

EFFECTIVE BUSINESS COMMUNICATION SKILLS

Build Stronger Relationships For Increased Success & Incredible Results

Workbook Edition



moxie
INSTITUTE



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- 1 SENDER** You are the sender, including your communication skills, your attitudes, your purpose, and your knowledge of the subject.
- 2 ENCODES** The timing, setting, purpose, and initial steps are under the control of the sender and are factors of encoding the message.
- 3 RECEIVER** Your encoding must consider your receiver (i.e. know your audience). Often we encode in a way that's easier for us, as senders, and forget to consider the receivers.
- 4 DECODES** How your audience perceives and understands your message. The signs, symbols, and words they use to define your message, which may or may not be the same as yours.
- 5 MESSAGE** The symbols and language you choose to create meaning.
- 6 CHANNEL** The medium used to send the message.
- 7 CONTEXT** The surrounding physical environment and the framework of related facts and events within which a communication takes place.
- 8 NOISE** Any type of disruption that interferes with the transmission or interpretation of information from the sender to the receiver. There are different types of noise, such as physical noise, psychological noise, semantic noise, and physiological noise.
- 9 FEEDBACK** Receivers are not just passive absorbers of messages. They receive the message and respond to them. This response of a receiver to a sender's message is called Feedback. This is your audience's response and it enables you to evaluate the effectiveness of your message.

CLASS OBJECTIVES

After today's session, you will:

- Understand the nine elements of the Communication Model
- Feel confident using tools to improve communication
- Increase self awareness about your communication strengths and stretches

DEFINING COMMUNICATION

What is communication?

- An interchange of thoughts or opinions through shared symbols; e.g. language, words, phrases

What is effective communication?

- Occurs when the message we intend to send is the one understood by the receiver; takes time and effort

NOTES:

1 SENDER

- The idea of a good persuasive speaker as a highly credible communicator, whereas a communicator with low credibility may cause the audience to believe the opposite of the message. This is sometimes called the boomerang effect.
- Because listeners often have a difficult time separating the message from the sender, good ideas can easily be discounted if the sender does not establish ethos via content, delivery, and structure.
- The sender might be a speaker, a writer, or someone who merely gestures.

2 ENCODES

- Focus your message
- Magnify the receiver's attention
- Remove the "fluff"
- Omit trigger words
- Use jargon and acronyms sparingly
- Listen actively

NOTES:

3 RECEIVER

- The receiver is the person for whom the message is intended or targeted.
- They try to comprehend it in the best possible manner such that the communication objective is attained
- The degree to which the receiver decodes the message depends on their knowledge of the subject matter, experience, trust and relationship with the sender.

4 DECODES

- The receiver interprets the sender's message and tries to understand it in the best possible manner.
- An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender.

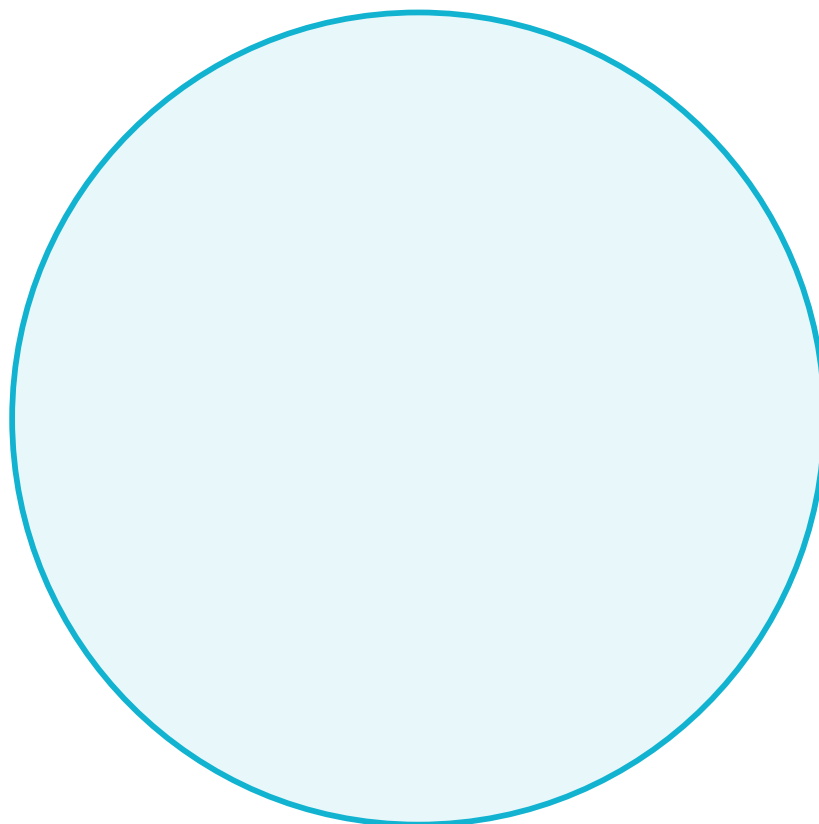
5 MESSAGE

1. The one you wanted to send
2. The one you thought you sent
3. The one you actually sent
4. The one the receiver understood

NOTES:

6 CHANNEL

- Remember that we must know our audience so that we can encode our messages in such a way that our receivers understand our intended meaning. This is effective communication.
- **Activity:** Create a pie chart by dividing the circle into the percentages representing the different types of communication and the amount of time you allot to each. Some examples include: mail, telephone, virtual, in-person, hybrid and texting.



NOTES:

7 CONTEXT

1. Physical

Actual setting.

Example: Time of day or weather.

2. Temporal

Expectations based on past experience.

Example: You went to a restaurant for lunch with friends and now you are there working alone.

3. Cultural

Values, beliefs, lifestyles, & behaviors of a group of people.

Example: Expectations based on previous experience.

4. Social Psychological

Norms of group in specific situation.

Example: Intimacy level among speakers and level of formality.

NOTES:

8 NOISE

1. Environmental

Examples: Physical noise, visual distractions, climate, Volume and message overload

2. Physiological

Examples: Pain, illness, fatigue, hunger and hearing loss

3. Intellectual

Examples: Jargon, competition, lack of training and unfamiliar content

4. Psychological

Examples: Indifference, preoccupation, fear of being ignorant, hidden agendas and bias

9 FEEDBACK

- Lets sender know if the correct message has been received.
- Both parties have the same understanding.
- This same understanding allows for good decision making.
- Feedback can be verbal and/or non-verbal.

NOTES:

ACTION PLAN

Do More Of

Do Less Of

Start Doing

Stop Doing

WE WOULD LOVE YOUR FEEDBACK!

Scan the QR code below to take our super short, super fun
(okay, maybe not super fun) survey. We promise it's under a minute!



To continue to elevate your professional skills and accelerate your career goals or to just learn more about our industry-leading training and services, you can visit our website, send us an email or give us a call!

We look forward to supporting you on your journey!



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