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# Table Of Contents

Foreword

*Chapter 1:*

***Introduction To Effective Communication***

*Chapter 2:*

***Importance Of Effective Communication***

*Chapter 03:*

***7 Cs Of Effective Communication***

*Chapter 04*

***Improving Interpersonal Communication Skills***

*Chapter 05*

***Becoming A Great Communicator From A Good Communicator***

*Chapter 06*

***Properties Of Interpersonal Communication***

Wrapping Up

# Foreword

Effective communication is a very important skill which you must learn if you want to move ahead in your career. No matter what you do and what your intentions are but if you cannot communicate effectively then, your whole idea of progressing will fail.

You cannot tell your plans and goals without an effective communication technique. If you are confused while explaining something then, people will think that will also be confused while attempting that thing. This is natural gesture which every normal person will give you.

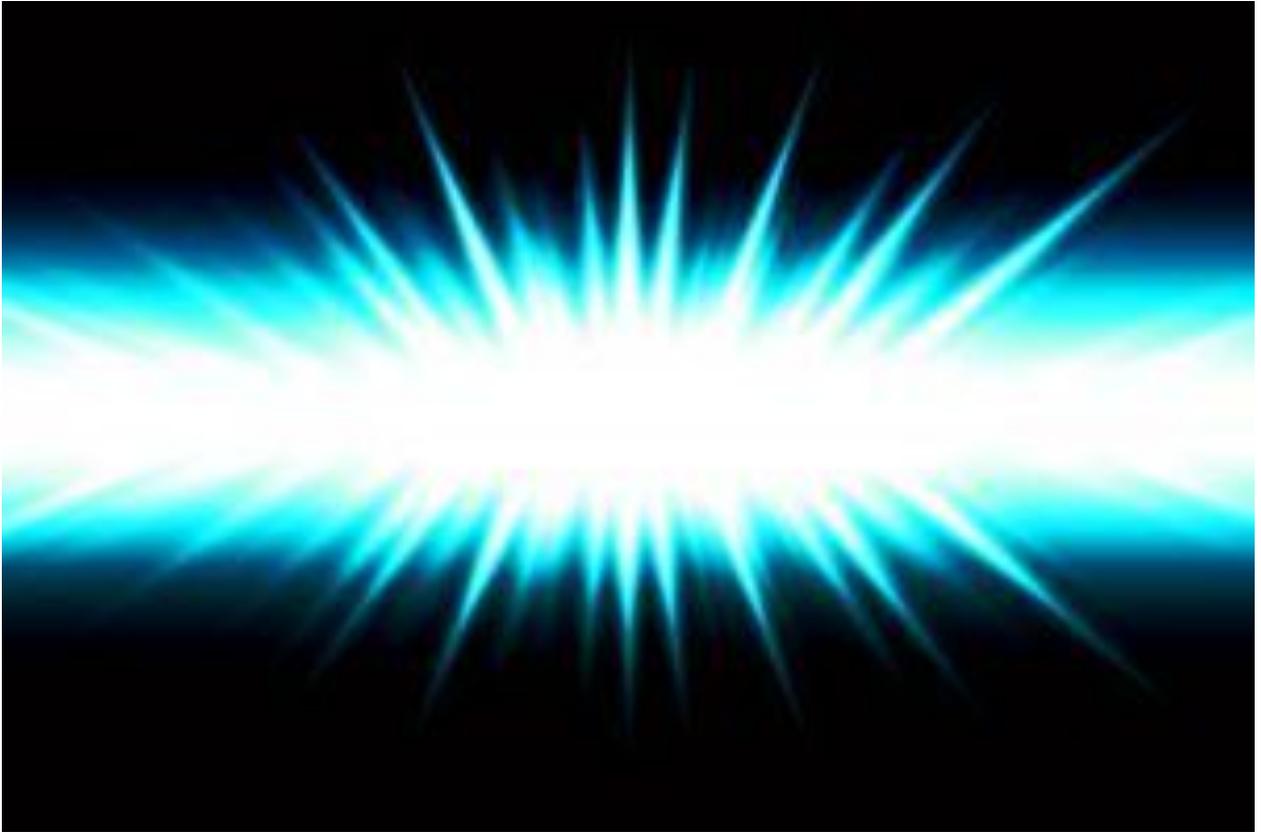
You would have seen around that there are some people with a very confident and alert tone and these people always tend to be more successful and managed in their lives than those who lack self-confidence and effective communication skills.

