

THE EFFECTIVE BUSINESS COMMUNICATION

SKILLS AND TIPS



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Perdagangan

The Effective Business Communication; Skills and Tips

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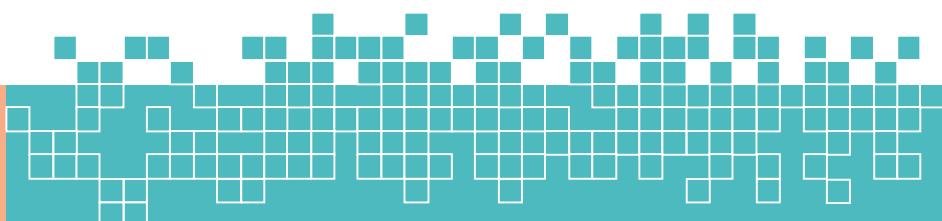
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THE EFFECTIVE BUSINESS COMMUNICATION – SKILLS AND TIPS

ROZANA BINTI ABD RAHMAN

NURFAH NABILAH BINTI MOHD FADZIL



PREFACE

The Effective Business Communication – Skills and Tips is written for students pursuing their Diploma courses, based on sub topic in the syllabus prescribed by the Ministry of Education for Polytechnic students at the Diploma level.

The concept in this e-book are explained skills and tips in a simple, clear with a few examples, pictures, tables. Every chapter also ended with the exercise for enhance student's communication skills. It is easy to understand by the student.

We are welcome for constructive comments and suggestion from lecturers and students for future improvements. We hope that the e-book is very useful to serve its purpose in helping the students to gain better understanding about the effective business communication.

ACKNOWLEDGEMENTS

Alhamdulillah, we have completed our e-book, The Effective Business Communication – Skills and Tips. Thank you to our family and friends for being the support team to complete this e-book. We also would like to thank you to our Head of Commerce Department, Madam Noraihan Binti Mamat Zambi and Head of Business Study Programme, Miss Azlina Binti Azmi for giving us this opportunity. Finally, thank you also to e-book team Politeknik Tuanku Sultanah Bahiyah especially Madam Fatim Fauziani Bt Hussin. Very difficult in the beginning, but we succeeded in the end. Thanks again to everybody that give encouragement, supported, involved and contributed either direct or indirectly in the production of this e-book.

Table of Content

Preface

Acknowledgements

TOPIC 1: INTERPERSONAL COMMUNICATION SKILLS 1

Exercise 13

TOPIC 2: PRESENTATION SKILLS 16

Exercise 21

TOPIC 3: PUBLIC SPEAKING 24

Exercise 31

TOPIC 4: FEEDBACK SKILLS 34

Exercise 41

TOPIC 5: LISTENING SKILLS 44

Exercise 54

TOPIC 6: INFORMATION MANAGEMENT SKILLS 57

Exercise 63

Answer to Review Question

Answer Topic 1 66

Answer Topic 2 67

Answer Topic 3 68

Answer Topic 4 70

Answer Topic 5 72

Answer Topic 6 73

References 74

The Effective Business Communication

Communication is very important to everybody. Every day, we communicate either to ourselves or other person among us. So, we should have a good skill in communication. Communication is any behaviour which is verbal, non-verbal and graphic communication.

An effective leader, manager, medical professional, legal practitioner, social worker, human resource manager, accountant, or person working in any other occupation is able to communicate and work with others in a purposeful, flexible manner and supportive. So, students should be able to demonstrate the effective business communication skills.



1.0 Interpersonal Communication Skills

1.1 Introduction

Interpersonal communication skills are the process of exchange of information, feelings and ideas between two or more people through verbal or non-verbal methods. It often includes face to face exchange of information, in a form of voice, facial expressions, body language and gestures. According to Judith Dwyer (2016), interpersonal communication is interaction between two people on a one to one basis or in small groups.



Figure 1.1: Interpersonal communication

Interpersonal communication in the workplace plays an important role in employee satisfaction, collaboration, motivation and business success.

1.2 Verbal communication vs non-verbal communication

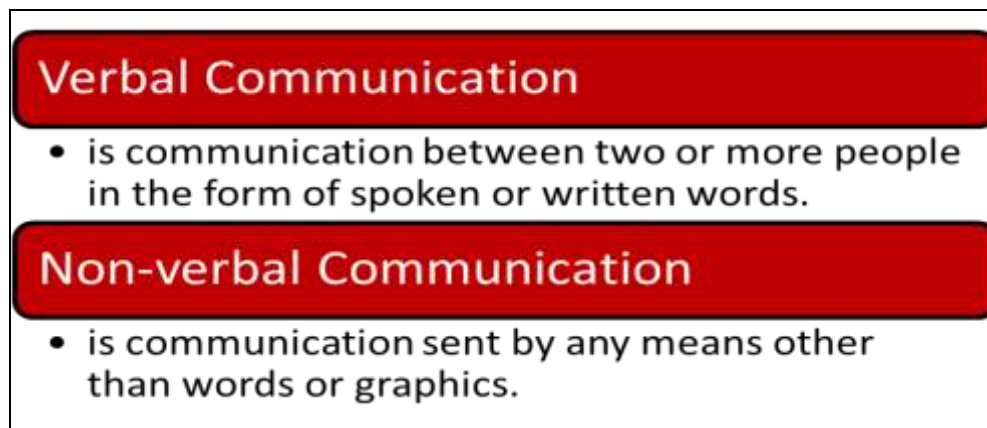


Figure 1.2: Verbal communication vs non-verbal communication

Verbal communication is communication between two or more people in the form of spoken or written words. Non-verbal communication is where no sound or noises is involved but the actions are still understood.



Figure 1.3 Type of verbal communication skills

Excellent verbal communication is a key to maintaining successful business relationships. Effective communication causes productivity to increase, errors to decrease and operations to run smoother. Effective verbal communication between employer and employee also increases job satisfaction level.

1.2.1 Tips for effective verbal communication skill



Figure 1.4 Verbal Communication Skill

- **Listen carefully**

We should be well prepared to listen. We should concentrate on the conversation with the speaker rather than thinking about what we will reply to.

- **Maintain eye contact**

We should always maintain eye contact with the speaker during the conversation, either in a meeting or personally. The proper eye contact depicts that how much we are interested in his/her thoughts. It is also a sign of appreciation for the speaker.

- **Avoid distractions**

We should avoid any distractions during the communication, such as checking mobile phones, people passing nearby, opening and closing doors, etc. If there is a lot of noise, we can suggest moving to another place for communication.

- **Do not interrupt the speaker.**

We should not interrupt the speaker in between the conversation. It seems like disrespect for the speaker.

- **Be clear while speaking.**

Sometimes, we require emotional energy to understand what another person wants to say. Always try to be clear while speaking and listening.

- **Focus on the non-verbal communication cues**

Verbal communication is communication using spoken words. But, it also focuses on how we represent the information. Our facial expressions, body language, eye contact, etc. reflects our way of talking. Hence, non-verbal cues should not be avoided.

- **Be confident**

We should always be confident while speaking. Do not think what others will say. Confidence depicts our abilities and importance to ourselves. The voice tone, body language, and awareness reflect our confidence during the discussion.

- **Be open-minded**

We should avoid making judgments or comments about the speaker. Everyone has its perspective, so we should respect the views and thoughts of others.

- **Be a soft-spoken person.**

The people who talk politely with a smile on their face are more likeable. It makes the conversation more effective also adds enjoyment to their lives.

- **Represent the information in short**

We should not add paragraphs or stories to our discussion. It makes the listener bored, and he/she may get distracted. We should try to represent our ideas and information as short as we can. It makes our communication clearer and interested.

1.2.2 Types of non-verbal communication

Body language is a kind of non-verbal communication, where thoughts, intentions, or feelings are expressed by physical behaviours, such as facial expressions, body posture, gestures, eye movement, touch and the use of space. The many different types of nonverbal communication or body language include:

- **Body movement and posture.**

Consider how your perceptions of people are affected by the way they sit, walk, stand, or hold their head. The way you move and carry yourself communicates a wealth of information to the world. This type of nonverbal communication includes your posture, bearing, stance, and the subtle movements you make.

- **Gestures.**

Gestures are woven into the fabric of our daily lives. You may wave, point, beckon, or use your hands when arguing or speaking animatedly, often expressing yourself with gestures without thinking. However, the meaning of some gestures can be very different across

cultures. While the “OK” sign made with the hand, for example, usually conveys a positive message in English-speaking countries, it’s considered offensive in countries such as Germany, Russia, and Brazil. So, it’s important to be careful of how you use gestures to avoid misinterpretation.

- **Facial expressions.**

The human face is extremely expressive, able to convey countless emotions without saying a word. And unlike some forms of nonverbal communication, facial expressions are universal. The facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.



Figure 1.5 Facial expressions

- **Eye contact.**

Since the visual sense is dominant for most people, eye contact is an especially important type of nonverbal communication. The way you look at someone can communicate many things, including interest, affection, hostility, or attraction. Eye contact is also important in maintaining the flow of conversation and for gauging the other person's interest and response.

- **Touch.**

We communicate a great deal through touch. Think about the very different messages given by a weak handshake, a warm bear hug, a patronizing pat on the head, or a controlling grip on the arm, for example.

- **Space.**

Have you ever felt uncomfortable during a conversation because the other person was standing too close and invading your space? We all have a need for physical space, although that need differs depending on the culture, the situation, and the closeness of the relationship. You can use physical space to communicate many different nonverbal messages, including signals of intimacy and affection, aggression or dominance.

