

# EFFECTIVE COMMUNICATION

Part...

# Why we are here today / Exceptions

- The communication skills aid in mostly all aspects in our life from professional to personal.
- From a standpoint of any business, the good communication often is the reason of every successful transaction.
- The communication skills in business are widely used in doing networking, public speaking, business negotiation, storytelling situations.
- The great communication skills can be learned and developed in day-to day practice.

# List of topics

(as in syllabus/ theoretical part)

- What is effective communication
- How to talk in public
- Basic negotiation techniques
- Storytelling as a way of business communication
- Updating communication for „circular economy understanding“ and „circular economy storytelling“



# Learning points

(as in syllabus/ theoretical part)

- Inspire and enthuse relevant stakeholders
- Get the support needed to achieve valuable outcomes of the effective communication
- Demonstrate effective communication: speaking in public, persuasion, negotiation and storytelling.



# Main activities / structure of the session

(theoretical, practical,...)

- About 20 minutes presentation of the theoretical background.
- Answers to questions 10 min.
- Activity 1: Pitch your business idea- 60 min speaking in public workshop.
- Overview- 10 min.
- Activity 2: Negotiate your business issue- 60 min workshop.
- Overview- 10 min.
- Activity 3: Picture your smart business story- 60 min. storytelling workshop.
- Wrap-up session- 10 min.

# What are you expected to produce

(list of concrete outputs)

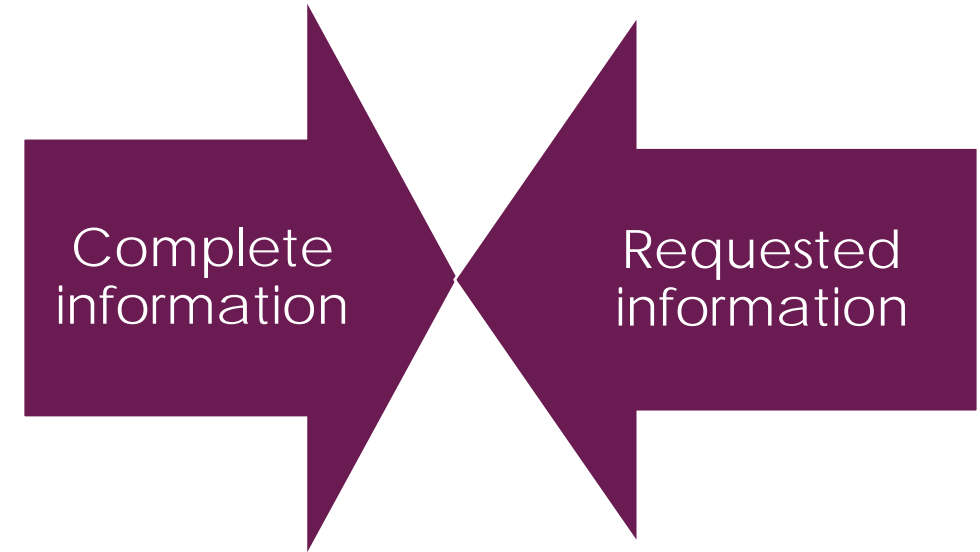
- Practical experience in public speaking
- A pitch to present your business idea
- Plan of negotiating the business issue
- The story of your smart business vision and mission



# Overview on the theoretical part

# The concept of communication

- **Effective communication** is a two-way process that involves the sending and receiving of relevant information.



- The successful process involves the **transmission** of complete information and its context to the receivers; and receiving **of required information** and its meanings from the senders in the global settings.

Bhatti, Ahsan, 2021



# The concept of communication

- Effective communication is a process of **verbal** and **non-verbal information** exchange, and it helps to exchange information and data, and to express opinions, needs, emotions, desires and fears.

Communication is not you, talking.  
Communication is much more than that.  
***It's communing, it's listening*** as much as talking,  
it's meeting the other person or the stakeholder—not in some middle that we determine, but all the way where they live. And listening to how they came to their place, until we truly, deeply understand.

