



# ***Effective Communication***

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## ***What is Communication?***

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- An act of ***effectively transmitting ideas***; imparting, telling; the exchange of ideas, messages, or information, ***by speech, signals, and writing***.
- It is a process in which a communicator transmits his stimuli ***to modify the audience's behavior***.

# Communication Goals

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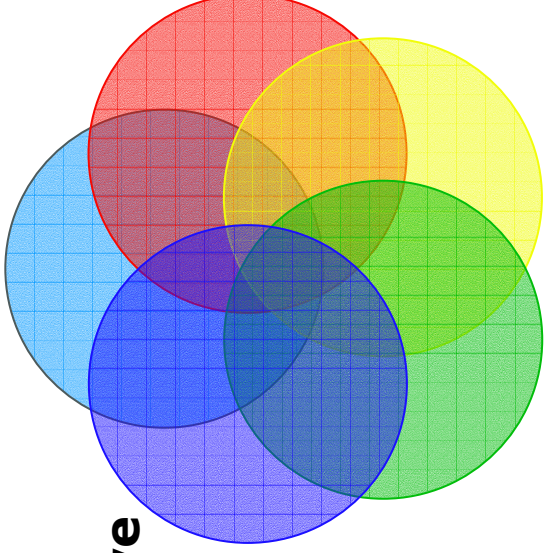
**To change behavior**

**To get and give  
Information**

**To get action**

**To persuade**

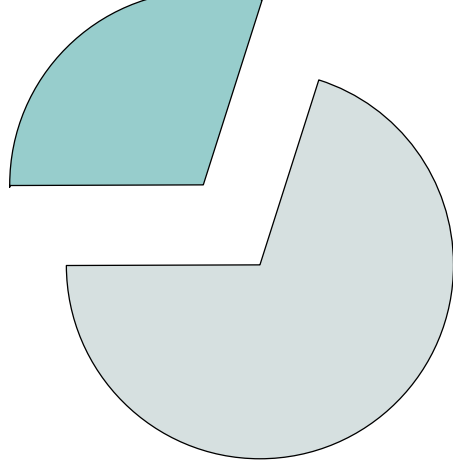
**To ensure understanding**



# Critical Success Factor for Life

The majority of your  
perceived ability comes from  
how you communicate

30% What you know



70% How you  
communicate it

Source: CGAP Direct

# Communication Rights and Responsibilities

## Rights

1. You have the right to be treated with respect.
2. You have the right to have and express your own opinions.
3. You have the right to ask for what you need in order to be effective.
4. You have the right to set reasonable limits.

## Responsibilities

1. You have the responsibility to treat others with respect.
2. You have the responsibility to listen to the opinion of others.
3. You have the responsibility to acknowledge and address the needs of others.
4. You have the responsibility to respect the limits and boundaries of others.

# Styles of Communication

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## Passive

- Accepts responsibilities.
- Extends but does not feel entitled to “rights” .

## Assertive

- Both exercises and extends “rights” and responsibilities.

## Aggressive

- ◆ Demands but does not extend “rights” .
- ◆ Does not accept responsibilities.

# ***Individual Orientation***

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**Action**

**Process**

**People**

**Ideas**



## SAY IT

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As you speak the following phrases, believe and embrace them. Visualize yourself having what you state—**possess it.**

Notice how your voice and body respond to each “I” statement:

## SAY IT

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- *I acknowledge the importance of communication.*
- *I possess good communication skills.*
- *I am always communicating my thoughts through my words, deeds, and actions.*
- *I am an effective communicator, able to express myself whenever I need to.*
- *I am exchanging and sharing words of hope, love, and success.*

## BELIEVE IT

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As you enhance your speaking and listening skills, keep in mind that **God gave you one mouth and two ears for a reason.**

Constantly talking without taking time to listen to others is not only aggravating to the speaker, but it limits you, too. **When you talk, you say only what you know; when you listen, you learn what others know.**

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Effectively being able to communicate with others is essential to your success.

From your business and career to your interpersonal relationships, you have to know **how to balance speaking and listening**, as too much of one or the other will prove to be hindrances to your communication skills.

## The next time you talk to someone, pay attention to yourself:

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Do you monopolize the conversation, barely allowing the other person to get a word in?

As the other person speaks, are you thinking of what you're going to say next, or are you paying attention to what he or she is saying?

