



Co-funded by the
Erasmus+ Programme
of the European Union



SOFT SKILLS AS A TOOL FOR CREATIVITY IN RURAL AREAS PROJECT 2020-1-FR01-KA204-079841



This project has been funded with support from the European Commission under the Erasmus+ Programme.
The European Commission and French National Agency cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the
Erasmus+ Programme
of the European Union



EFFECTIVE COMMUNICATION SKILLS



This project has been funded with support from the European Commission under the Erasmus+ Programme. The European Commission and French National Agency cannot be held responsible for any use which may be made of the information contained therein.



Name of the module

Effective communication skills

Main aim of the module

The main purpose of this module is to help individuals to understand the what are effective communication skills, the importance of the communication skills and the types and principles of effective communication.

Objectives of the module

- To learn the basics and type of communication skills
- To understand the importance of communication skills in the workplace and leadership
- To learn the principles for effective communication



Co-funded by the
Erasmus+ Programme
of the European Union



“The art of communication
is the language of
leadership.”
James Humes



What are communication skills?

The ability of a person to convey information and ideas effectively, which means that the communication is activity or process of feelings or of giving ideas and expressing people information and instructions.





What are communication skills?



"Effective communication is the process of sending a message in such a way that the message received is as close in meaning as possible to the message intended."

R.W. Griffin



What are communication skills?

The American Management Association (AMA) defined ten points that describe the effective communication:

"A communication is said to be effective because of the following ten commandments:

- ❑ The Clear idea regarding topics and receiver of the communication.
- ❑ Determination of purpose
- ❑ Understanding the environment of communication.
- ❑ Planning for communication with consulting others.
- ❑ Consider the content of the message;
- ❑ To make the receiver aware of the value of communication.
- ❑ There must be feedback from the receiver.
- ❑ To define properly, whether communication messages are of a short run or long run importance.
- ❑ All actions must be suitable for communication.
- ❑ Good listening."