- **Voice.**

It's not just what you say, it's **how** you say it. When you speak, other people "read" your voice in addition to listening to your words. Things they pay attention to include your timing and pace, how loud you speak, your tone and inflection, and sounds that convey understanding, such as "ahh" and "uh-huh." Think about how your tone of voice can indicate sarcasm, anger, affection, or confidence.

1. Voice

- Vary the pitch.
 - ❖ Don't always speak in low voice, so it becomes boring, nor in high voice, so it becomes disturbing.
- Stress important words.
- Vary the pace.
 - ❖ Speak neither too fast nor too slow.
- Don't lose clarity.
 - ❖ Don't speak in such a low voice that no body can hear you.



NONVERBAL BEHAVIOR	INTERPRETATION
Brisk, erect walk	Confidence
Standing with hands on hips	Readiness, aggression
Sitting with legs crossed, foot kicking slightly	Boredom
Sitting, legs apart	Open, relaxed
Arms crossed on chest	Defensiveness
Walking with hands in pockets, shoulders hunched	Dejection
Hand to cheek	Evaluation, thinking
Touching, slightly rubbing nose	Rejection, doubt, lying
Rubbing the eye	Doubt, disbelief
Hands clasped behind back	Anger, frustration, apprehension
Locked ankles	Apprehension
Head resting in hand, eyes downcast	Boredom
Rubbing hands	Anticipation
Sitting with hands clasped behind head, legs crossed	Confidence, superiority
Open palm	Sincerity, openness, innocence
Pinching bridge of nose, eyes closed	Negative evaluation
Tapping or drumming fingers	Impatience
Steepling fingers	Authoritative
Patting/fondling hair	Lack of self-confidence; insecurity
Tilted head	Interest
Stroking chin	Trying to make a decision
Looking down, face turned away	Disbelief
Biting nails	Insecurity, nervousness
Pulling or tugging at ear	Indecision

Figure 1.6 Non-verbal Behavior

1.3 Challenges in improving Interpersonal communication skills

Sometimes there are individuals who are afraid to communicate either in class or at work. So, to keep the communication process running smoothly, every individual should strive to improve interpersonal communication skills.

There are various methods that can be used to ensure we have the courage to speak up and talk to the other party. According to Roslan Ab Hamid (2021), when we are fully prepared, there will always be something very mysterious, a terrible force hidden behind a difficult situation. It is energy stored and latent and will come out when the time comes. So, everybody should try to speak with everyone.

1.4 Tips to improve interpersonal communication skills

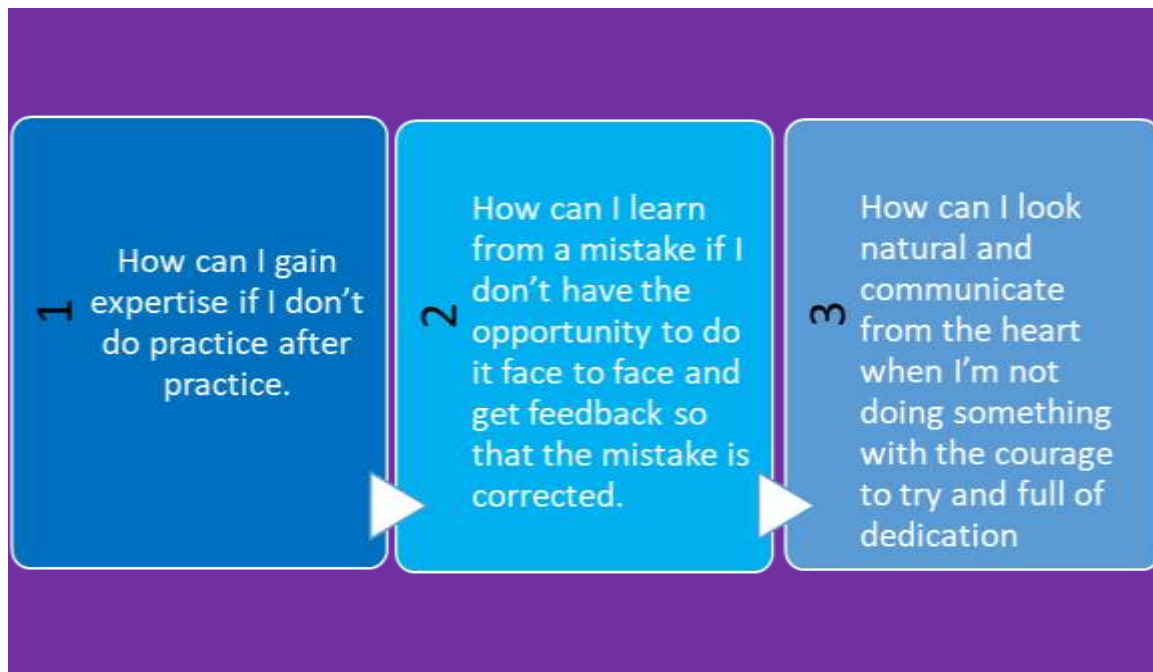


Figure 1.7 Learning by Doing



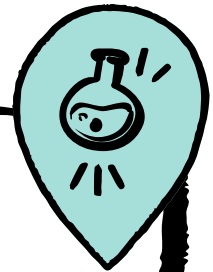
1.5 Conclusion

Obviously, interpersonal communication involves interaction between two persons or in small groups. This types of communication means that we communicate with at least one other person. Customer relations, staff instructions, teaching and learning process, briefings and feedback are examples of interpersonal communications skills.

“Be Confident Enough to Encourage Confident in Others”

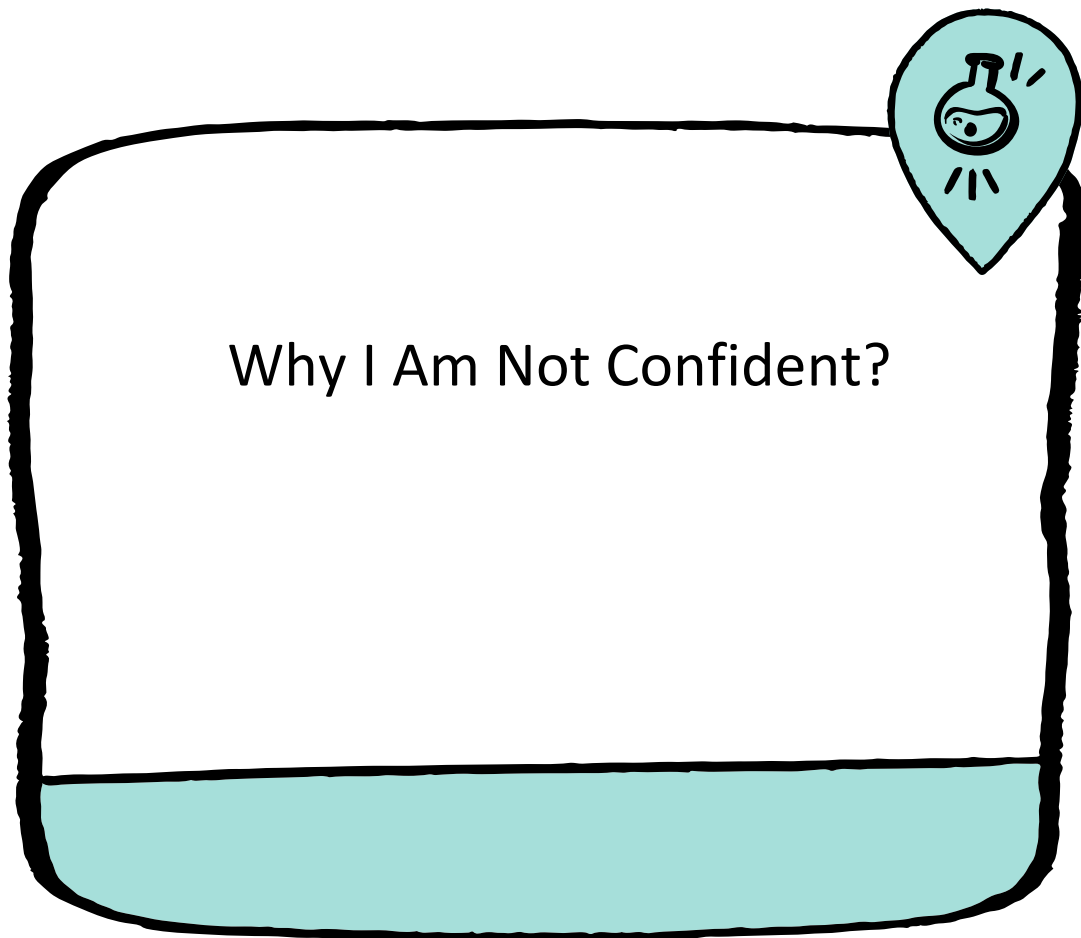
~Ron Kaufman~

Exercise 1:



Explain verbal & non-verbal
with suitable examples

Exercise 2:



Tutorial 1:

a) Working in small groups, brainstorm the ideas presented in the following statement:

‘Non-verbal communication can strengthen or reduce the impact of verbal communication. It conveys specific meanings in relationships and transmits our emotional content and our attitude to others’.

You need to elaborate the above question.

b) Develop lists of:

- a. up to 10 examples of non-verbal communication that strengthens or reduces the impact of verbal communication.
- b. up to 10 examples of specific meanings in relationships that can be conveyed non-verbally.

You are worthy. You
are someone. You are
the only version of
"you" to ever exist
in the universe. You
are great. You are
special

2.0 Presentation skills

2.1 Introduction

Presentation skills are the skills everyone need in delivering effective and engaging presentations to a variety of audiences. It is defined as a set of abilities that enable an individual to interact with the audience; transmit the messages with clarity; engage the audience in the presentation and interpret. These skills cover a variety of areas such as the structure of presentation, the design of slides, the tone of voice and the body language delivered. It is refined the way you put forward your messages and enhance your persuasive powers.