If you normally do plan your next comment instead of quietly and carefully listening, ***you're missing the vital information*** the other person's trying to tell you ***because you're so busy trying to figure out how you're going to respond.***

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Begin to practice the fundamentals of communication by paying close attention while others are speaking.

When you actively listen and respond to others when they're speaking, ***you improve your relationship with them and gain valuable information that can help you make decisions later.***

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*“He who does not  
understand your silence will  
probably not understand  
your words.”*

— Elbert Hubbard

# *Components of Communication*

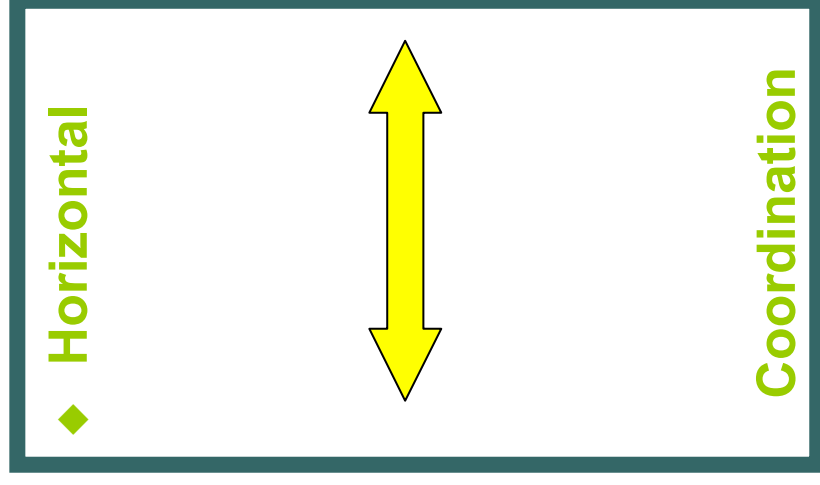
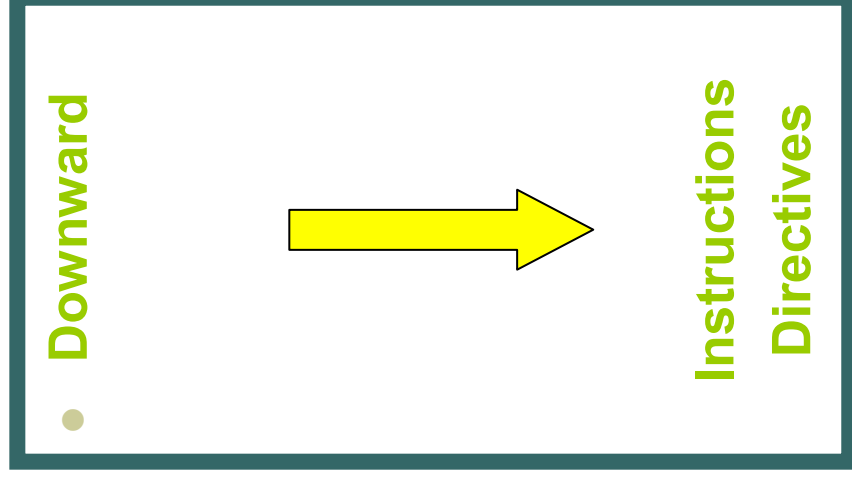
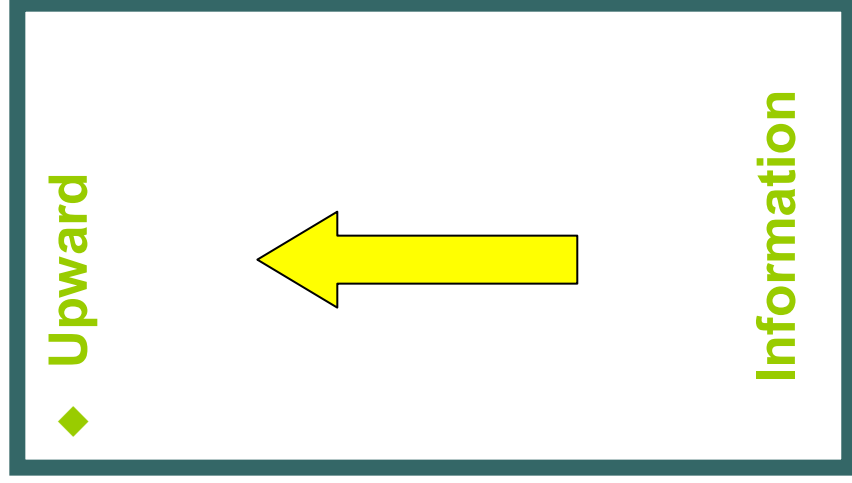
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## **COMMUNICATION CHANNEL/MEDIA**





# Organizational Communication Flow



# Vertical Communication

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- **Upward Communication**

- Consists of messages sent up the line from subordinates to bosses.
- Includes employee suggestions, reactions to organizational policies, inquiries or concerns.

