



EFFECTIVE COMMUNICATION IN THE WORKPLACE

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What is Communication?

The English word 'communication' is derived from the Latin communis, which means common sense. The word communication means sharing the same ideas. In other words, the transmission and interaction of facts, ideas, opinions, feelings or attitudes. (vedantu.com)



The Communication Process



Types of Communication

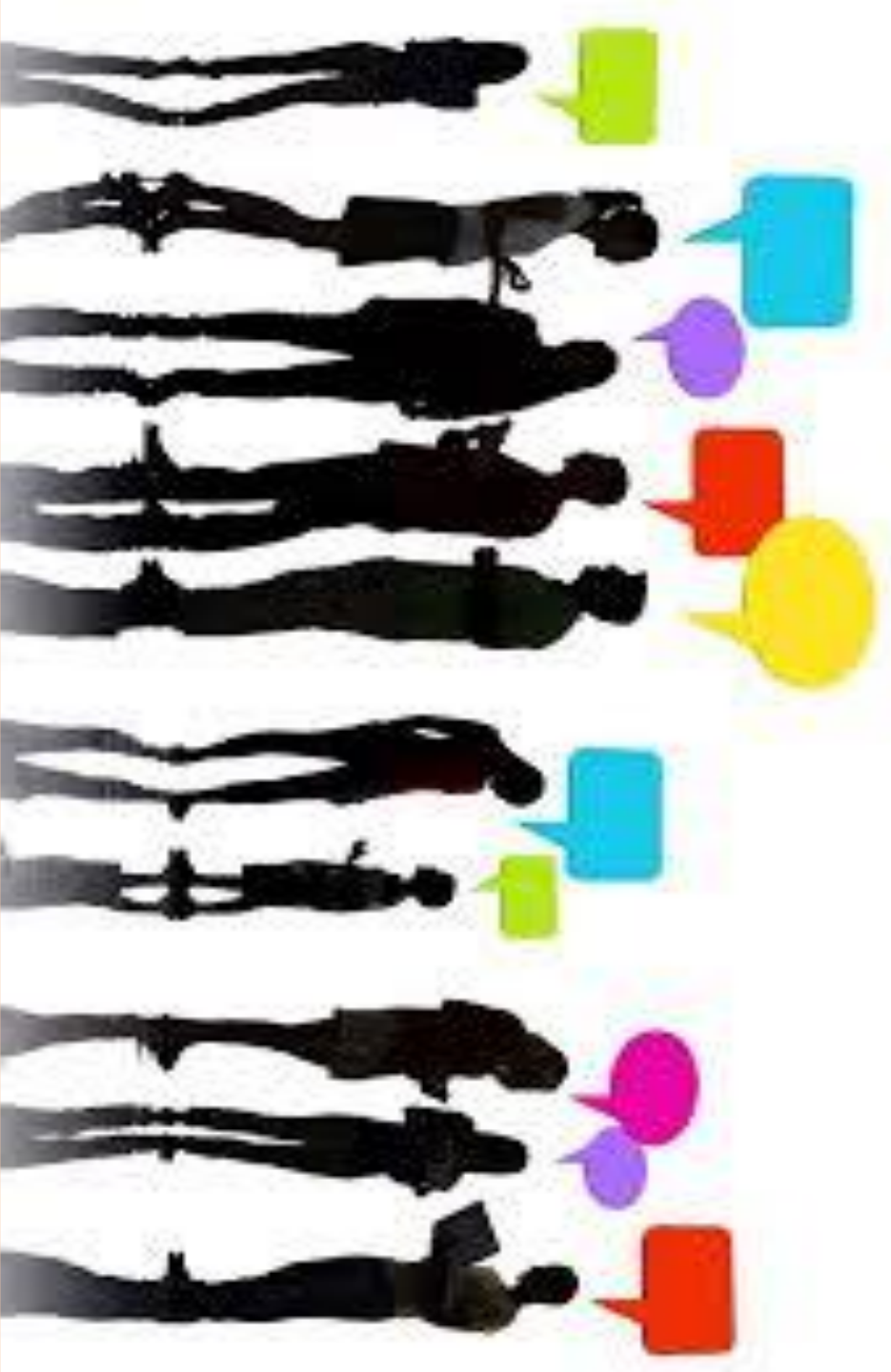
★ Verbal Communication

Verbal communication is the use of language to convey information orally. It includes spoken words, conversations and written language.

★ Non-verbal communication

Non-verbal occurs with signs, symbols, colors, touches, body or facial features. It makes use of body language and facial expressions to convey information to others.