Figure 2.1: The Power of Confident

2.2 Types of Presentations

- Providing Information.

This format encompasses anything from a team meeting that gives updates on a project or upcoming event to a demonstration that shows product functions.

- Teaching a Skill.

Your company just installed a new system or implemented a new process that requires people to learn how to use the new tool and apply the process.

- Reporting Progress.

As you integrate the new system into your daily routine, your boss wants to know how it's working. You might schedule a divisional meeting or group off-site to share the progress.

- Selling a Product or Service.

A briefing like this might include a recap of the product or service, next steps and action items, or a discussion of needs and improvements before the product is ready to sell. For these examples and more, attend our Presentation Skills Workshop

- Making a Decision.

It's time for the annual holiday party and ideas are being tossed around the office. When giving your input on the location, make sure to share the must-haves and nice-to-haves for the event. When it's time for the final decision, you can see how your idea stacks up to the other options.

- Solving a Problem.

This could be in a panel setting or other meeting where the problem is identified, the facts of the problem are presented, and a list of causes is generated. From here, you lay out the ideal outcome, present solutions and discuss your recommendation.

2.3 Eight Steps of Effective Presentation



Figure 2.2: Eight Steps of Effective Presentation

2.4 Tips to Prepare yourself and you will look great!

a) Body Language (Face & Hands)

- Making eye contact and look at all your participants.
- Use facial expressions congruent with your words.

b) Body Language(Posture)

- Maintain good posture
- Can highlight a new section in the presentation.

c) Body Language(Position)

- Sitting changes the tone and makes the atmosphere informal.

d) Voice (Volume, Pitch & Pauses)

- Project your voices
- Change volume and pitch of voice to add emphasis.

e) Voice (Fillers & Elocution)

- Try to avoid too many fillers
- Use informal voice

f) Space

- Move around among participants
- Never sit behind a desk but stand close the class unless you are using the board.



HYPERLINK

<https://www.cleverism.com/skills-and-tools/presentation-skills/>

<https://symondsresearch.com/presentation-skills-examples/>

2.5 Conclusion

Business presentation skill is very importance to us. Interaction with others is a routine job of business in today's world. In case of getting a customer, it is essential for the business professionals to understand the audience. Good presentation skill allow an individual to shape his message according to the traits of the audience. It will increase the probability of successful transmission of message.

Presentation skill help an individual in enhancing their growth opportunities. In addition, it also grooms the personality of the presenter and elevates his levels of confidence. Obviously, business professionals have to arrange seminars and give presentations almost every day.

Exercise 2.1

	Development of good presentation skills requires efforts and hard working. Could you explain how to improve your presentation skills?

Exercise 2.2

	Explain the basics of presentation skills that the presenter needs to take towards the audience

Tutorial 2

Prepare a video presentation, duration in 2-4 minutes.

You could present any topic in that video...That video should show you while perform your presentation.

You can do it!!!

3.0 Public Speaking Skills

3.1 Introduction

Public speaking defines traditionally as the act of speaking face to face to a live audience but today includes any form of speaking either formally or informally to an audience. For examples pre-recorded speech delivered over great distance by means of technology.

Public speaking is used for many different purposes, including entertaining, some mixture of teaching and persuasion. Each requires a slightly different approach and techniques. Today, the art of public speaking has been transformed by newly available technologies such as video conferencing, multimedia presentations and other non-traditional forms but the important thing remains the same.



3.2 Benefits of Public Speaking

- Increased self-confidence
- Improved communication skills
- Increased organizational skills
- Greater social influence
- Enhanced ability to listen
- Greater possibility of meeting new people
- Lesser anxiety and fear when speaking in front of others
- Improved memory
- Enhanced persuasion ability
- Greater control over emotions and body language



3.3 Tips to Success in Public Speaking

Public speaking is a soft skill that requires excellent communications skills, spirit and the ability to engage with an audience. Student could practice tips below to be a good speaker.

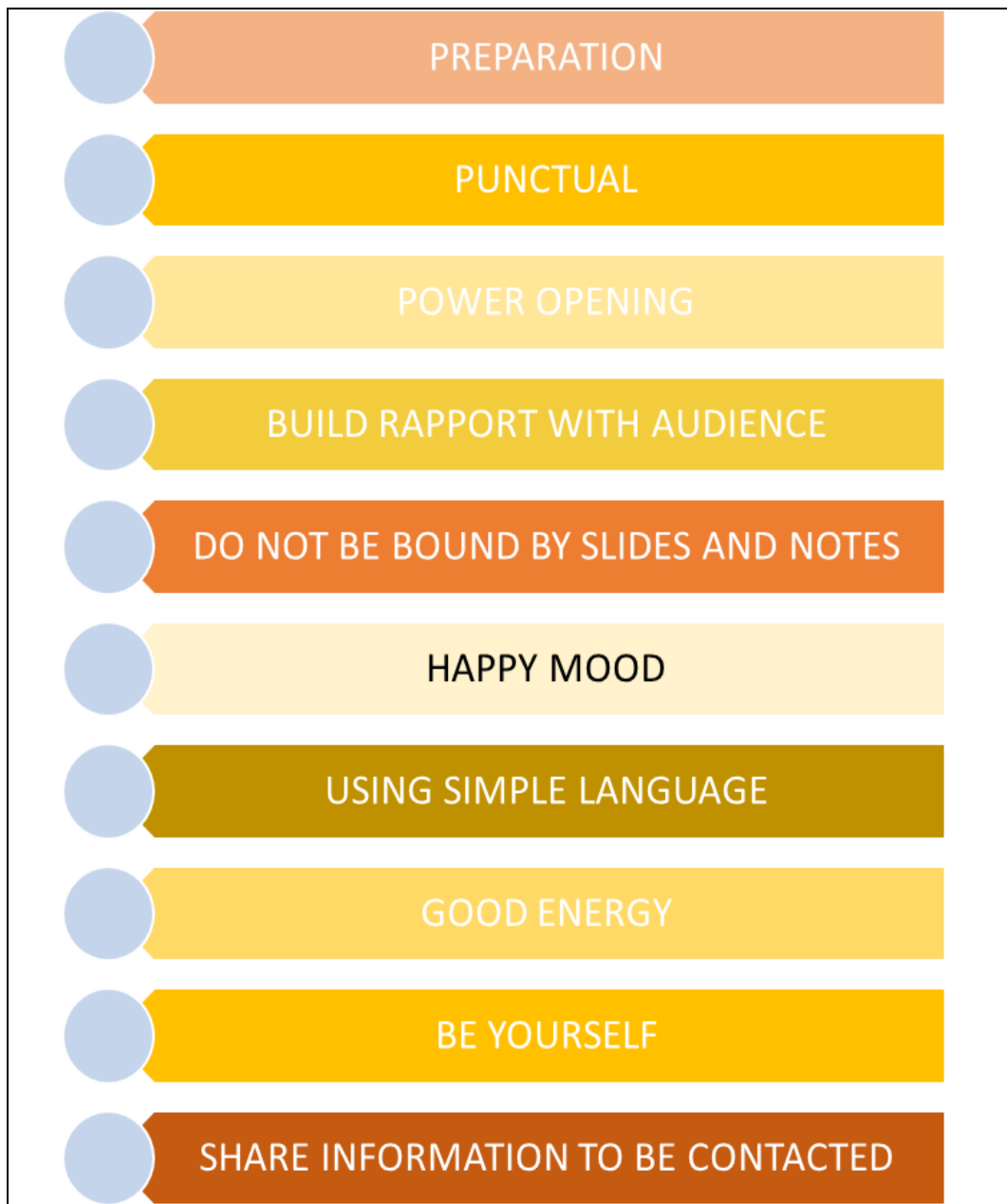


Figure 3.1: 10 Things to Success In Public Speaking

3.4 Impromptu Speech Technique

An impromptu speech follows a basic structure in which a student presents;

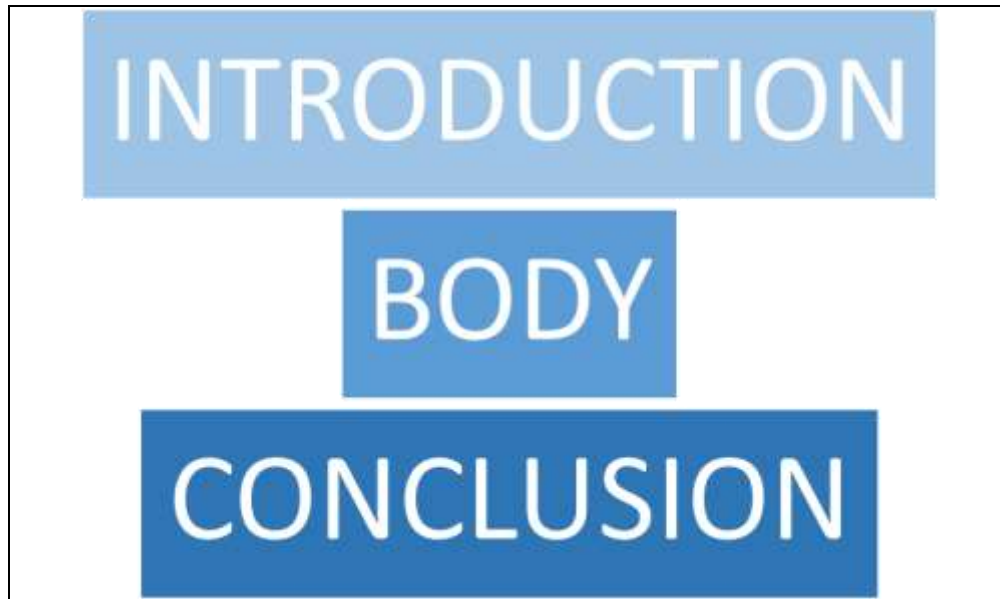


Figure 3.2: Framework for Impromptu Speech

Impromptu speech topics for students

- My role model and best friend.
- Celebrity you would like to meet and why.
- Three things everyone should do well.
- Why I buy too many things.
- If I were president, I would...
- My favourite book.
- My last dream.
- My worst job personal experience.