- **Downward Communication**

- Flows from individuals in higher levels of the organization to those in lower levels.
- Includes meetings, official memos, policy statements, manuals, and organizational publications.

## Horizontal Communication

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- The horizontal information flow that occurs both within and between departments.
- Generally, the purpose of lateral communication is coordination and collaboration.

***Do REACH in Your  
Communication***

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**REACH**

Respectful    Emphatic    Audible    Clear    Humble

\*REACH: to understand and communicate with someone

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- **RESPECT:** sikap hormat dan menghargai lawan bicara (termasuk cara anda berpakaian, gaya bicara, sopan santun, gestures/ gerak-gerik kita)

- **EMPATHY:** kemampuan untuk menempatkan diri kita pada situasi dan kondisi yang dihadapi oleh lawan bicara (pahami latar belakang, golongan, lapisan sosial, tingkatan umur, pendidikan, kebutuhan dan minat mereka).

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- **AUDIBLE:** gunakan audio-visual aid untuk mendukung penyampaian pesan (pastikan suara kita cukup terdengar oleh audience, visual aid dapat terlihat dengan jelas)
  - **CLARITY:** gunakan bahasa yang dapat dimengerti oleh audience (tidak menimbulkan multi-interpretasi, gunakan kualitas suara dan bahasa yang baik).

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- **HUMBLE: sikap anda ketika menyampaikan pemikiran atau pesan (jangan mengkritik dengan tujuan menghancurkan atau menghilangkan motivasi, jangan memberikan ancaman, menebarkan arogansi seolah-olah hanya ide dosen yang baik, dll)**

## ***Inspiring Others, Creating Personal Impacts***

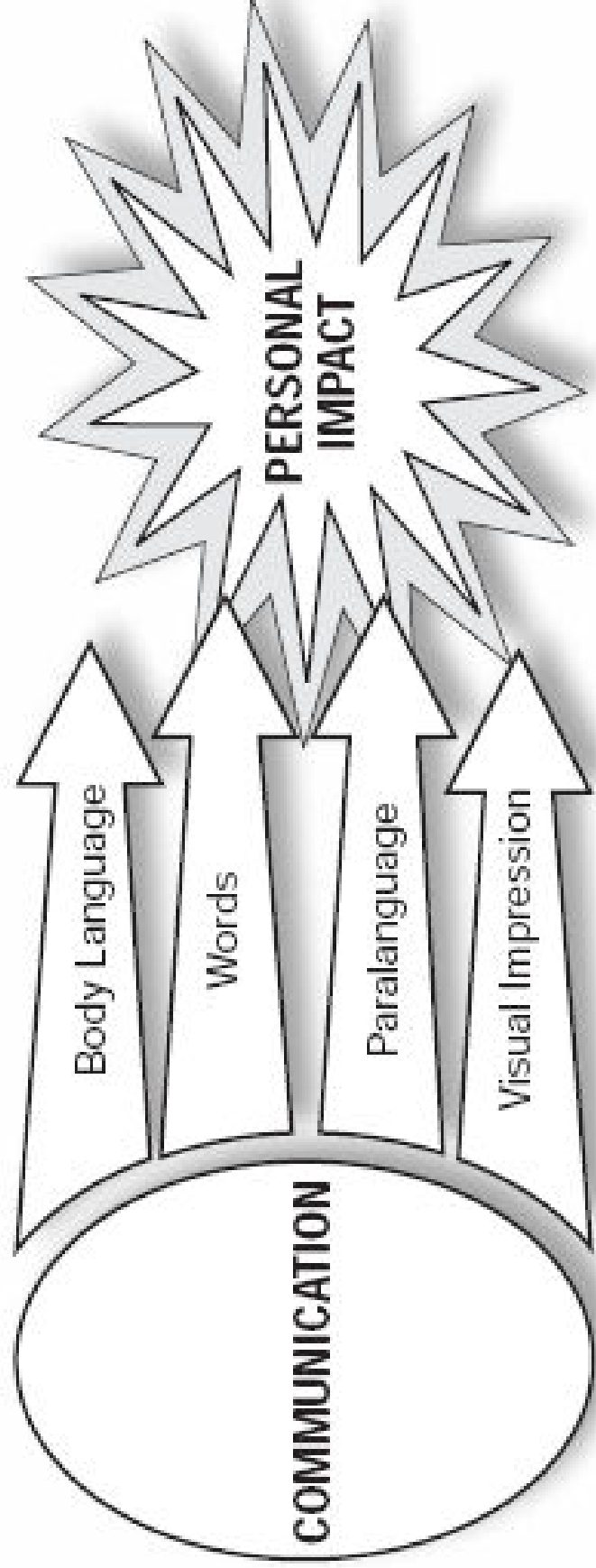
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As a leader, people will be watching you at all times, looking and listening for the messages you convey in your dealings with them.