This is not because the second types of people do not have the working capabilities but it is just that they cannot motivate people to work for them and they can never convince people effectively to team up with them.

There are certain techniques which can help you out in enhancing your effective communication skills and these techniques will tell you exactly what you lack in being a good speaker as well as a very good listener.

Some people think that just speaking and expressing is communication but you should know that listening is another very

important part of the communication. When you listen then, you can express yourself and these expressions encourage or discourage the speaker to continue his talks. In this EBook I will try to demonstrate all the important techniques which can help you in improving your effective communication and making it more and more effective for yourself.



## ***Effective Communication***

Literally Brainwash Others To Act The Way You Want Through  
Powerful Communication Techniques

# Chapter 1:

## *Introduction To Effective Communication*

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### **Synopsis**

1. IMPORTANCE OF VERBAL COMMUNICATION
2. NON VERBAL COMMUNICATION IS ALSO AN INTEGRAL PART OF EXPRESSING YOURSELF



## **The Beginning**

Communication is an essential process which helps us to express our feelings and without communication, we will not be able to share our knowledge and experiences with other people.

There are different parts of communication like speaking, listening, gestures, and body language while each one of these is important to make communication effective. When you can master these all parts then, you can say that you have learned the art of effective communication.

There are two types of communication and you can call these two types as verbal and no-verbal communication. Both of these are important in a way that they complete each other.

### **IMPORTANCE OF VERBAL COMMUNICATION**

There are different attributes of verbal communication like words, language, voice and others. When a child is born, he has vocal cords and as he grows he learns to control those vocal cords and to speak words.

Some words are just natural gestures as crying or laughing but with the time, he learns to speak language. Words alone have no meaning instead people give meaning to words by arranging them in different ways.

Through speaking we always try to make things clear but this does not happen always. When we think that something is important to us,

we also believe that this thing is equally important to others as well but it is not like that. You can experience lots of problems in speaking and only way to get hold of all those problems is through experience.

Speaking has basically two areas which are interpersonal speaking and public speaking. More common is interpersonal speaking because we communicate mostly one to one and in order to do that effectively, you need to learn people and read people correctly. Manners matter most in interpersonal speaking and you should speak in a manner that the person in front should not be offended in anyway.

Public speaking is another area which you can improve by just observing some good speakers. Time has shown that some people are always good public speakers while others cannot be very good public speakers.

## **NON VERBAL COMMUNICATION IS ALSO AN INTEGRAL PART OF EXPRESSING YOURSELF**

Nonverbal communication is also an integral part of communication and in fact in some cases, it can be more important than verbal communication. Situations can come where words will not let you to explain things properly and in those situations, non-verbal communication comes into play.

There are different parts of non-verbal communication like artifacts, haptic, chronemics and other similar things. Artifacts are the most important things which include your clothing, dressing style, jewelry and other accessories which become part of your personality.

According to most of the experts, your wardrobe is the most important object in haptic and it can always send the impact of your real personality. People can be often judged from their clothing style. Similarly, you can get an idea of the feelings from haptic as well. The way you touch something or someone can send a right or wrong impression which means you should be very careful while touching and expressing your feelings because it may happen that you have a positive intention but your touching depicts a negative gesture.



# Chapter 2:

## *Importance Of Effective Communication*

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### Synopsis

There is a phrase from British propaganda in WWII that states “A careless talk costs lives.”

This may sound little over dramatic but the fact is if you are unable to convey your message properly or you are unable to express your message properly then, in both of these situations, you are going to bear the loss.

Now, this loss can be of life, of property, of money or any other type. Ineffective and improper communication will bring out different problems in our personal as well as social lives.

To make communication more and more effective, you need to learn that there should be a harmony of thoughts between the sender and receiver.

## **Why It Matters**

If sender is conveying the message with a different mind frame while receiver is sitting in a different mind frame then, communication failure will occur and the outcome of this communication will not be very useful.

Attitude improvement is another way to make your communication more effective and more concrete because a positive attitude can make your whole process of communication positive while a negative gesture can send a wrong signal in your communication and people will start to take it negatively.

Communication skills have a very deep importance in any business environment and effective or ineffective communication can make organizations progressive or declined respectively. You can never say that communication has become ideal in some organization just because some of the language glitches are fixed instead communication is a thing which always needs your attention and constant maintenance and improvement. While communicating at interpersonal level, you should make sure that the meaning of your discussion is properly understood by the listener. Just saying “do you know what I mean” in the end will not be sufficient.