3.5 Skill The Art of Building Rapport

Everyone can talk but the question is how to communicate and influence people around to accept the message being conveyed. Rapport is a way to build trust, build relationships or even the 'art of building bridges' with people around such as business partners, customers, investors, colleagues, family members and others.

Before we advise someone, close a deal or deliver a message, we need to build a relationship with them. The stronger your connection with others, the more you are able to understand and empathize with them. Human beings can build rapport by connecting through shared interests, mutual understanding and empathy.



Figure 3.3: How to Build Rapport: 6 Tips for Connecting with Others

3.6 Conclusion

Public speaking skills are an important part of any working or personal relationship. In the context of business communication, public speaking may have several applications. Public speaking is important in business communication since it can be used for delivering motivational speeches, professional presentations and even training exercises.

Developing public speaking skills enables a business professional to deliver information that makes the listener eager to hear more. Similar to marketing, public speaking should appeal to a particular audience and get its message across succinctly. A public speaker representing a business must be able to persuade listeners, whether it's to buy a product or service or for another purpose.



“Overcoming one's weaknesses is the greatest victory”

Exercise 3.1

Discuss the importance of public speaking.

Exercise 3.2

Explain how to build rapport.

Tutorial 3:

Follow the instructions below.

1. Task for public speaking is by individual.
2. This assignment carries 100% marks.
3. Student should be able to display public speaking by **impromptu speech format**.
4. You can refer the link below to understand better this speech format.

<https://youtu.be/7N3b2RxPmdw?list=PLuprGCL6AxHP58RVqRAN1qRVDXvmyrUL>

There are five steps given for this format.

- a. Greetings (Audience)
 - b. First of all, thanks...
 - c. As you know...
 - d. I hope...
 - e. Thank you.
5. The following topic will be drawn prior to your turn.
 - a. Greeting to classmates who made a birthday surprise.
 - b. Speech while winning a competition in state level sports.
 - c. Speech when receiving the best student award.
 - d. Speech at the farewell ceremony of final semester students.
 - e. Speech on the first day of starting work in a new place.
 6. Display your public speaking task in 2-4 minutes. Make sure the whole body or half of the body is clearly visible in the video during the public speaking task.

4.0 Feedback skills

4.1 Introduction

Feedback skills is about listening actively and then thinking of the best possible solution to perform better. It provides positive criticism and allows to see what everyone can change to improve their focus and results. Feedback is a dialogue between people which reflects back how another person sees someone else's behaviour or performance. The term 'feedback' is used to describe the helpful information or criticism about prior action or behavior from an individual, communicated to another individual (or a group) who can use that information to adjust and improve current and future actions and behaviors.



Whether the message sent by the sender is understood in same terms by the receiver or not can be judged by the feedback received. The feedback should be timely and in personal. It should be specific rather than general. Feedback is an essential tool for growth and improved work performance, and both employers and employees can benefit from positive critique sessions in the workplace.

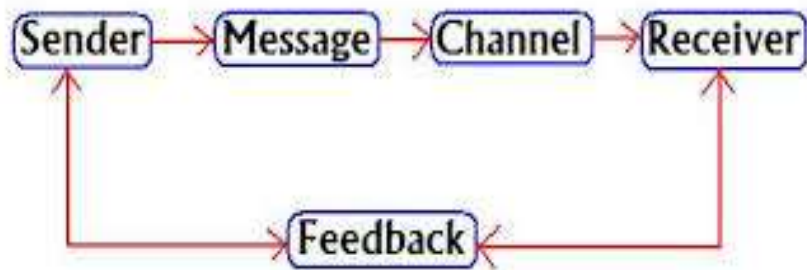


Figure 4.1: The process of communication: Feedback loops

Feedback occurs when an environment reacts to an action or behavior. For example, 'customer feedback' is the buyers' reaction to a company's products, services, or policies; and 'employee performance feedback' is the employees' reaction feedback from their manager – the exchange of information involves both performance expected and performance exhibited.



to

4.2 Types of feedback

1) Informal feedback

- Informal feedback can help to build a supportive working environment when it is shared in the right way.

2) Formal feedback

- Formal feedback is planned and systematically scheduled into the process that usually associated with assessment tasks

3) Constructive feedback

- The goal of constructive aims to provide ongoing feedback that will lead to improvements or corrections.

4) Summative feedback

- The goal of summative assessment is to evaluate a person by comparing its marks or scores against some standard or benchmark.

4.3 Why are feedback skills important?

Feedback is valuable information that will be used to make important decisions. it is very helpful as by creating a clear and honest communication flow during any kind of teamwork, it saves you the time of correcting someone's work, reduces errors caused by miscommunication to a minimum, and prevents regrets of those who feel like they failed. Effective feedback has benefits for the giver, the receiver, and the wider organization.

1. It keeps everyone on track.

- It can be the key to keep improving. Continued feedback is important across the entire organization in order to remain aligned to goals, create strategies, develop products and services improvements, improve relationships, and much more.

2. It helps to avoid major mistakes.

- Effective and continued feedback also can help to reduce errors and also save the time of correcting someone's work.

3. It helps in forming better relationships.

- Feedback promotes honesty and trust. It often involves criticism, which is something most people aren't comfortable with. But when given in the right way, it can help them evolve. It helps to create a friendly work environment.

4. Constructive feedback motivates people.

- Positive feedback is another word for praise and express appreciation to inspire greater positive feeling and commitment to perform better.

5. It promotes personal and professional growth.

- Giving feedback provides positive criticism and allows to see what everyone can change to improve their focus and results. It brings people together and creates a healthy communication flow.

6. Effective and constructive feedback can improve performance.

- Constructive feedback or criticism can help to formulate better decisions to improve and increase performance. Giving feedback is a supportive act intended to deal with under-performance in a constructive way and to develop performance to a higher level.

4.4 Benefits of good feedback

Improves Performance

Feedback provides a clear expectation of performance which helps to improve performance more quickly aligning it with business objectives.

Encourage personal development

Honest and reliable feedback is necessary to test one's perceptions, recognize overlooked strengths, and expose perceptual blind-spots.

Increases Sales

Their on-going relationships with guests and clients contribute to loyalty and increased sales for your organization.

Decreases Costs

Providing regular and timely feedback helps new and existing team members course correct thus avoiding additional investments in finding a replacement.

Increase self awareness

Self-awareness means understanding your personality, including your strengths, weaknesses, beliefs, motivations, thoughts,

Improves Retention

Effective feedback contributes to their development and potential advancement.



4.5 How to provide effective feedback in the workplace

How to provide effective feedback in the workplace

Employee feedback is an incredibly powerful tool. If offered properly, it has the ability to grow and develop the people of your organization, improve the levels of trust and communication, and strengthen bonds between employees and managers.

1 Focus on the issue

proper constructive criticism should always focus on the situation or issue caused by the person, rather than focusing on the person's character.

2 Be sincere

State about the issue, and pay attention on tone of voice and body language so that the person not only hears your sincerity but feels it too.

3 Be specific

Give specific feedback focused on one issue rather than addressing multiple incidents at once.

4 Allow a response

Good feedback operates best as a two-way street. Let the receiver respond to your feedback and allow them to ask follow up questions.

5 Recommend a solution

Once the individual has had a chance to respond, offer up specific examples of the next steps they can take to solve the issue.

6 Provide a summary

To end the feedback session, give the individual a brief summary of the discussion in order to make sure they properly received the message.



Figure 4.2: Step by step on how to give feedback to employees

4.6 Conclusion

Feedback skills is a communication skills used to create positive change in the workplace by giving individuals specific suggestions to improve their work habits. It specifically focuses on providing feedback that comes from a place of clear good intentions. If the recipient knows you are on their side, you'll be better able to avoid misinterpretation. If offered properly, it has the ability to grow and develop the people of your organization, improve the levels of trust and communication, and strengthen bonds between employees and managers.

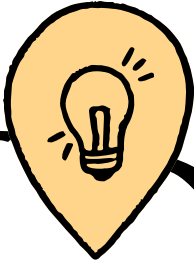


EXERCISES 4.1




What are some examples of feedback you ever used or heard? Share about it.

EXERCISES 4.2

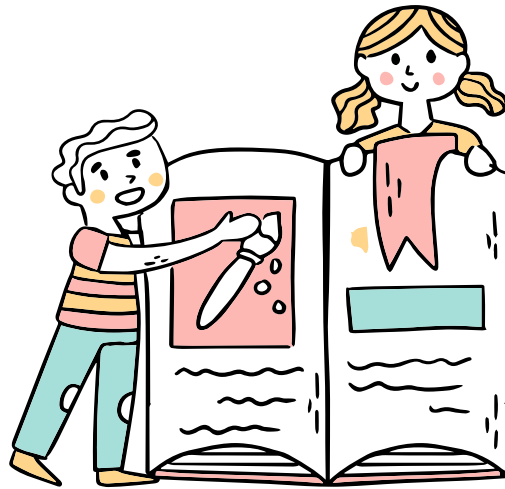


Choose your smiley face scale based on the last restaurant you visited or dine in as your feedback.