This means that ***you have to be very aware of the subtle messages you are conveying*** to others in ***what*** you say and do and ***how*** you say and do it. All of this contributes to your personal impact.

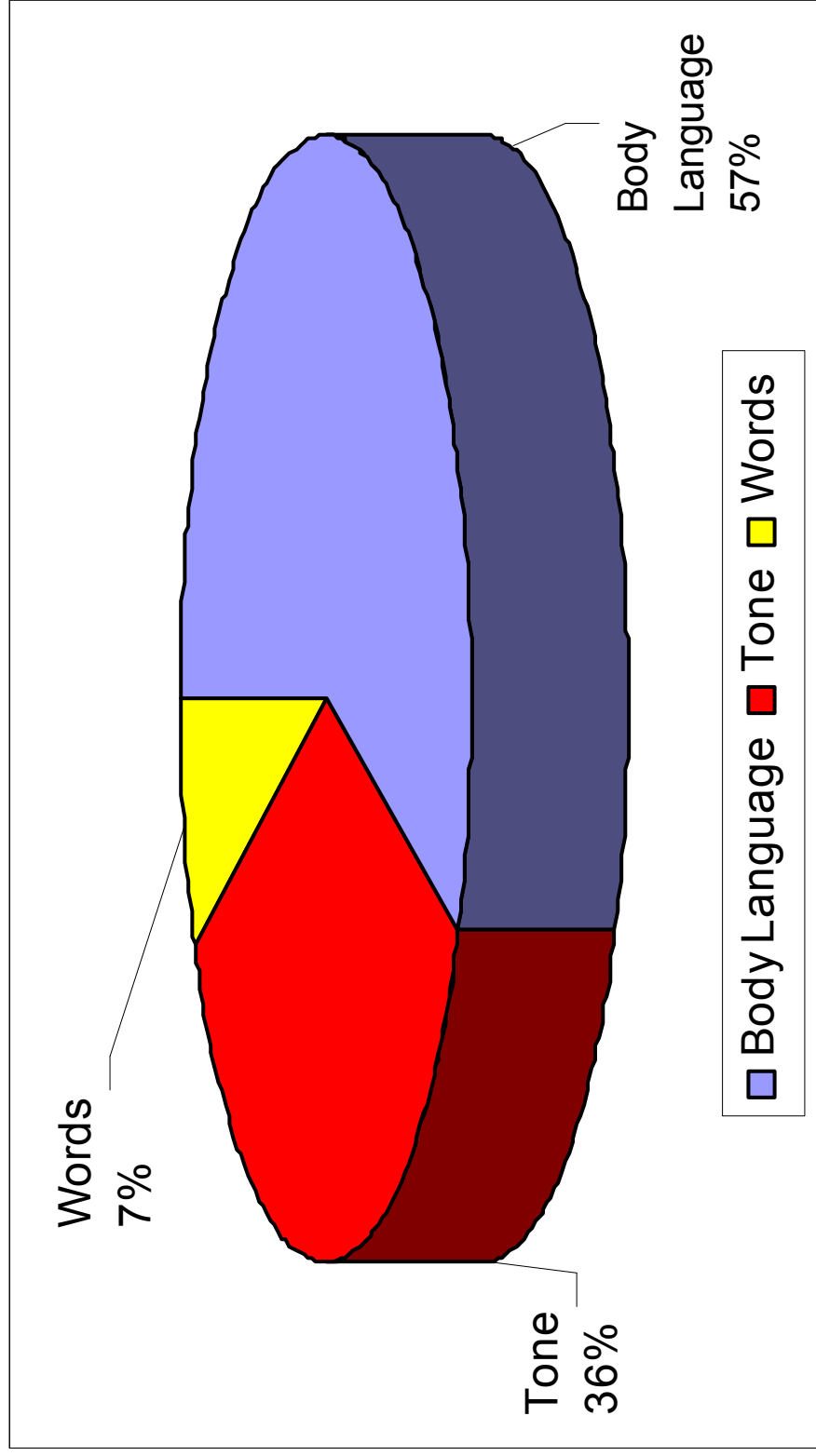
Personal impact is all about communication.