### **DAMAGE OF INEFFECTIVE COMMUNICATION**

You can always make a map that which damages and advantages you can get from ineffective and effective communication. This will not take that long to know that ineffective communication can give you lots of losses in terms of your work, time, productivity, progress and other similar things.

If you have mis-communicated with your boss over a certain report then, you will have to do that report from scratch and it will cost you

both time and work and in most of the cases ineffective communication will cause you embarrassment. The best approach is to identify miscommunication as soon as possible because sooner you identify sooner you can fix it.

Ineffective communication will also cause you lots of extra stress and tension because when you miss some work due to ineffective communication then, your boss will be angry with you and it may happen that some of your colleague also gets disturbed with that effort. So it can disturb the whole working environment for you.

In order to avoid all of the above problems, you must communicate effectively and if you are having problems in effective communication then, you must keep reading and in coming chapters I am going to tell you the exact ways of improving your communication.



# Chapter 3:

## *7 Cs Of Effective Communication*

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### Synopsis

1. COMPLETENESS WILL BRING THE DESIRED RESPONSE
2. CONCISENESS WILL SAVE TIME
3. CONSIDERATION MEANS UNDERSTANDING OF HUMAN NATURE
4. CONCRETENESS REINFORCES CONFIDENCE
5. CLARITY CAN MAKE THINGS MORE COMPREHENSIVE
6. COURTESY MAKES RELATIONS STRONGER
7. CORRECTNESS WILL AVODI ALL THE CONFUSION.



## **Be Effective**

There are 7 important points which can make your ordinary communication a very effective communication. In this chapter, I will describe and illustrate all of these 7 Cs of communication.

### **COMPLETENESS WILL BRING THE DESIRED RESPOSE**

Completeness means that whatever you communicate should be complete and there should be no missing facts in your speech. It is often seen that people assume some facts to be known by the audience or listeners. This is not the right approach because if you started to assume this then, you will not be able to give the whole details of the core objective. The whole idea will become confused and you will be facing troubles in making other understand.

You should provide very detailed information to your listeners and in fact you should try to provide some additional information to make your points clearer. While preparing your presentation or report, you should make sure that you are answering all possible questions which your topic can have.

In this way, audience will be more understanding about your topic and they will ask you more logical questions. It often happens that after you finish your presentation in office then, someone says, “What are you actually trying to say.” This is probably worst comment that

you can get after a tiring presentation but you should think over again that why someone said that. There will be some flaws in your presentation or some confusing factors which have urged that person to say so. To avoid such embarrassing situations, you should try to make your presentation clearer and complete without ignoring any fact and mentioning even very minor details.

Completeness brings the desired response from the receiver or listener or your audience. You need to include everything which you think is related to your topic of discussion and try to describe both positive and negative approaches.

### **CONCISENESS WILL SAVE TIME**

Conciseness is another important aspect of effective communication and especially when you talk about business communication then, you should know that your message should be very concise because this will make it more proper, to the point and time saving to understand. Time is very important in modern day life and no one has the time to listen to you for full hour while you can deliver the same meaning and discussion in 30 minutes.

Besides, if you add unnecessary pause, repeat information and use other similar tactics to prolong the duration then, your audience will get bore and they will prefer to either leave the discussion or they will stop taking interest.

You should only include very relevant facts about your topic and avoid using unnecessary information to be added for example if you are making a presentation for the annual budget of your organization then, you should keep thing to the point and void giving irrelevant examples for cutting down the budget or increasing it.

Your aim is to present report of your annual budget and this does not mean that you should add suggestions because that is associated to someone else. If you tried to over express yourself then, it may happen that you will confuse your audience with wordy expressions and there will be lots of discussion, which people will never understand due to broken language. So make your information concise and save time for yourself as well as for your audience.

## **CONSIDERATION MEANS UNDERSTANDING OF HUMAN NATURE**

Consideration is one of the most important things in effective communication because it will make sure that you understand the receiver in a better way. When you say consider then, this means, you have to think twice about certain things and make sure that you are always conveying your message in a positive tone. Even if there are some negative points in your discussion then, you should try to overcome those by emphasizing on positive points.

In proper and effective consideration, it is important to understand that the more you explain benefits, more interesting your discussion

will become. So you should try to explain each and every benefit of your discussion which will make people more attentive and they will be more interested in integrating those benefits in their lives. Try to focus more on “you” instead of “I” or “We”. This also sends a very pleasant impression that you actually care more about others instead of yourself.