A horizontal row of five circular smiley faces. From left to right: a red face with a downward-curving mouth and furrowed brows; an orange face with a downward-curving mouth and neutral eyes; a yellow face with a straight horizontal line for a mouth and neutral eyes; a light green face with a slight upward-curving mouth and neutral eyes; and a dark green face with a wide upward-curving mouth and neutral eyes.

TUTORIAL 4

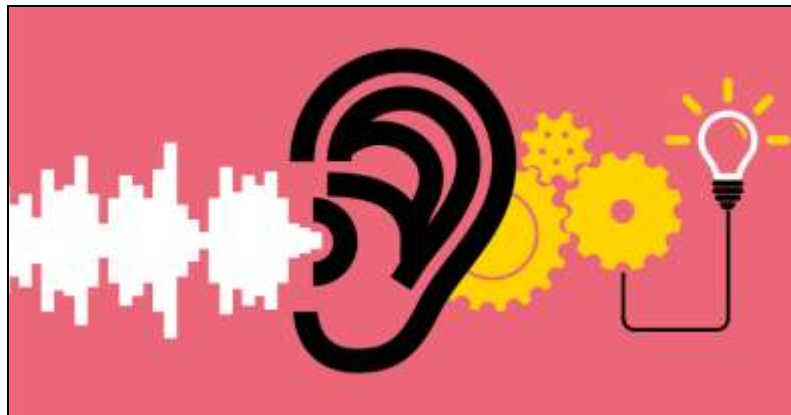


Divide the group into teams of two to three people.
Give the group examples of acceptable and unacceptable feedback behaviour, and encourage everyone to offer a suggestion for the criteria list.

5.0 Listening Skills

5.1 Introduction

Listening is the ability to accurately receive and interpret messages in the communication process. Listening is key to all effective communication, without the ability to listen effectively messages are easily misunderstood. As a result, communication breaks down and the sender of the message can easily become frustrated or irritated.



Listening is so important that many top employers provide listening skills training for their employees. This is not surprising when you consider that good listening skills can lead to better customer satisfaction, greater productivity with fewer mistakes, and increased sharing of information that in turn can lead to more creative and innovative work.



Effective listening is a skill that underpins all positive human relationships.

Spend some time thinking about and developing your listening skills – they are the building blocks of success.

5.2 Process of listening

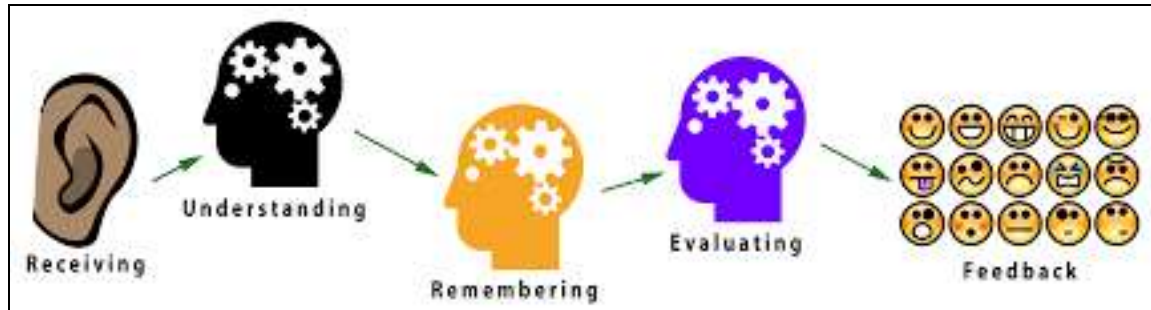


Figure 5.1: The listening process



5.3 Important of good listening skills

Effective listening is a skill that is frequently undervalued in our society. Good communication skills require both effective speaking and listening. By being an attentive listener, you can understand more and improve relationships. Listening plays an integral part of communicating and the differences from actively listening can be seen in multiple facets of our lives and development. Active listening helps to:

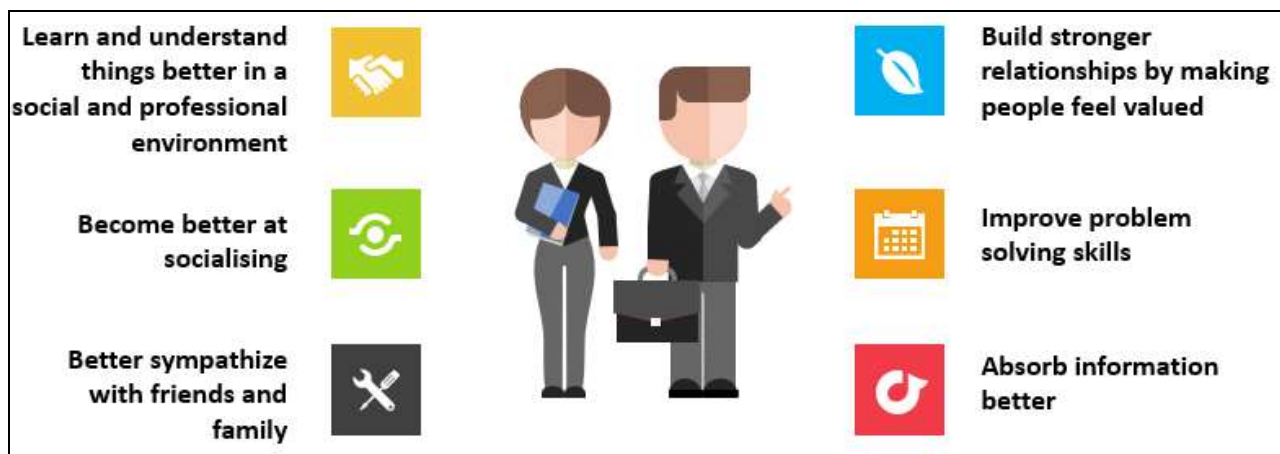


Figure 5.2: Importance of good listening

5.4 Types of listening skills

Listening skills can be developed, but it takes practice. Whether you're interested in improving your networking, landing a new client, or connecting better with your family, strong listening skills can help. Below are just a few effective listening styles. Understanding these types of listening will help you increase your listening accuracy and reduce the opportunity for misunderstanding.

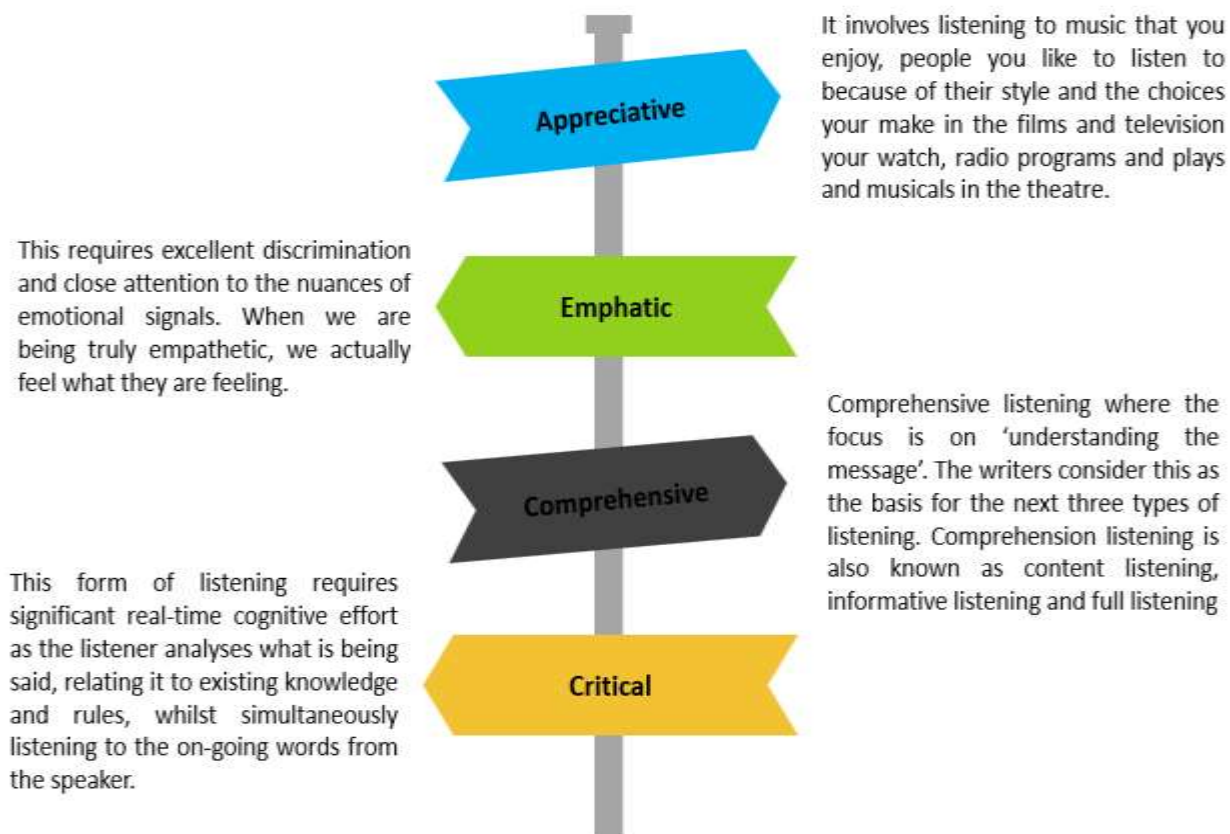


Figure 5.3: The types of listening

5.5 How to improve listening skills

Listening skills are a crucial component of effective communication. When you listen carefully, you may enhance your relationships, make better judgments, and achieve quicker agreements with others. Effective communication necessitates the use of both listening and speaking abilities. Most professions in a variety of industries place a premium on effective communication. To effectively utilize your communication abilities in the job and beyond, you may need to consider strengthening your listening skills. We'll go through why listening skills are crucial and how to develop them with this 10-step approach to effective listening in this post.