Co-funded by the
Erasmus+ Programme
of the European Union



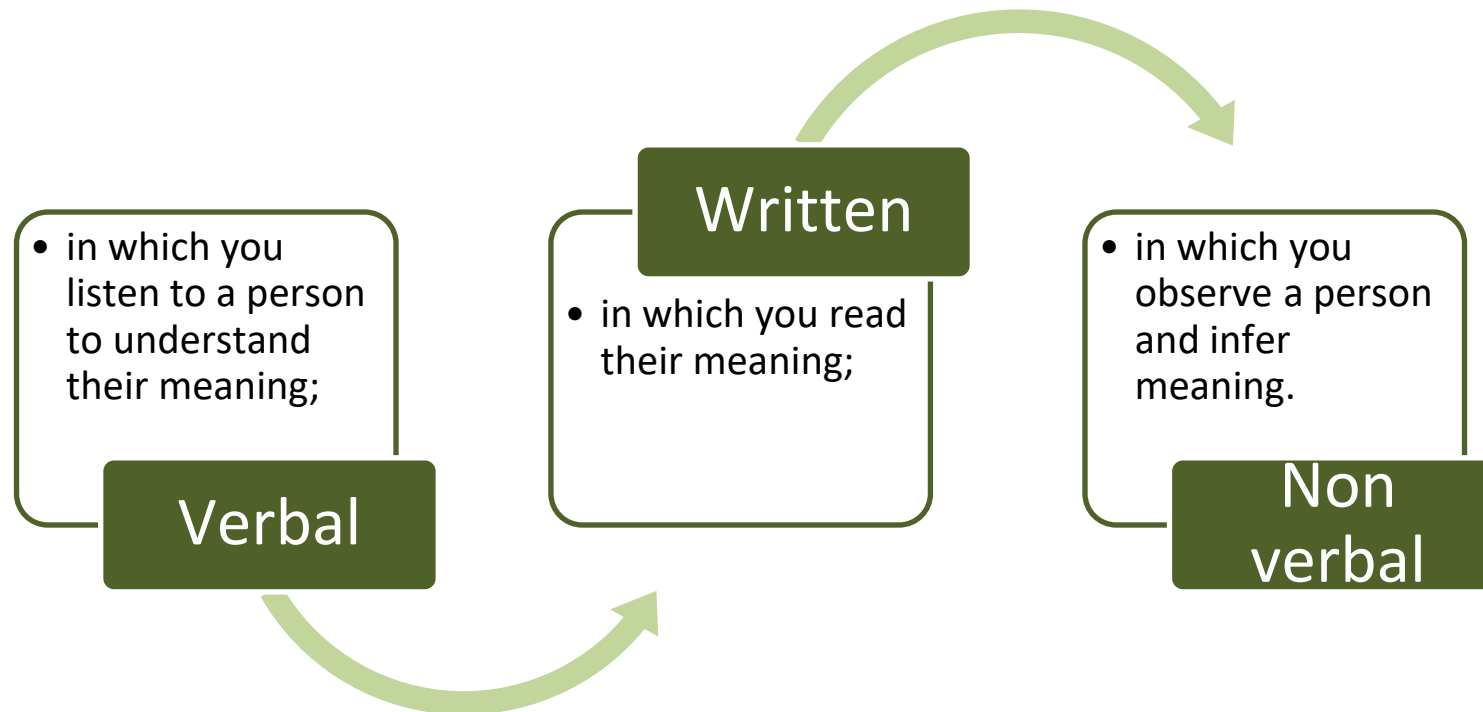
Types of communication



This project has been funded with support from the European Commission under the Erasmus+ Programme. The European Commission and French National Agency cannot be held responsible for any use which may be made of the information contained therein.