For example, you may have a smile on your face when you hear an idea or a piece of interesting or exciting information. Open communication is helpful when you are trying to understand the thoughts and feelings of others.



Modes of Communication

- Formal Communication

Formal Communication refers to communication that takes place through legal channels in an organization. That kind of communication takes place between managers or employees of the same class or between high and low and vice versa. It may be oral or written but a complete record of that communication is kept in the organization.

- Informal Communication

Informal communication is defined as any communication that occurs outside of the official channels of communication. Informal communication is often referred to as the 'vine' as it spreads throughout the organization and on all sides regardless of the level of authority.

Effective Communication

- Effective communication is the process of exchanging ideas, thoughts, opinions, knowledge, and data so that the message is received and understood with clarity and purpose. When we communicate effectively, both the sender and receiver feel satisfied.
- For communication to be effective, it must be **clear, correct, complete, concise, and compassionate**. These are the **5 C's of communication**



Case Study of the Impact of Effective Communication

- While the effectiveness of communication can be difficult to measure, its impact is hard to deny. According to one study from coursera.com, surveyed companies in the United States and United Kingdom with at least 100,000 employees lost \$62.4 million per year on average due to poor communication. On the flip side, companies led by effective communicators had nearly 50 percent higher total returns to shareholders over companies with less effective communicators at the helm.



Benefits of Effective Communication?

- Improved social, emotional, and mental health
- Deeper existing connections
- New bonds based on trust and transparency
- Better problem-solving and conflict resolution skills
- Benefit from enhanced creativity and innovation
- Build strong relationships and attract more opportunities for you or your organization

Barriers to Effective Communication

- **Stress and out-of-control emotion**

When you're stressed or emotionally overwhelmed, you're more likely to misread other people, send confusing or off-putting nonverbal signals, and lapse into unhealthy knee-jerk patterns of behavior.

- **Lack of focus**

You can't communicate effectively when you're multitasking. If you're checking your phone, planning what you're going to say next, or daydreaming, you're almost certain to miss nonverbal cues in the conversation. To communicate effectively, you need to avoid distractions and stay focused.

- **Inconsistent/Negative body language**

Nonverbal communication should reinforce what is being said, not contradict it. If you say one thing, but your body language says something else, your listener will likely feel that you're being dishonest. For example, you can't say “yes” while shaking your head no.

Communication in the Workplace

- Workplace communication is any type of communication you do at work about work. This includes things like communicating about individual tasks, sharing project status updates, or giving feedback to managers or employees.
- Communication in the workplace can happen face-to-face, in writing, over a video conferencing platform, or in a group meeting. It can also happen in real time or asynchronously, which happens when you're communicating about work over email, with recorded video, or in a platform like slack, microsoft teams or zoom.



What makes Workplace Communication Effective?

- Clarity

Whether you're sending a Slack message, drafting an email, or giving an off-the-cuff reply, aim to clearly communicate your message.

- Seeks to solve conflicts, not create them

The reason you're communicating is to solve a problem or promote effective collaboration on a project or task. Good communication in the workplace can bring up blockers or provide feedback—but make sure the goal is to get to a better place than where you are now.

- Goes both ways

Every instance of communication in the workplace is an exchange of information—even if one person is only communicating nonverbally.



Benefits of Effective Workplace Communication

- Boost employee engagement and belonging
- Encourage team buy-in
- Increase productivity
- Build a healthy workplace and organizational culture
- Reduce conflict
- Increase knowledge retention



Tips for more Effective Communication in the Workplace

- **Know where to communicate and what about**

Communication happens in many different forms—face-to-face, over email, via instant messages, and in work management platforms. To be most effective, make sure you're following communication guidelines and messaging about the right things in the right places.

- **Build collaboration skills**

Collaboration is the bedrock of effective teamwork. In order to build strong team collaboration skills, you need to practice open and honest communication.

- **Talk face-to-face when you can.**

The most tried-and-true way to avoid miscommunication is to talk face-to-face. Tone can be difficult to communicate through writing so ideally, you want your team member to be able to see your facial expressions and body language.

Tips for more Effective Communication in the Workplace

- **Watch your body language and tone of voice.**

Communication isn't just about what you say—it's also about how you say it. Try to relax your body language and facial expressions to avoid giving off any unintentional cues.

- **Prioritize two-way communication**

Listening is just as important to communication in the workplace as talking. Part of being a collaborative team member is listening to other people's ideas instead of just trying to put your own ideas out there.



THANK YOU FOR LISTENTING!

