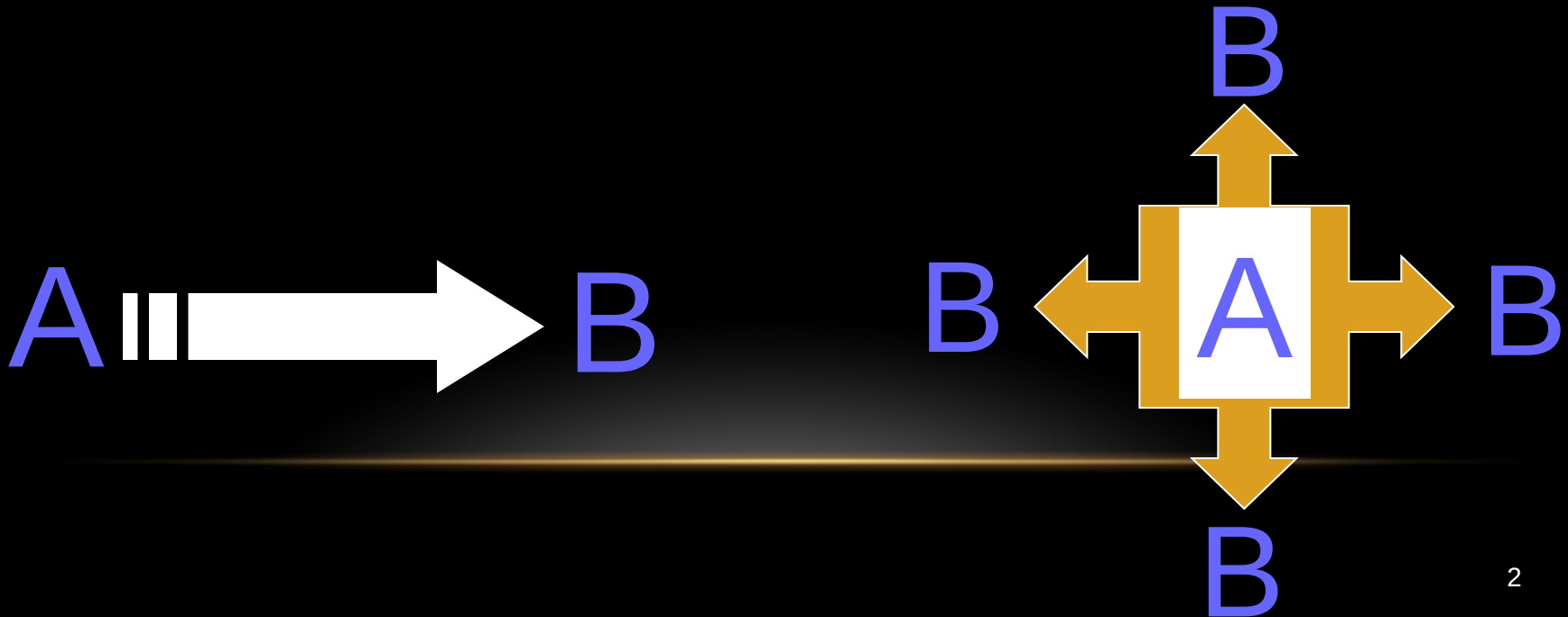


# **An Introduction to Effective Communication**

# What is Communication?

**Getting a message from A to B on time and with accuracy**



Simply put...

It is the process by  
which **information**  
is transmitted and  
received

# INFORMATION?

## 1. Knowledge

Facts

Instructions

Ideas

Suggestions

Statistics

Data

## 2. Emotions

Attitudes

Reactions

Support

Emotional Climate

Loyalty

Anxiety

# How is information is passed in an organisation?

- ☐ Face to face conversations
- ☐ Meetings
- ☐ Telephones
- ☐ E Mail
- ☐ Video conferencing
- ☐ Notice boards (including virtual ones)
- ☐ Memorandums

**FACT**

**How you  
communicate  
influences the way  
people perceive you!**

**Poor communication can give the  
impression that you...**

- ☐ lack commitment
- ☐ lack knowledge and ability
- ☐ have poor understanding
- ☐ have little respect for person you are dealing with
- ☐ lack pride in your work