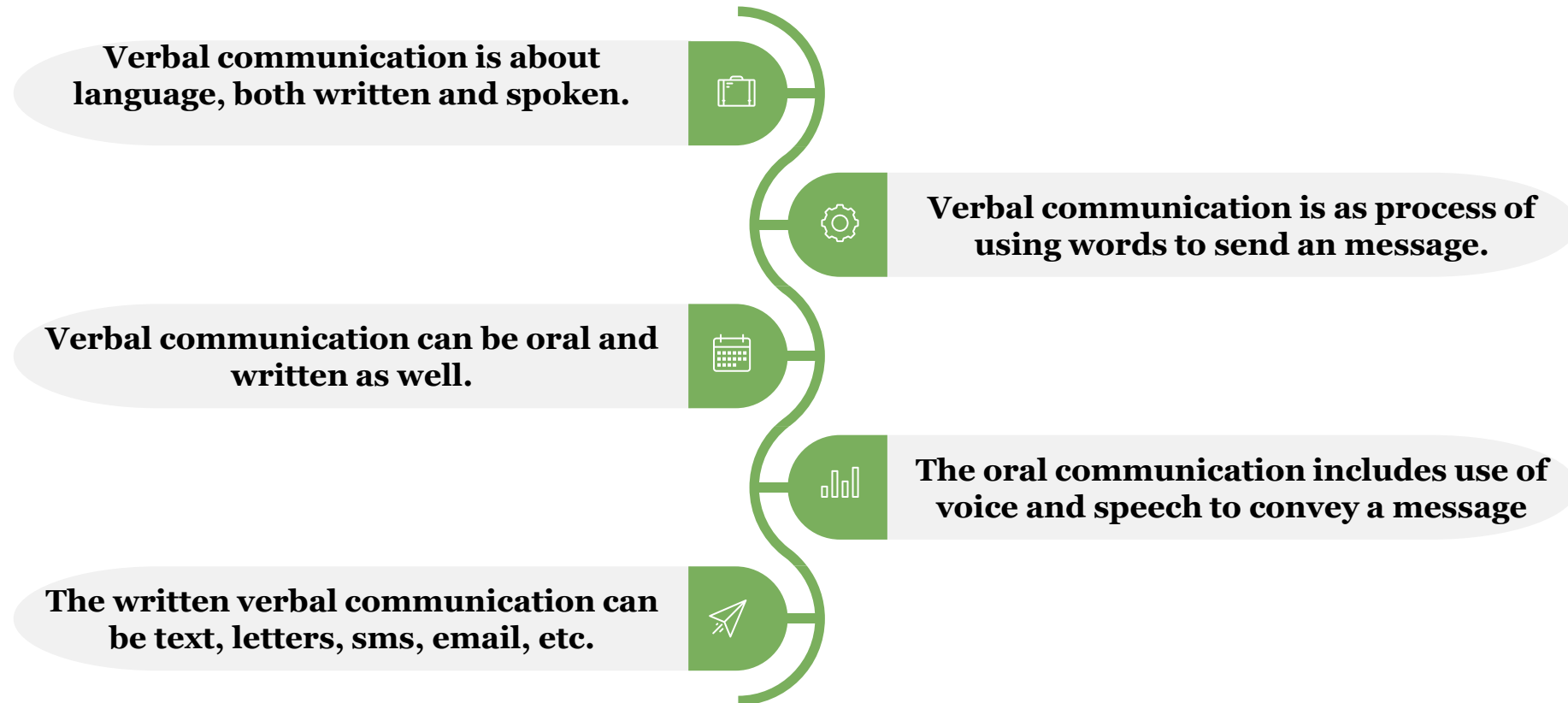


Types of communication





Verbal communication





Written communication

Written communication involves any type or mean of interaction that includes using of written word.



The most popular method of business communication is the written communication.



A 'Written Communication' means the sending of messages, orders or instructions in writing.



The oral communication includes use of voice and speech to convey a message

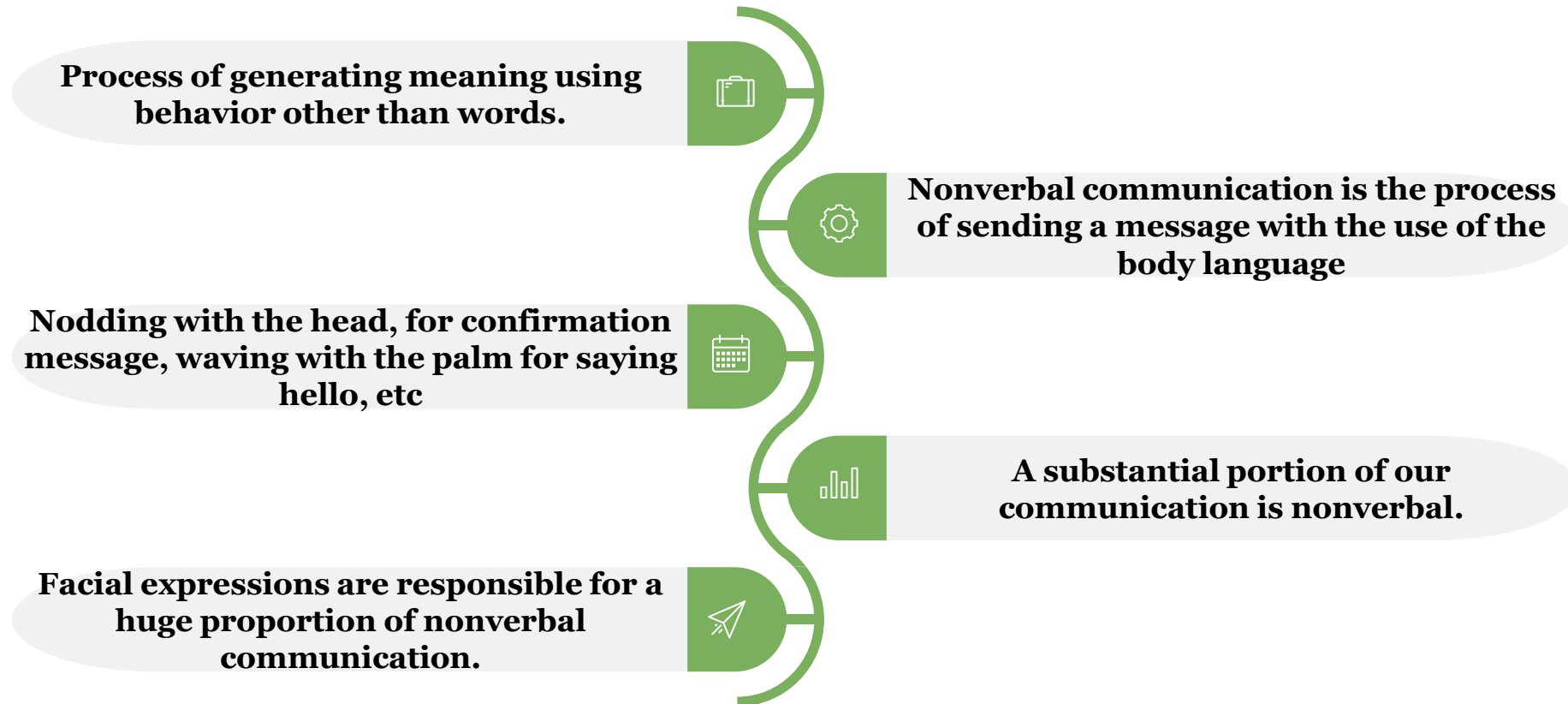


A written document preserved properly becomes a permanent record for future reference.