Bhatti, Ahsan, 2021

Murray, D., 2021. Communication isn't helping. Why?  
[Prorhetoric.com/vital-speeches-of-the-day](https://Prorhetoric.com/vital-speeches-of-the-day)

# Effective communication with employees



[www.hrcloud.com](http://www.hrcloud.com)

The indicators of the effective communication are:

- Employee Commitment;
- Employee Participation and engagement;
- Reducing Uncertainty;
- Job Security;
- Adding Feedback.

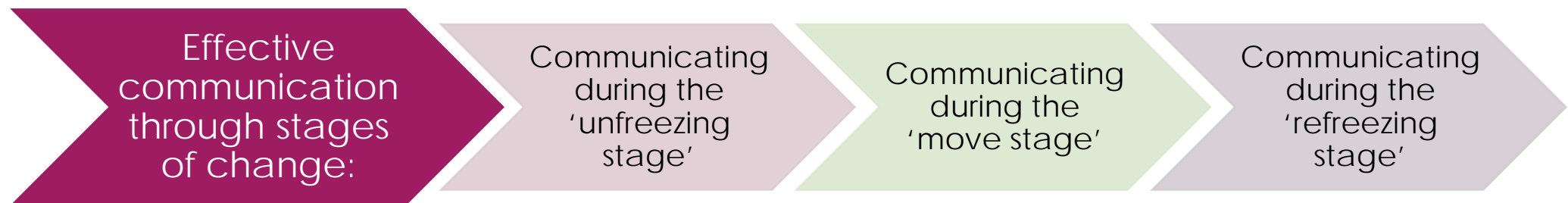
Effective communication is oriented to:

- Tackle Queries of Employees;
- Generate Community Spirit;
- Build Trust;
- Motivate Employees.

# Effective communication through organizational change

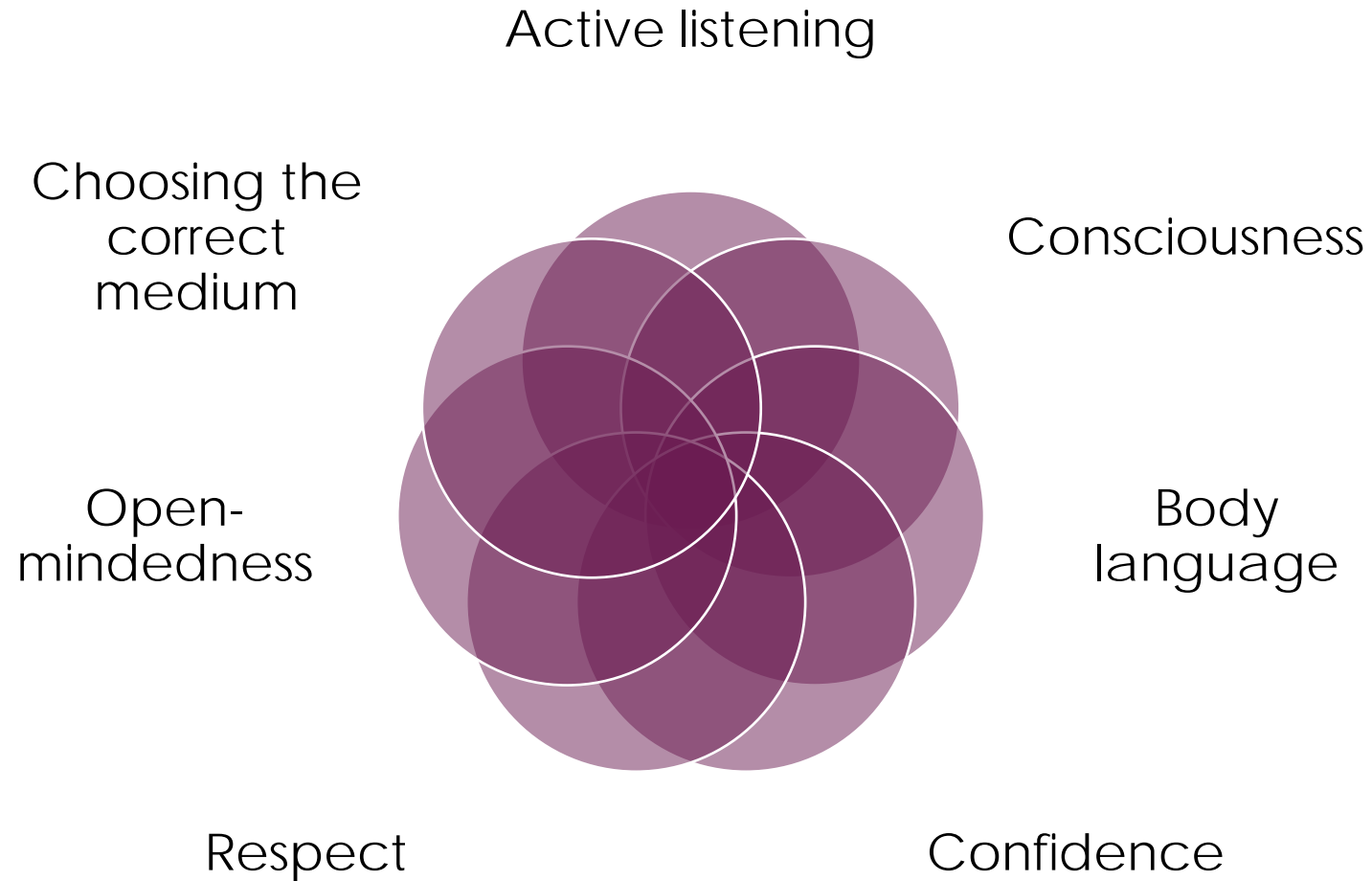
Meaningful communication should be used:

- To inform the organizational members about the change and how that change will alter the individual's work;
- to create a community which will increase commitment, trust, and identification with the organization and management;
- To inform and educate employees at all levels and motivates them to support the strategy.
- To make impact on feelings of certainty and job security.



Zareen, H. Effective communication brings successful organizational change.  
*The Business & Management Review*, 2013, Vol. 3 No. 2, p. 43-50

# The elements of effective communication



# Construct of speech

Main aspects of a speech	Tips for beginning speakers
Content	Select the topic, identify the main points to be covered, assemble facts and any other available evidence to support the main points and convey the central message to the audience.
Structure	Consider both the overall speech structure as well as the structure of the information to be delivered.
Developing the Body	The message lies in the body. Include three to five main points to support or explain the main theme of a presentation.
Developing the Introduction	A good introduction does the following: gets attention, discloses the purpose, establishes the credibility, establishes rapport, provides the speech's road map.
Developing a Strong Conclusion	It should close the loop opened by the introduction. The conclusion should review and reiterate the main points that have been covered, also touch again on the audience interests served. This motivates the audience to remember and use the information.

*Marshall H. Breeze, Rick D. Rudd, Gregory T. Gifford, and Catherine W. Shoulders, 2011*

# Tips for beginners in public speaking

- Don't compare yourself with others at the beginning.
- When speaking, focus on your message or story, not on yourself, your performance or what others might say about your speech.
- Don't be afraid of making mistakes.
- Be consistent. Find opportunities to speak regularly.
- Make efforts to step out of your comfort zone. Do set high standards for yourself as you progress.