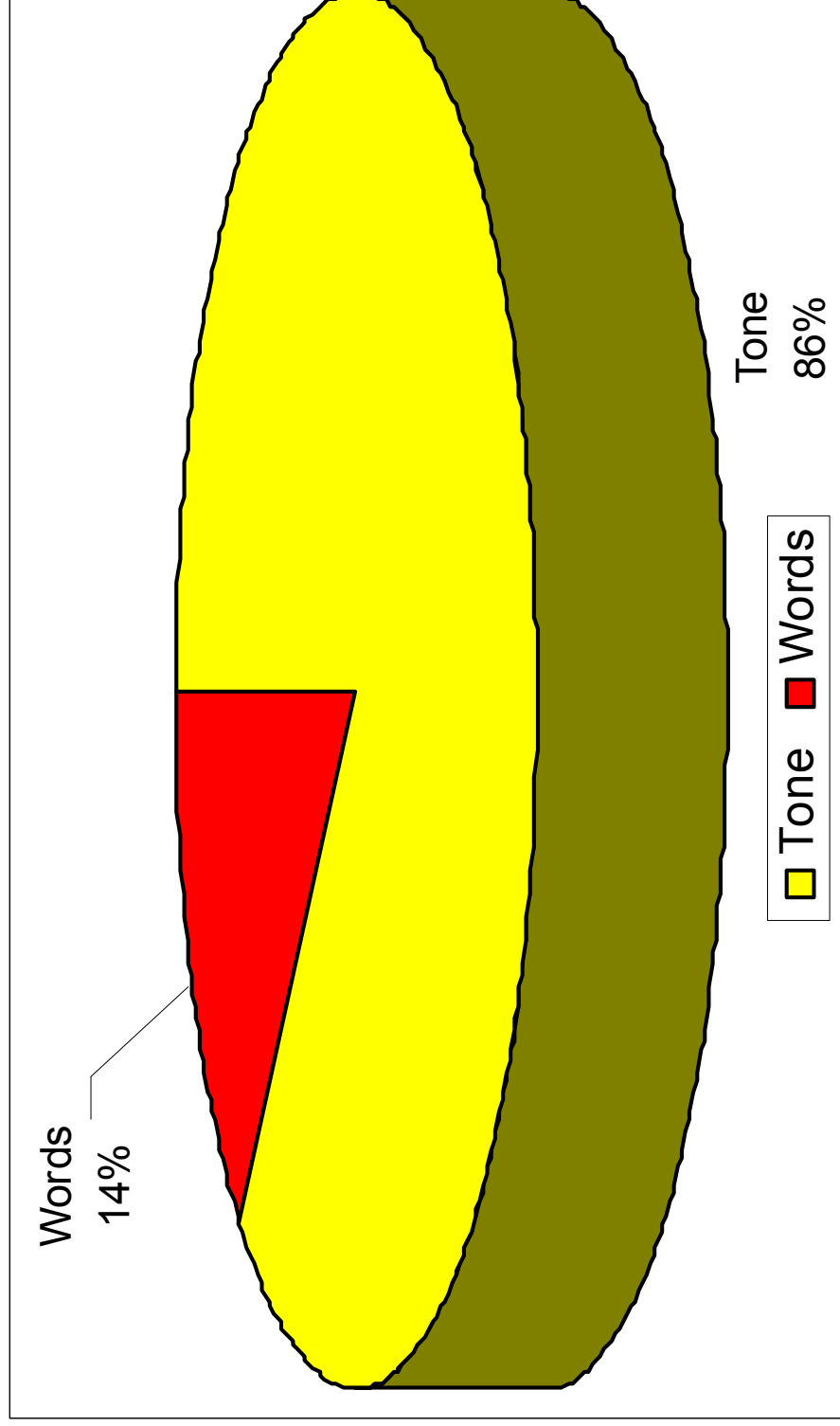


\*Paralanguage: nonverbal vocal nuances in communication that may add meaning to language as it is used in context, e.g. tone of voice or whispering

