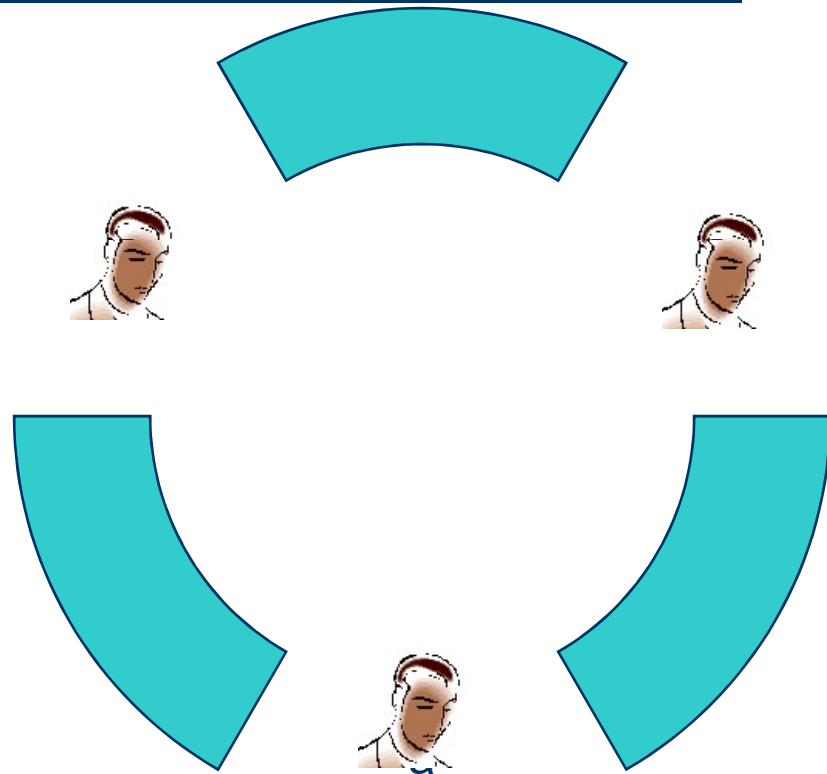
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Channels of communication

Various models:

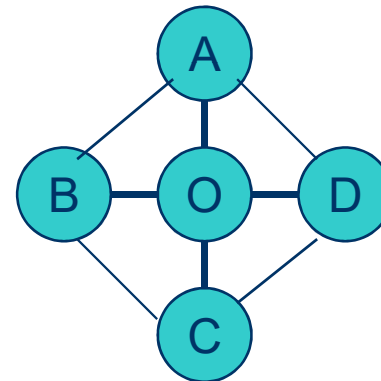
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Channels of communication

Various models:

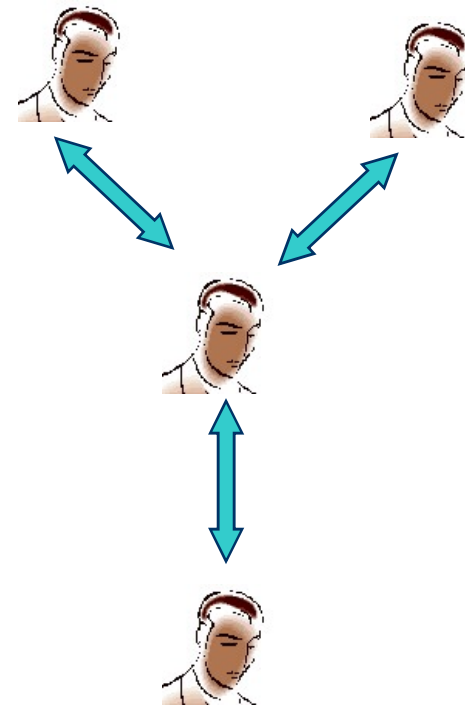
- All channels



Channels of communication

Various models:

- Y channel



Direction of communication flow v/s objectives

Downward communication

- Advice/counsel
- Instructions and orders
- Control
- Motivate
- Inform

Direction of communication flow v/s objectives

Upward communication

- Request
- Complain

Direction of communication flow v/s objectives

Horizontal communication

- It mainly serves the purpose of exchange of information and is best suited for free & frank discussion (Meetings & Conferences)
- Facilitates co-ordination & co-operation among people concerned

Thank You