Nonverbal communication





The Importance of Communication Skills in the Workplace

The communication skills have an essential role in the everyday life of each employees and are an fundamental part of each workplace.

Every day the employees send, receive and process a lot of information, within their companies, and the effective communication skills of the employees contribute significantly on the quality of the results of the work.

The workplace should be an place that promotes open and clear communication between the employees in the company in order for the work processes to run efficiently.



Co-funded by the
Erasmus+ Programme
of the European Union



The Importance of Communication Skills in the Workplace



This project has been funded with support from the European Commission under the Erasmus+ Programme. The European Commission and French National Agency cannot be held responsible for any use which may be made of the information contained therein.

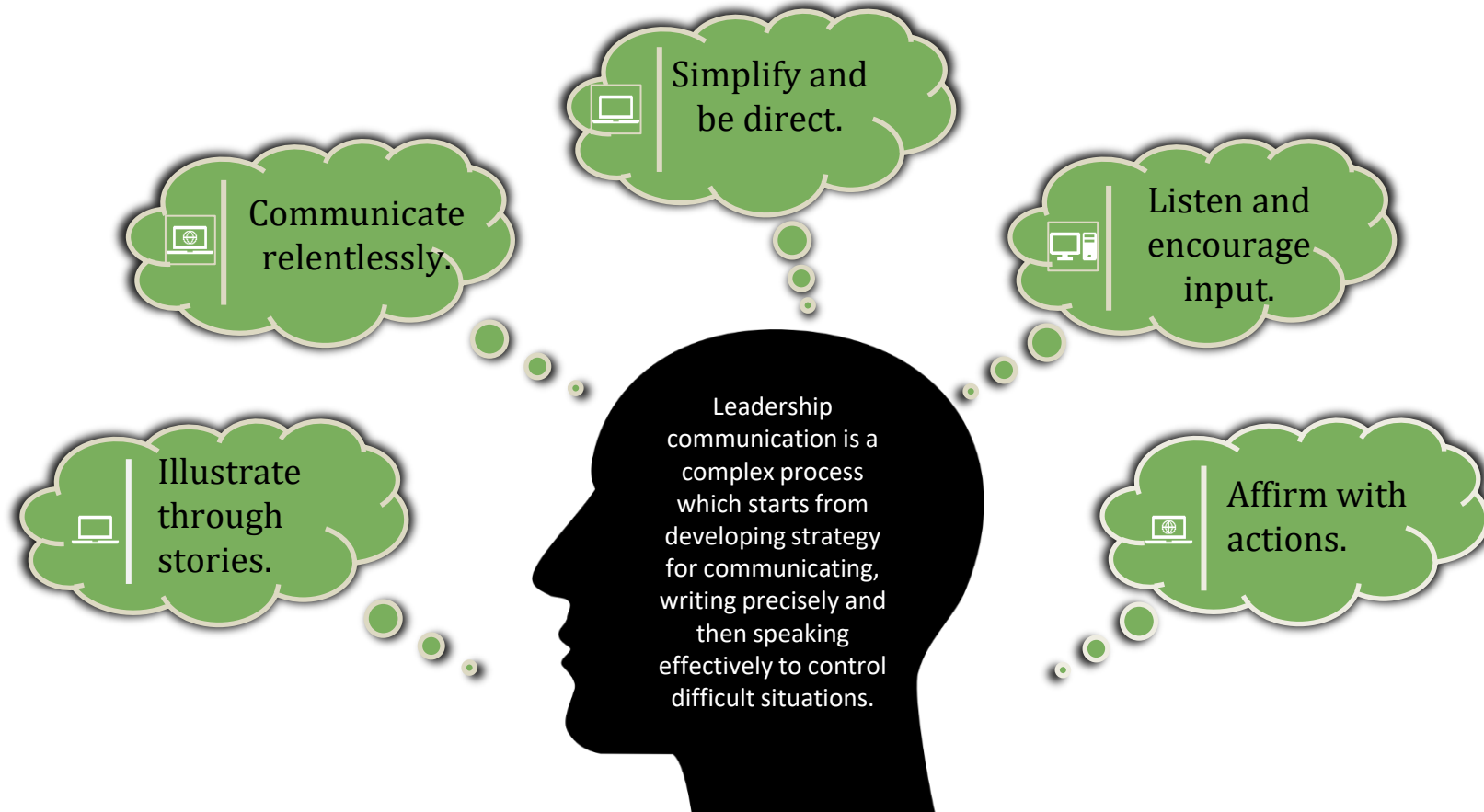


Communication skills for effective leadership

- The biggest advantage of leaders is their skills and abilities to influence and persuade others to assist them and follow them in the accomplishment of the objectives that the leaders have set.
- The leaders are responsible for the achievement of the organization objectives and for the improvement of the performance of the organization as a whole.
- The effective communication allows the leader to lead the entire working process.
- The effective communication skill support the leader to build relationship, create trust and encourage the others to follow the leader.



Communication skills for effective leadership





Communication skills for effective leadership

Leadership communication has three major aspects:





The 7C's Communication





Co-funded by the
Erasmus+ Programme
of the European Union



The 7C's Communication



Completeness



Conciseness



Consideration



Clarity



Concreteness



Courtesy



Correctness

This project has been funded with support from the European Commission under the Erasmus+ Programme. The European Commission and French National Agency cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the
Erasmus+ Programme
of the European Union



**“Communication works for
those who work at it.”**

JOHN POWELL

This project has been funded with support from the European Commission under the Erasmus+ Programme. The European Commission and French National Agency cannot be held responsible for any use which may be made of the information contained therein.



Test Your knowledge!

1. The communication skills can be defined as the ability of a person to convey information and ideas effectively, which means that the communication is activity or process of feelings or of giving ideas and expressing people information and instructions.