There is a saying that thinks before you speak and this saying completes the part of consideration. You should properly analyze everything before presenting it to others. Analyze everything from receiver’s point of view because that will allow you to think about those questions which are often neglected by following just one approach. You should never use negative expressions like I hate instead replace them with I prefer.

Similarly there are so many replacement which you can make and avoid all the negativity from your discussion. If you have to say confident then, you can say unstoppable, fortunate can be replaced with blessed because these words also have a positive meaning but the replacement are even greater.

## **CONCRETENESS REINFORCES CONFIDENCE**

Concreteness means that you should be very specific and accurate about the facts and figures which you represent in your discussion. The fact should be very clear and being accurate is even more important because people often give value of words and especially

figures which you represent. Verb choice should also be very vivid and defined and wording should be such that it should create a very positive image of your overall topic. If you start to sound little vague, obscure and general about the facts then, things will start to get confusing and people will start to think negatively. Emphasis on one thing will be lost and as a result the effectiveness of communication will not be present.

If you are presenting some solid and true facts and figures then, it will automatically boost your confidence. You should try to gather figures from different surveys and internet can be a very good place to do this research. No matter what kind of topic you have but you will find things related to that topic and in all formats.

You can give people's opinion about your topic and then see how your audience responds. But you should remember one thing that all the facts and figures should be specific and related to your core topic and they should not be irrelevant.

## **CLARITY CAN MAKE THINGS MORE COMPREHENSIVE**

Clarity is often mistaken by people and they think that making the fact more clear is clarity but clarity is more about making your speech and exact message better. You need to choose your words more precisely and use simpler language to convey your message. Simpler you language will be, easier it will be for the audience to decode your message easily and they will get hold of your idea very clearly. Best

way to bring clarity is to use simpler words and make simple and easy to understand paragraphs. Do not try to be too formal with the choice of words and try to remain casual in approach.

If you tried to be too formal in your approach and used too heavy language then, it is a known fact that not everyone can understand the heavy and complex language. Especially these days' people are really weak in their language and formal language has been reserved only for news and newspaper columns.

Normal people understand just normal and simple language and it is best way to convey your message in its exact and raw form. As it is mentioned in the heading that clarity makes your message more comprehensive and this is true because if you use fewer words then, it will be easier for the receiver to receive and decode the message and he will get precise meaning of message very easily.

On the other hand, if you made the whole message confuse by adding unnecessary and heavy words in it then, ultimately, you will be able to convey half of the message while the other half will be lost in those heavy words. So make your message as clear as possible and try to use fewer and simpler words in it so that everyone can understand it.

## **COURTASY MAKES RELATIONS STRONGER**

Courtesy means that you should some respect to the receiver. Especially when it comes to business communication then, you

message should start with a respectful word and should end on a respectful clause as well. This is just a way of giving value to the feeling of the receiver. Your choice of words can depict the courtesy and you should be very thoughtful in choosing words. Always think about the caliber of the audience and if you are giving presentations to your boss then, it add even more responsibility. Always use nondiscriminatory expressions because these expressions will convince the other person that you always value their thoughts.

If you are being appreciative, thoughtful, and respectful and using polite words and gestures then, the receiver will feel good about your discussion and will start to take interest in your discussion even more. You can take a simple example that if some mail comes to you which is starting from simple hi, hello then, you will not value it a lot but if same email comes with saying hi our respectful and valued customer then, you will definitely try to look into it. These are some things which show professionalism of people.

### **CORRECTNESS WILL AVODI ALL THE CONFUSION**

To be correct, you should be aware and awareness means that you should target right audience. You should know the social, educational and religious background of the reader or audience and then, use your language according to that background. If you start to address labor in the same way as you address a CEO then, things will start to get confusing for that person.

This does not mean that you should not respect labors as you give to CEO but this means there should be a different level of respect for both of these persons and you should follow certain protocols, use right language, avoid punctuation errors, use precise and accurate information. All of these features will make your communication more correct and more effective.

If you start to make your language ambiguous and improper or you have too many punctuation and grammar mistakes then, people will not value your message and in the end, it will be added as ineffective communication. But you can change this very easily by adding some true facts and figures and keeping your grammar simple and correct.

Now these are all the 7 Cs of communication and if you can learn to control all seven of them, then, you will have a very effective communication method. In short you can say that if your message is concise, complete, considered, correct, clear, courteous and concrete then, it is said to be an effective message.