Jia-Jones, K.K. HR Professional magazine, 2012

# The 5 stages of negotiation

Preparation: goals, trades, research, alternatives, relationships, expected outcomes, consequences, power, possible solutions

Discussion, building relationship

Clarifying goals, first offer

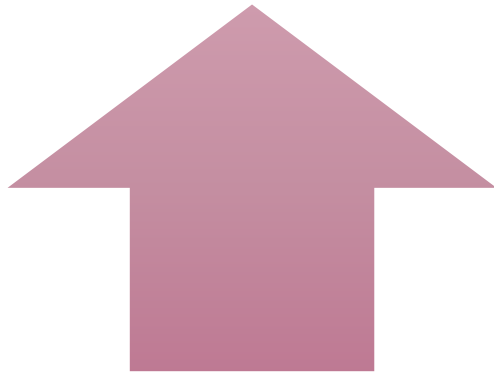
Negotiate towards a win-win outcome

Agreement

<http://live-canvas.eu/en/learning-area/full/24/6/1/stages-in-negotiation>

# Negotiation skills

**Best Alternative to a Negotiated Agreement** (BATNA) is what negotiators are left with when they fail to reach a negotiated agreement.



**Distributive Bargaining Strategy** The most common strategy to which the uninformed negotiator is accustomed is usually characterized as a win-lose or fixed pie approach. Distributive negotiators are eager to win at the other party's expense. Distributive bargaining involves negotiating with a focus on one's own position rather than the underlying issues that each party values.



**Integrative bargaining** is a win-win or expanding pie approach to negotiating. Integrative negotiators focus on the underlying issues or goals that are important to both parties, rather than on rigid positions.

Beenen, G., Barbuto, J.E.



# Storytelling for business

Stories are memorable, easy to understand, and establish a common ground with others that create credibility.

Stories help us to make sense of what we are, where we come from, and what we want to be.

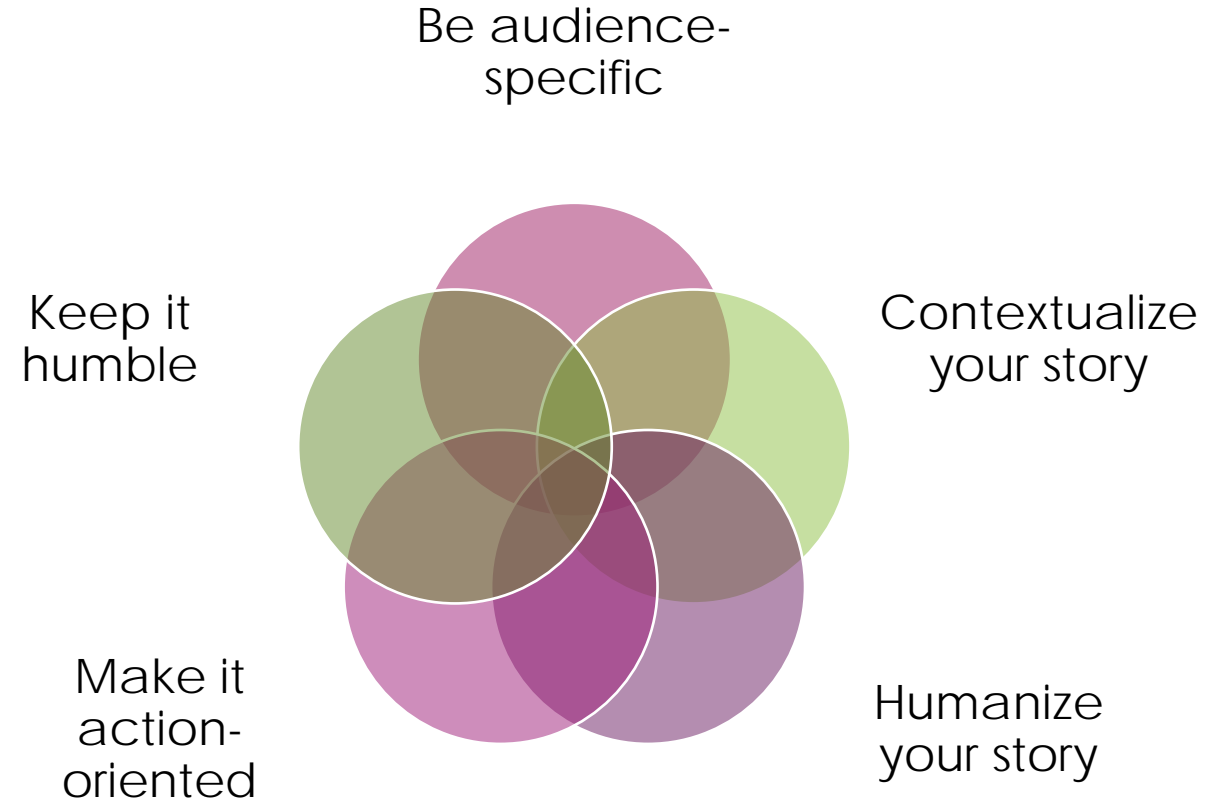
Storytelling has already been recognized as an excellent business tool in many organization areas: for introducing change, change management, communication, design management, leadership, and organizational learning.