- a) True
- b) False

2. How many points did the American Management Association (AMA) defined for effective communication?

- a) 5
- b) 7
- c) 10



3. What are the three basic types of communication?

- a) Verbal, Written, Nonverbal
- b) Message, Spoken, Written
- c) Verbal, Gestures, Nonverbal

4. The communication skills don't have an essential role in the everyday life of each employees and are not an fundamental part of each workplace.

- a) True
- b) False

5. The 7C's Communication are:

- a) Completeness, Conciseness, Consideration, Clarity, Concreteness, Courtesy, Correctness
- b) Creativity, Conciseness, Consideration, Clarity, Concreteness, Courtesy, Correctness
- c) Courage, Conciseness, Consideration, Clarity, Concreteness, Courtesy, Correctness



Co-funded by the
Erasmus+ Programme
of the European Union



Answers:

1. A
2. C
3. A
4. B
5. A



References

- Mason Carpenter, Talya Bauer, Berrin Erdogan, (July 2010), “Different Types of Communication”, section 12.4 from the book Management Principles (v. 1.1). <https://2012books.lardbucket.org/books/management-principles-v1.1/index.html>
- Paynton, S. T., & Hahn with Humboldt State University Students, L. K. (2021, August 21). Defining Verbal Communication. Humboldt State University. <https://socialsci.libretexts.org/@go/page/42841>
- Written Communication: Meaning, Advantages and Limitations, Priyali Sharma, <https://www.yourarticlelibrary.com/business-communication/written-communication/written-communication-meaning-advantages-and-limitations/70195>
- Communication in the Real World by University of Minnesota, (September 29, 2016). <https://open.lib.umn.edu/communication/>
- Adu-Oppong, Akua. (2014). COMMUNICATION IN THE WORKPLACE: GUIDELINES FOR IMPROVING EFFECTIVENESS. Global Journal of Commerce & Management Perspectives. G.J.C.M.P.. 208-213.
- Luthra, Dr. (2015). “Effective Leadership is all about Communicating Effectively: Connecting Leadership and Communication”. 5.3. 43-48.
- Seven C’s of Effective Communication, Prachi Juneja, Reviewed By Management Study Guide Content Team, ISO 2001:2015 Certified Education Provider. <https://www.managementstudyguide.com/seven-cs-of-effective-communication.htm>



Co-funded by the
Erasmus+ Programme
of the European Union



SOFT SKILLS AS A TOOL FOR CREATIVITY IN RURAL AREAS PROJECT 2020-1-FR01-KA204-079841



[www. sitraproject.eu](http://www.sitraproject.eu)

This project has been funded with support from the European Commission under the Erasmus+ Programme.
The European Commission and French National Agency cannot be held responsible for any use which may be made of the information contained therein.