**We all perceive  
things differently.**

**Is that important?**

**The way we see (perceive)  
things may be influenced  
by a number of factors...**

**DMU**  
Decision Making  
Unit

**We all have viewpoints!!**

**Positive  
Negative**

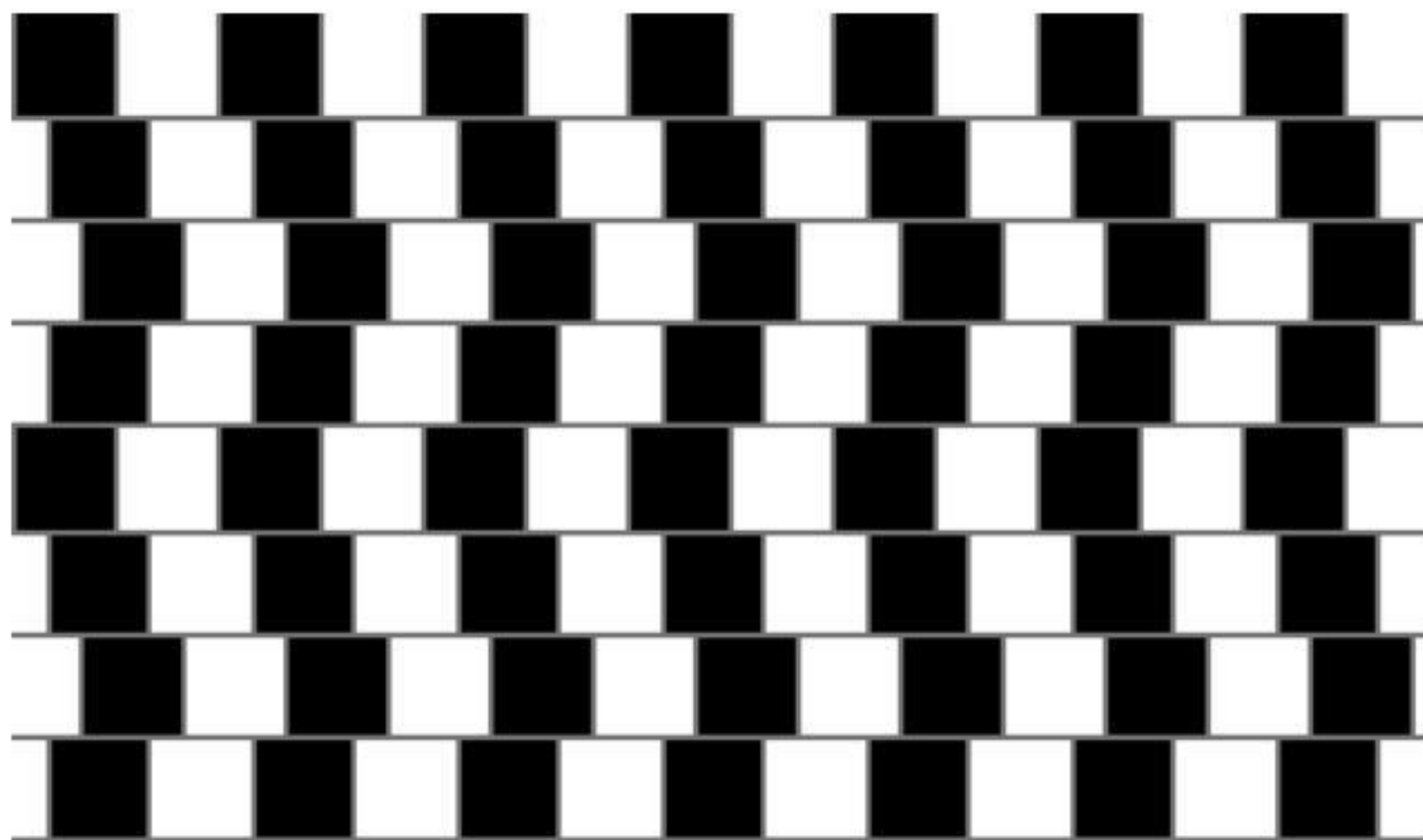
**Traditional  
Modern**

**Reactive  
Proactive**

**For  
Against**

Viewpoint  
Opinion

Inputs through senses  
and past experience



Are the horizontal lines parallel or do they slope?

# Viewpoints change over time...