[www.GoNarrative.com](http://www.GoNarrative.com)

# Storytelling skills

- Telling a compelling story is how you build credibility for yourself and your ideas.
- It's how you inspire an audience and lead an organization.
- Whether you need to win over a colleague, a team, an executive, a recruiter, or an entire conference audience, effective storytelling is key.



Gothelf, J. Storytelling Can Make or Break Your Leadership.  
<https://hbr.org/2020/10/storytelling-can-make-or-break-your-leadership>

# Communication for “circular economy understanding”

Corporate communication plays a dual role in sustainability:

- 1) companies inform about their sustainability performance;
- 2) corporate communication should be geared towards supporting a company's sustainability efforts.

Considerations on the content, the forms and processes of sustainable communication:

1. The sustainable design of the physical and energetic nature of the respective form of communication.
2. Communication must be about products and services whose use of resources move within social and environmental limits and which are considered to be particularly efficient.
3. The information should be designed in such a way that attracts recipients' attention towards sustainable products and services. On the social level, this requires that the recipients' attention is recognised as an increasingly scarce resource. It also means that too much information is a risk factor for mental well-being.

Bittner-Fessler, A., Weicht, J.F.. Beyond Sustainability Communication: Sustainability-integrated Corporate Communications. Journal of Strategic Innovation & Sustainability, 2020

# Principles of circular economy for marketing communication

Principles of a circular economy that are used by businesses to explore their marketing communications with customers via their

- **Longevity**- encouraging long use, or resisting obsolescence;
- **Leasing**- slowing the loop by providing access over ownership;
- **Reuse**- extended use, or postponing obsolescence through extending product life;
- **Recycling**- recovery, or reversing obsolescence through extending material life.



<https://urbact.eu/storytelling-powerful-tool-quest-circular-economy>

# Overview on the practical part

# What we will achieve today

- During the practical session we will use the few tools for practical situations in the personal life of an entrepreneur and day-to-day reality of business endeavor.
- The training methods include public speaking, negotiation, storytelling to get necessary skills of business communication.
- As an output of the module you will have a pitch to present your business idea.
- Negotiation plan to solve a business issue will be prepared.
- Your business mission to be pictured in a way of storytelling will end the practical session.

# Speaking in public

- The activity designed to gain practical skills in public speaking. As effective oral communication in business is invaluable, the session will help to practice the business pitching.
- Three stages of the activity involve: setting the purpose of a speech, constructing the outline of it and practical experimentation of speech giving in two roles: as a presenter and as a listener.
- Feedback and further recommendations will conclude the session.



# Negotiating a business issue

- This task is assigned to let the participants have the experience and management skills to negotiate various business matters.
- The method of role play game is in a center of the activity.
- During the activity the participants will get:
  - an experience of planning and managing the negotiating process;
  - understanding the role of BATNA for the negotiation success;
  - the usefulness of the agreements done using distributive and/or integrative strategy.



# Picture your smart business story

- The way of storytelling is an effective key to reach our target audience, to build credibility of business.
- The practical session includes a task of compelling valuable business story, based on the values of the business, reflecting the angles of sustainability.
- The business mission revision has a part in the activity whether it is a starting point, or the final stage of the activity.