# Impact of a Message

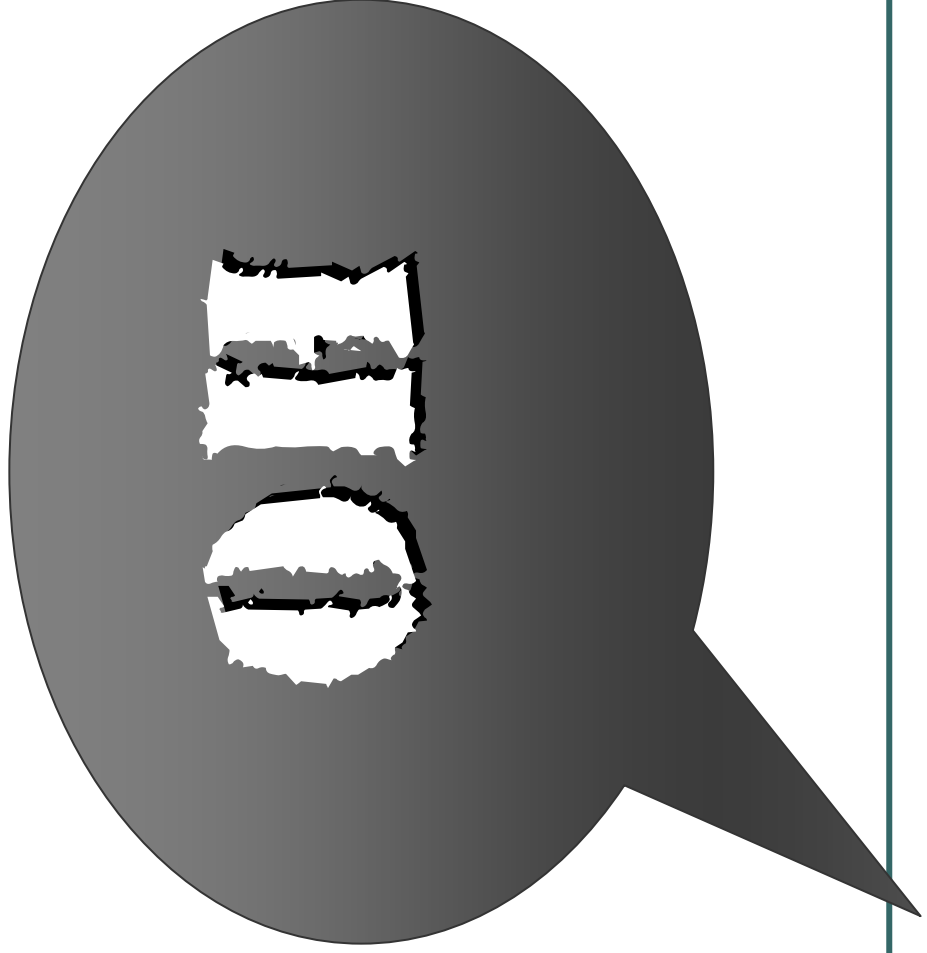


# Impact of a Message



**What does this word mean?**

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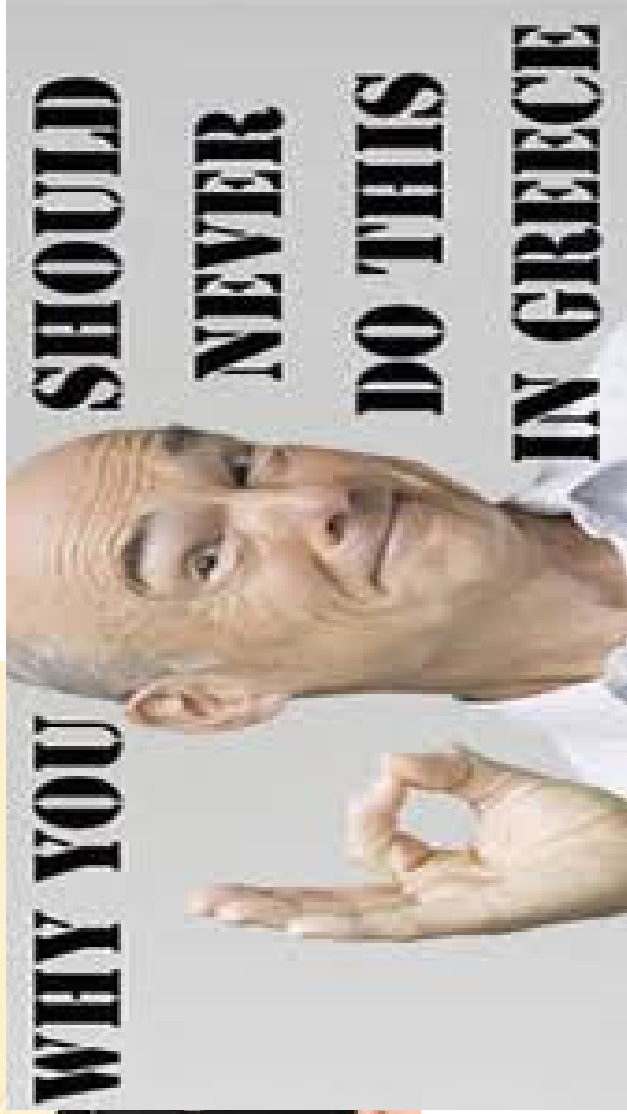
## **In spoken 'OH' can have many different meanings...**

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- You surprised me.
- I made a mistake.
- You make me so happy.
- I am bored.
- I am fascinated.
- I understand.
- I don't understand.



**WHY YOU**



**SHOULD  
NEVER  
DO THIS  
IN GREECE**







## **Non verbal communication may mean different things to different people.**

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For instance, giving someone the thumbs up sign is a compliment in America but is considered rude and offensive in Australia.

In the United States, nodding the head means 'yes', but in Greece it means 'no'.

Waving the entire hand means 'goodbye' in America, but in Europe, where only the fingers are used to say farewell, it means 'no'.

We all need to realize the impact that nonverbal communication can have on the receiver.

# NONVERBAL NO-NO'S

*Posture, facial expressions, and gestures often send messages. These nonverbal signals indicate indifference or lack of interest:*

- Folded arms
- Hands shoved in pockets
- Fidgeting
- Fiddling with pens, pencils
- Tapping your fingers or glancing at your watch
- Rolling your eyes
- Yawning
- Checking e-mail during face-to-face conversations
- Slouching
- Propping feet on desks, chairs
- Cleaning your glasses, or engaging in similar distracting tasks

# **POSITIVE NONVERBAL SIGNALS**

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***Using nonverbal along with verbal communication emphasizes your interest in what others are saying. Desirable nonverbal attributes include:***

- Hands at sides, on desk, on chin
- Steady eye contact
- Smiles, nods
- Changing expressions
- Not allowing interruptions
- Eliminating background noise and distractions
- Turning off cell phones, pagers, PDAs
- Listening and acknowledging verbally

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*'When we see someone  
for the first time, the initial  
sound/visual "bite" - a combination of  
their looks, their dress, their bearing and  
the tenor of their opening remarks - become  
deeply etched in our minds and affect our  
attitudes to them!'*