1. Maintain eye contact with the speaker.

- When you are listening to someone talk, make an eye contact, you should avoid looking out a window, texting or scrolling through your phone, or scanning a computer screen.

2. Visualize what the speaker is saying.

- Try to conjure up mental images of what the speaker is talking about while you are listening to help retain information.

3. Limit judgments.

- Listen without criticizing the speaker in your mind while they talk. Even if the message causes you agitation or alarm, try to avoid thinking about negative or judgmental comments because this compromises your ability to listen.

4. Don't interrupt.

- If someone is delivering their message slowly, try to cultivate patience and wait for them to finish before trying to rush them along by guessing the next thing they are going to say or replying before they have finished talking.

5. Wait for a pause to ask questions.

- You may not understand everything someone says to you. It is best to wait until they pause to ask them to back up and provide clarification for the topic or phrase you misunderstood.

6. Ask clarifying questions

- Asking clarifying questions helps to keep the conversation on topic.

7. Empathize with the speaker.

- Empathizing with the speaker takes concentration and expends energy, but it allows for open communication and establishes relationships.

8. Pay attention to nonverbal cues.

- Listening also includes paying attention to nonverbal cues. It helps you to make inferences based on what a person actually means when they are talking to you.

9. Provide the speaker with feedback.

- Give some feedback either verbal or nonverbal. The goal is to send signals to the speaker so they know that you are actively listening

10. Practice listening.

- You can practice listening by being aware of what you do when someone is talking to you.










Ten Tips to Improve YOUR Listening Skills				
Tip 1  Stay Focused	Tip 2  Detect Emotions	Tip 3  Ask Questions	Tip 4  Don't Interrupt	Tip 5  Don't Pre-Empt
Tip 6  Recap Key Facts	Tip 7  Pen and Paper at The Ready	Tip 8  Say it Again	Tip 9  Watch the Stereotypes	Tip 10  Be Aware of Listening Barriers

Figure 5.4: Tips to improve listening skills

5.6 Benefits of effective listening

Listening is a talent that not only benefits and serves others, but it also prepares us to be more compassionate, patient, and caring individuals. It frees us from our inclination toward self-absorption and self-interest, allowing us to feel genuinely connected to the world around us. When we listen, we get fresh perspectives, insights, and understanding while also fostering connections that build trust and respect.

Being able to listen attentively is a crucial ability for good communication. Learning the integrated set of skills and strategies will give you the ability to establish good relationships with people, manage stress in the present moment, and improve the ability to recognize and comprehend your own and others' emotions.



We listen to for a number of reasons:

- By listening, we are learning about people, and we develop understanding of those we listen to. It dispels our initial judgements and opens up opportunities to rid ourselves of bias and bigotry.
- We listen because we enjoy being with friends, family. We genuinely want to know what is happening in their lives, and we genuinely care about their well-being.
- By listening, we connect with people at a deeper, more meaningful level. They reveal themselves to us, show us their vulnerabilities, their hopes and fears, joys and excitements in life.



Listening makes us human. It opens us up mentally and emotionally to other people, and makes us sympathetic and empathetic to their concerns and worries. While listening skills can be taught, it is not for no reason that counsellors typically are already innately good listeners. Counselling combines the ability to listen, connect, and understand people, and often you may discover more about yourself as well. Here are several benefits of being an active listener:



Figure 5.5: The benefits of good listening skills

5.7 Conclusion

Communication is more vital than ever in today's high-tech, high-speed, high-stress society, but we seem to spend less and less time truly listening to one another. Genuine listening has become a precious commodity—a gift of time. It aids in the development of relationships, the resolution of issues, the assurance of understanding, the resolution of conflicts, and the improvement of accuracy. Effective listening at work means fewer mistakes and less time spent. It aids in the development of resourceful, self-reliant children who can solve their own difficulties at home. Friendships and careers are strengthened through listening.



EXERCISE 5.1

Listen for the word activity

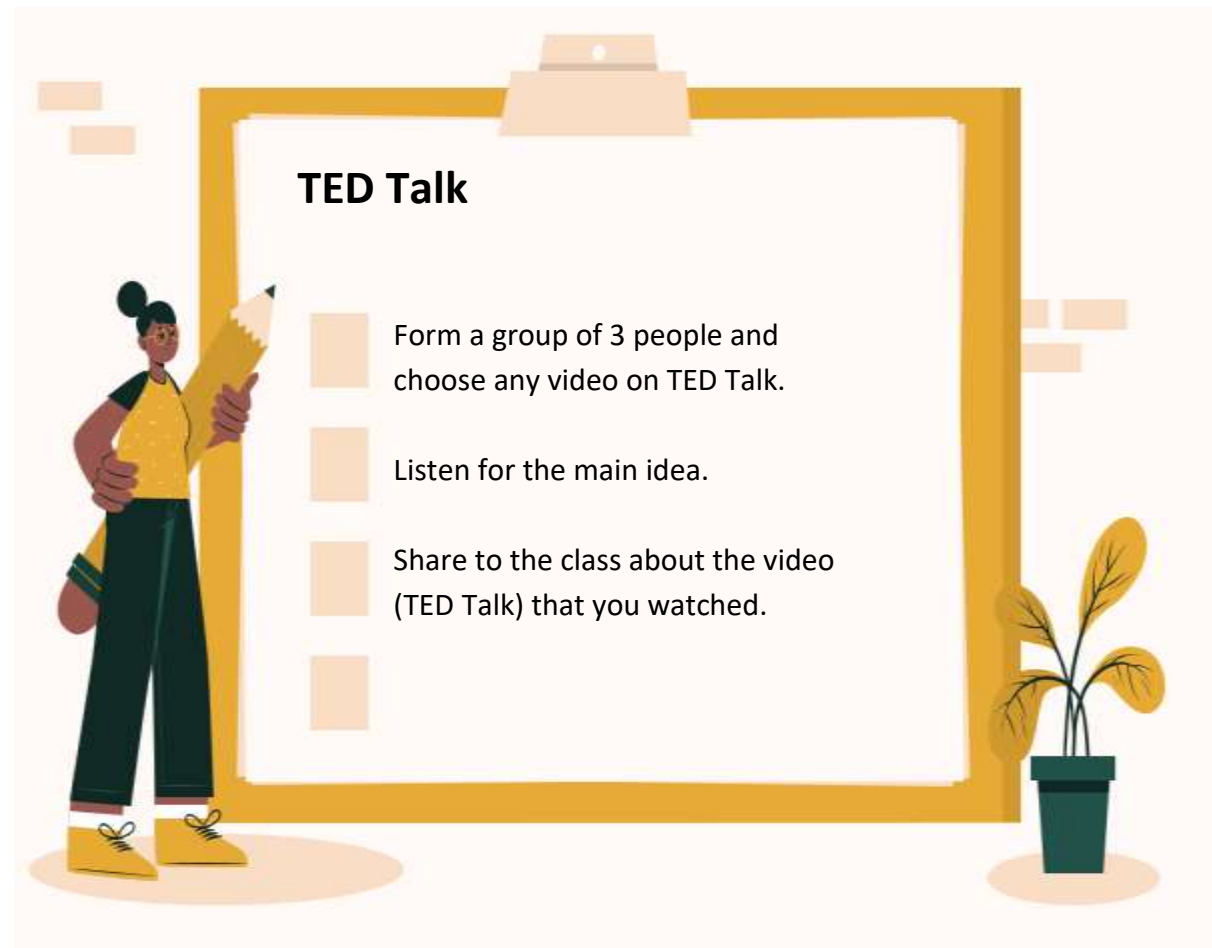
Write down the lyric for your favorite song, check them again with the correct and full lyric once you finished.

EXERCISE 5.2

How Many Things Did You Hear?

This is a variation on the previous game and involves listening as well as memorizing. Close your eyes and put a timer on your phone for 30 seconds. Listen carefully and try to remember all the things that you heard – in order if possible.

TUTORIAL 5



6.0 Information management skills

6.1 Introduction

Information management is a cycle of processes that support the organization's learning activities: identifying information needs, acquiring information, organizing and storing information, developing information products and services, distributing information, and using information (Choo, 1995).

Electronic and physical information are both included in information as we know it today. The organizational structure must be capable of handling this information throughout its lifespan, independent of source or format (data, paper documents, electronic documents, audio, video, etc.), for distribution via numerous channels such as mobile phones and online interfaces.



In a nutshell, information management skills are about making sure that the right people have the right information at the right time. But there's a lot that goes into making that happen: Data needs to be processed, contextualized, tagged, and analyzed in order to become useful information. This article discusses information management in a business environment and its background, reviews best practices, and examines how raw data becomes information.

The gathering and administration of information from one or more sources, as well as the delivery of that information to one or more audiences, is known as information management

(IM). Those with a stake in or a right to that information are occasionally involved. The organization of and control over the structure, processing, and transmission of information is referred to as management.

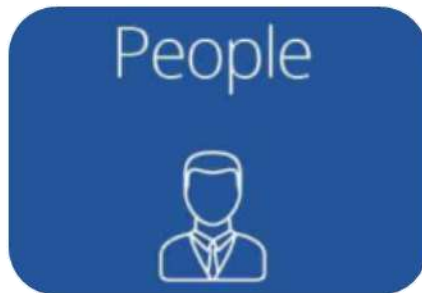
Information management determines how people and organizations work with this information. This means weighing up the practicalities of how to handle it, as well as taking into account the ethical considerations of managing what is at times sensitive and private information. Information management is an organization's responsibility, and needs to be considered not only by the most senior levels of management, but by employees at every position in the company.

