



# **CED 718**

## **Effective**

# **Communication**





# Communication Blueprint

Aristotle broke down communication  
into three parts

1. A Message
2. A Sender
3. A Receiver





# Communication Tools

- Effective listening
  - For both “receiver” and “sender”
  - Paying attention not only to what is being said but the body language
  - “Sender” pay attention to their audience and the unspoken signals
  - Two-way process
  - Receiver feedback helps guide sender





# Communication Tools

- Engage the Receiver
  - “What do you want?” This is the most important question in communication. We want knowledge.
  - Speaker needs to adjust to fit audience based on how they are responding, not responding.





# Communication Barriers

- Lack of common ground
  - The more we know about one another, the greater the common experience
- Lack of sincerity
  - A speaker must care about the message
  - A speaker must care about the receiver getting the message, otherwise, no point in passing it along!





# Communication Barriers

- Lack of authority
  - Speaker should know what they are talking about.  
Expert? No, but doing the homework
- Lack of clarity
  - Trying to hide part of the message or twist the truth leads to fuzziness and confusion





# Communication in a Digital Age

- How many use email?
- How many send text messages?
- How many blog or read blogs?
- Who has a Facebook account?
- Who uses Twitter?





# Communication in a Digital Age

- These are all ways to communicate
- Very few still write letters and use the telephone for actual calls
- Messages move fast and you have to be prepared for it







# Communication in a Digital Age

- Digital communication has pitfalls
  - What you write is your responsibility
  - Consider your audience
  - Exercise good judgment
  - Respect Copyrights
  - Protect personal information





# Conclusion

- Communication needs to be clear and concise
- Sender and receiver consider each other
- Communication is written, verbal and nonverbal
- Feedback is a gift





# Great Leaders Are Great Communicators