**Michael Shea**  
in *Personal Impact*



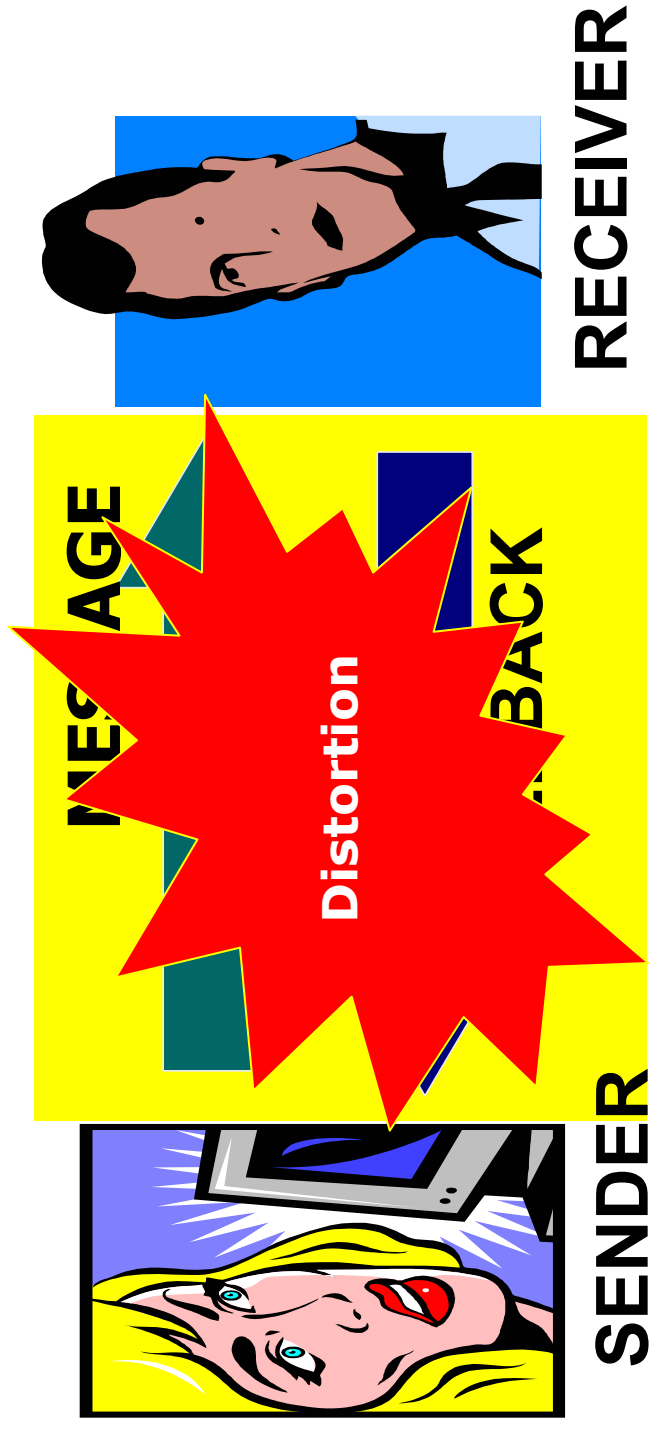
# Barriers to Effective Communication

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- **Assumptions**
- **Fears**
  - Reluctance to confront
  - Ridicule, rejection, fear of being wrong
- **Values and attitudes**
- **Generation Gap**
- **Information overload**
  - When the information we can process is exceeded
- **Trust and Honesty**
  - A lack of trust can cause the receiver to look for hidden meanings in the sender's message.
- **Cross-Cultural Diversity**
  - The greater the difference between the sender's and receiver's cultures, the greater the chance for miscommunication.

**Messages not delivered due to  
“distortion”**

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# What causes distortion?

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- **Speaker**
  - Language
  - Wordiness
  - Semantics
  - Emotions
  - Inflections
- **Listener**
  - Perceptions
  - Preconceived notions/expectations
  - Physical hearing problem
  - Speed of thought
  - Personal interests
  - Emotions
  - Attention span
  - **No active listening!**

## ***Communication Effectiveness***

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Communication effectiveness is affected  
by: personal and situational factors.

Effective communication results on:

Pleasure                      Good social relationship

Understanding              Proper actions

Effects on attitude



## **Keys to Communicating Effectively (1)**

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- **Know your subject.**
- **Focus on the purpose.**
- **Know your audience.**
- **Use a confident tone and a level pitch.**
  - Be calm and collected at all times.
  - Try to eliminate excessive “ums” and “uhs” as fillers.

## Keys to Communicating Effectively (2)

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- **Speak slowly and make use of pauses to stress important ideas.**
  - Use accurate diction and correct pronunciation
- **Know what you are talking about and accept the limitations of your knowledge.**
- **Be vibrant and enthusiastic.**
  - Avoid a dull, monotonous tone.
  - Be loud enough to be easily heard.

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**“The most important thing in  
communication is listening to  
what isn’t said.”**

**— Peter Drucker, management guru and  
author (1909–2005)**

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“

*Leaders are made,  
they are not born.  
They are made by hard effort, which  
is the price which all of us must  
pay to achieve any goal  
that is worthwhile.*

”

**Vince Lombardi**