Information management determines how people and organizations work with information. An organization needs to weigh up the practicalities of how to tackle the information and take into account any ethical consideration needed for private or sensitive information.



6.2 The component in information management skills

Information management also includes data management and its associated activities. Data management is the development and implementation of tools and policies that allow data to progress from stage to stage during its lifecycle. Information management has four main components.



Not only those involved in IM, but also the creators and users of data and information.



What the rest of the components use.



The rules that determine who has access to what, steps for how to store and secure information must be stored and secured, and timeframes for archiving or deleting.



The physical items (computers, filing cabinets, etc.) that store data and information, and any software used.

6.3 The benefits of information management skills

Information management skills is about ensuring that information is available to the right person, in the right format at the right time. This might be a time-consuming procedure. Information governance, information asset management, information security, records management, and information access and usage management are only a few of the areas involved. Here are some of the benefits that an organization will get if they adapt an effective information management skill.

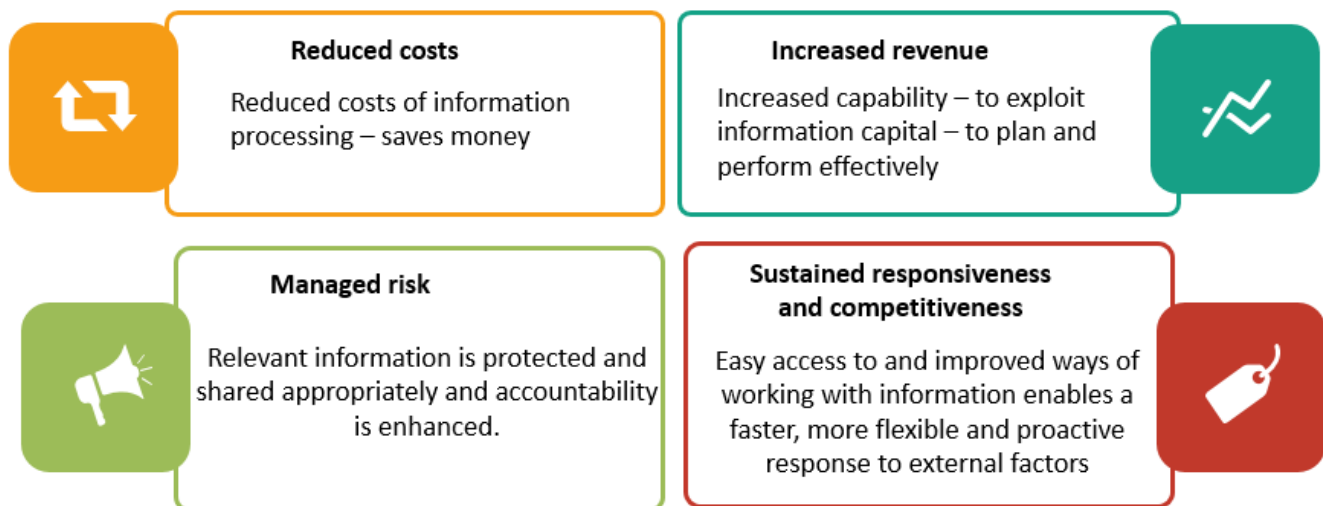


Figure 6.1: The benefits of effective information management skills



6.4 Information management skills challenges

Many organizations, both public and commercial, are focusing on improving their information management processes. A variety of causes are driving this, including the need to increase the efficiency of company operations, compliance laws, and the desire to provide new services. Nowadays, organizations are confronted with many information management problems and issues. In many ways, the growth of electronic information (rather than information on paper) has only worsened these issues over the last decade or two. Common information management problems include:

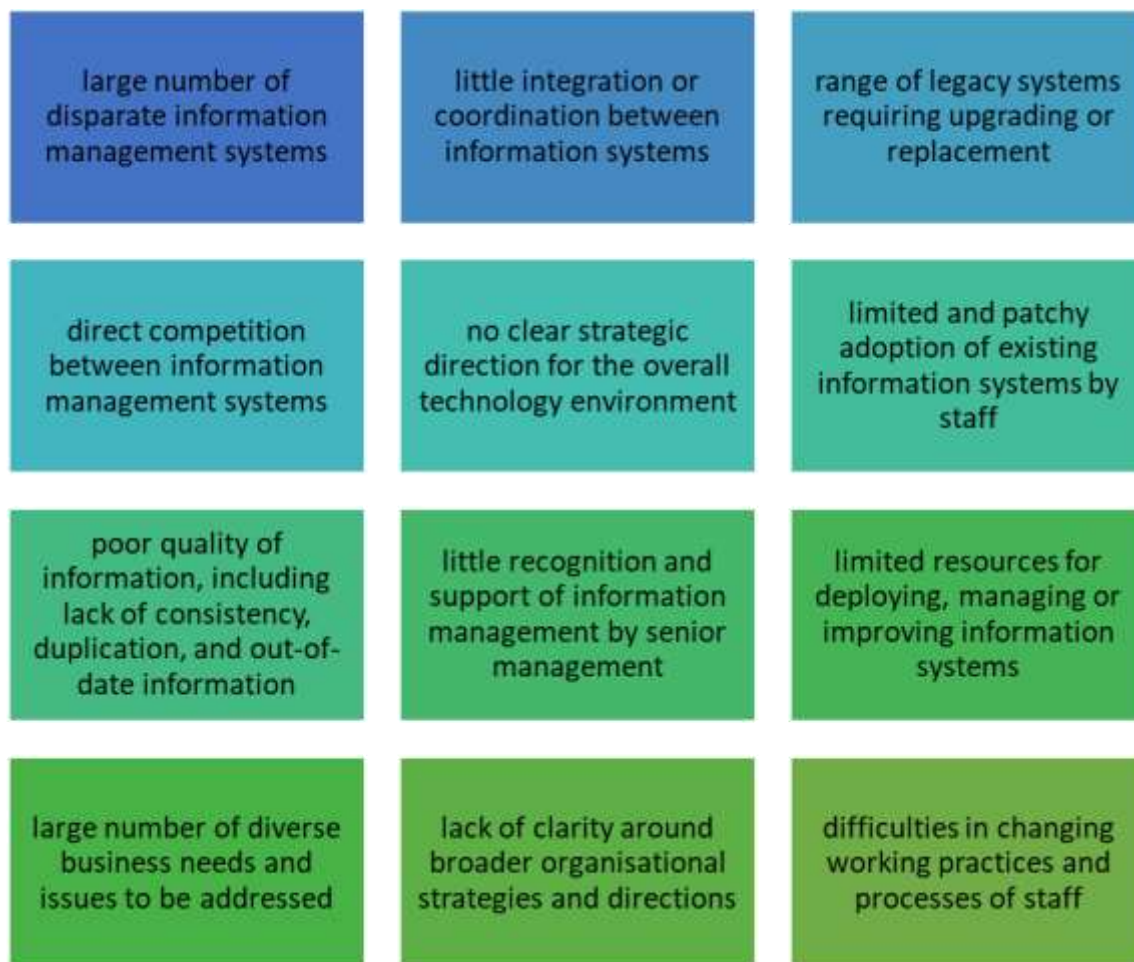


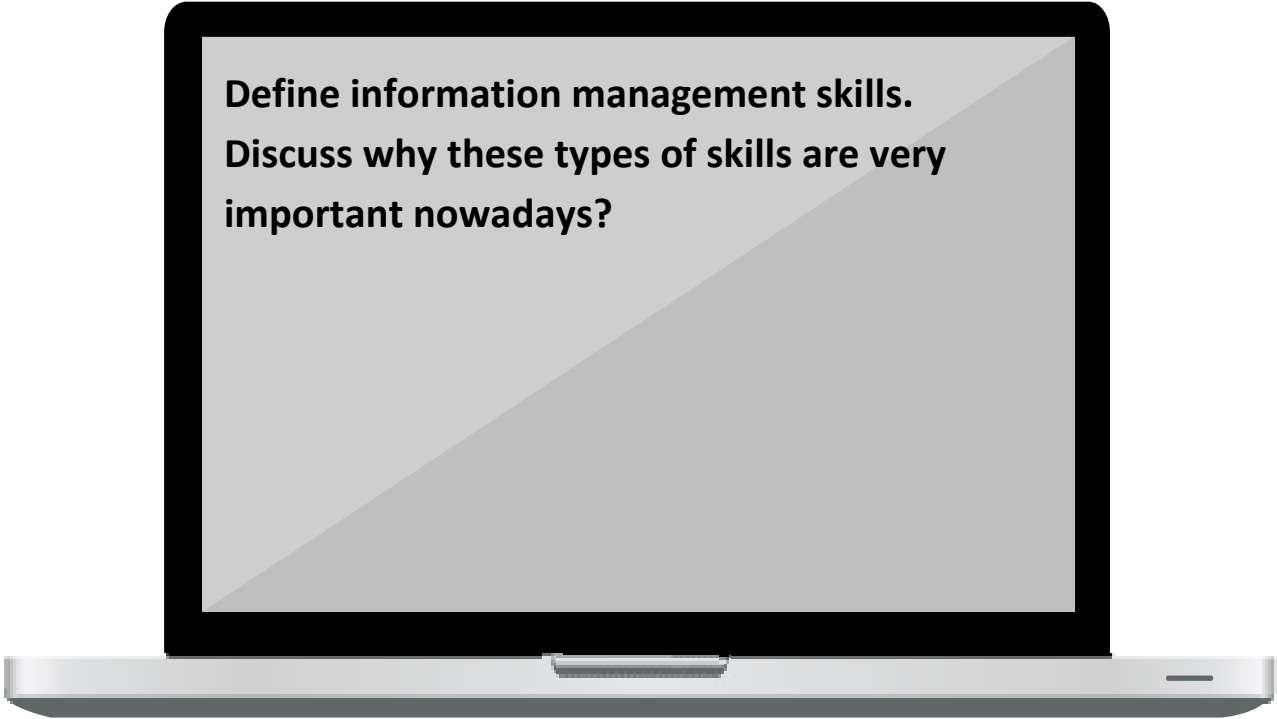
Figure 6.2: The examples of information management skills challenges

6.5 Conclusion

Information management is the important key component in any business or organization. It helps dictate how businesses form strategies, and implement processes based on them. It is at the heart of business growth, which is why so much effort and resources are pumped into it developing efficient information management systems, and qualified professionals to help implement them. For businesses, improving efficiency and gaining a competitive advantage, means increasing profits!

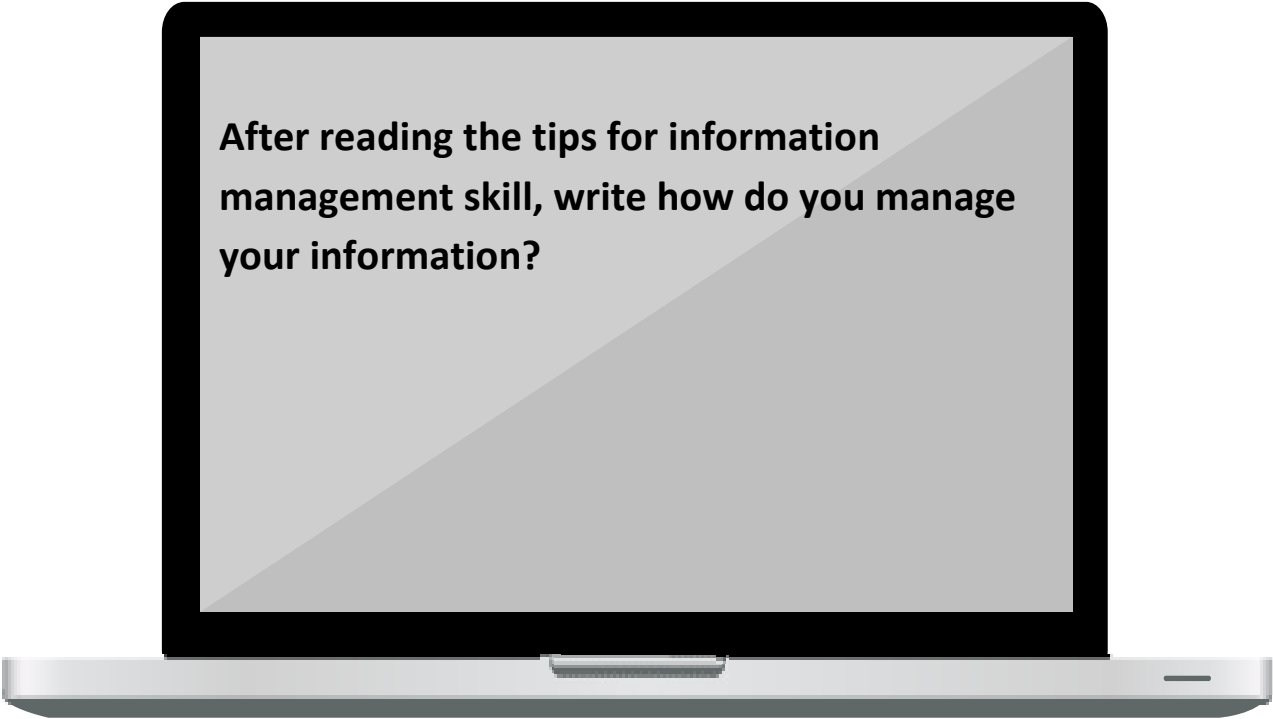


EXERCISES 6.1

A stylized illustration of a laptop with a silver body and a black bezel. The screen is light gray and displays the exercise text in a bold, black, sans-serif font. The text is left-aligned and occupies the upper half of the screen. The laptop is shown from a slightly elevated front perspective.

**Define information management skills.
Discuss why these types of skills are very
important nowadays?**

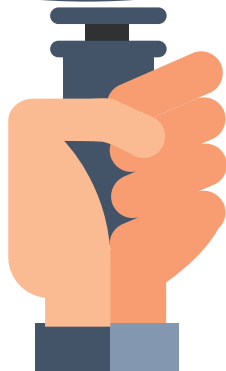
EXERCISES 6.2

A stylized illustration of a laptop with a silver body and a black bezel. The screen is light gray with a diagonal line from the bottom-left corner to the top-right corner. The text is positioned in the upper-left area of the screen.

After reading the tips for information management skill, write how do you manage your information?

TUTORIAL 6

Describe why information management is needed in an organization? Why is information management important?



ANSWER SCHEME:

Answer Topic 1

Answer 1.1

Verbal communication

- is communication between two or more people in the form of spoken or written words.
- -This includes spoken words, written messages and sign language etc.

Non-verbal communication

- is where no sound or noises is involved but the actions are still understood.
People can tell how you feel through your body language and actions you make.
- Also sign language is used to communicate between two different people.
- Facial expressions are non-verbal communications.
Eg; sad face showing you're sad or upset.

Answer 1.1

- Fear, not ready, trauma, miscommunication and others.
- With suitable example.

Answer Topic 2

Answer 2.1

- Set your goals
- Show some passion
- Use personal stories
- Add some humour
- Include take-home points
- Ask questions
- Be prepared
- Practise – then practise again

Any suitable example acceptable.

Answer 2.2

- Pay attention to the audience
- Make sure the audience understands it.
- Adapt to the audience.
- Pay attention to the interests of the audience.
- Ensure the audience's level of understanding.
- Pay attention to the audience.

Any suitable example acceptable.

Answer Topic 3

Answer 3.1

- Win over your crowd
- Motivates others
- Inform peoples
- Better relationship

Any suitable example acceptable.

Answer 3.2

Techniques for building rapport include:

- **Remember people's names.** Make it a point to remember peoples' names and faces, as this shows attentiveness and an interest in who they are. Remembering people builds trust, paving the way for open dialogue and good communication.
- **Find common ground.** Relating to another person by identifying a shared experience, trait, or opinion is a good way to find common ground. This type of empathy is an important tool for connecting with another individual, as it demonstrates an understanding of their feelings and past experiences.
- **Actively listen.** Active listening means giving your full attention to someone who is speaking. It's an important communication skill, as it encourages openness and honesty. If someone feels like you are hearing them, they will likely listen to you in return, which can establish a good relationship and build great rapport.
- **Ask questions.** When you ask follow-up questions during a conversation, you demonstrate interest in the speaker's point of view. This reveals that you're listening closely and want to know more. Asking questions can eliminate uncomfortable small talk and help you get into more meaningful conversations.

- **Mind your body language.** Nonverbal communication is central to building rapport. Pay attention to your nonverbal cues and mannerisms—body posture, eye contact, facial expressions. When someone is speaking to you, face them, make comfortable eye contact, and mirror their expressions as they speak. This shows that you are tuned in to their feelings. Be wary of body language that signals disinterest; looking at your phone or the clock can indicate that you have no authentic interest in the person who is speaking to you, which can be detrimental to both personal and working relationships.
- **Reserve judgment.** Good rapport develops when someone understands that they can share their feelings and ideas without fear of judgment. When your friends, family, or co-workers are speaking, withhold your criticism and only share advice or information if they request it. When you do offer critique, emphasize positivity and facilitate openness.

Answer Topic 4

Answer 4.1

Positive feedback is a form of evaluation that focuses on an employee's strengths, talents and accomplishments. When you provide positive feedback, you are telling your team members what they're doing correctly and should continue to do.

- Example 1: Good in manage times
- Example 2: study last minute
- Example 3: submitting high-quality work
- Example 4: needs a boost in morale

Negative feedback is the opposite, as it focuses on what they did wrong or need to improve.

- Example 1: study last minute
- Example 2: could not solve problems
- Example 3: submitting low-quality work
- Example 4: needs a boost in morale

Several positive example for employee's feedback.

- Example 1: Employee finished a difficult assignment
- Example 2: Employee helps their coworker
- Example 3: Employee does additional tasks outside of their role
- Example 4: Employee handles a conflict well
- Example 5: Employee meets their goals

Any suitable example acceptable.

Answer 4.2



Choose any emoji.

Answer Topic 5

Answer 5.1

Any lyric for your favorite song.

Answer 5.2

Remember all the things that you heard in 30 seconds.

Answer Topic 6

Answer 6.1

Information management is a cycle of processes that support the organization's learning activities: identifying information needs, acquiring information, organizing and storing information, developing information products and services, distributing information, and using information.

+ Explanation and examples.

Any suitable example acceptable.

Answer 6.2

- Factor reference from action.
- Create lists.
- Create collections.
- Put things where you look for them.
- Keep things flat.
- Organize long lists or folders using A-Z.
- Archive old things.
- Bubble up key things to the top.
- Know whether you're optimizing for storing or retrieving.
- Create views.

Any suitable example acceptable.

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TERBITAN



**Effective Communication Is The Best
Way To Solve Problems.**

~Bradford Winters

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