# Chapter 4:

## *Improving Interpersonal Communication Skills*

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### Synopsis

1. ADOPTING TO CHANGE EASILY
2. TIMING IS CRUCIAL.



## **Get Better**

We are living in a very high tech world these days and everything and everyone thinks and acts very professionally. If you are really into making your career in a set of booming organizations then, you must have some strong interpersonal communication skills.

Some people have this born talent that they are very effective communicators and speakers but other struggle to convey their message effectively even when they are more competent and educated. These skills can help you to achieve the greatest success in your life because you can mesmerize people with your thoughts and choice of words.

Tongue and mind are two of the greatest weapons which can be used to make your own way very clear and straight. You can convince people even for the dumbest things if you have some strong interpersonal communication skills. There are different techniques which you can learn and these techniques can make your communication skills stand out. In this chapter, I am going to tell you some secrets about these communication skills which you can know learn and capture the world.

### **ADOPTING TO CHANGE EASILY**

If you work in an organization then, there are changes occurring in that organizational culture every now and then. These changes can be advancement in technology, different sort of people coming in to join, different strategies being implemented to increase the performance but no matter what type of change your organization is bringing in, if you can adopt that change freely and easily then, this will boost your

interpersonal skills a lot. These days, most of the times, technological advancements happen in organizations which you can adopt very easily with just a very little research. If you are the one to adopt that change quickly and effectively then, your stature will rise in the eyes of other coworkers and they will start to give you more respect.

## **TIMING IS CRUCIAL**

As I have mentioned in an above chapter that time which is lost due to ineffective communication is very crucial because most of the modern organizations run on very tight deadlines and if you cannot fit in that tight deadlines and busy schedule then, you will face lots of difficulties but with improved interpersonal skills and proper time management, you can get rid of this problem. If you are able to communicate effectively and you complete everything in first attempt then, it will not only improve your interpersonal skills but it will also increase your hype in organization.

There is a saying that “Good communicators are made not born” If that is true then, no matter how bad communicator you have been in the past but you should never lose hope and give your best effort to improve your communication skills. There is no way that anyone can hold you back from your target and these communication skills are also not very difficult to grasp. All you need is a bit of courage and motivation to learn them.

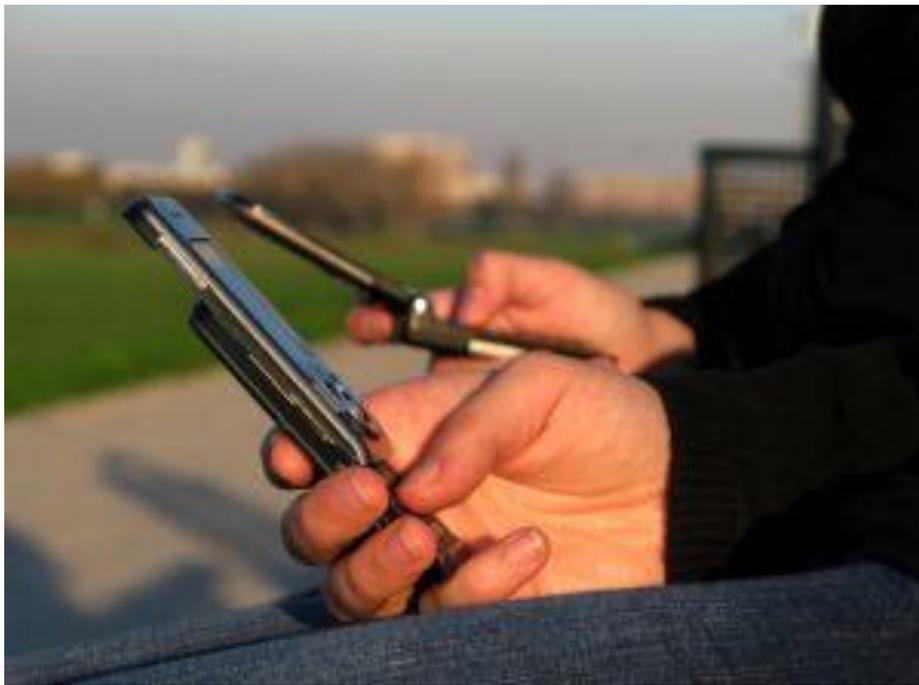
# Chapter 5:

## *Becoming A Great Communicator From A Good Communicator*

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### Synopsis

1. COMMIT YOURSELF TO IMPROVE
2. TRAINING IS IMPORTANT
3. DEVELOPMENT SHOULD BE MONITORED.



## **Learn**

You will have many employees in your office whom you see and you think that “they must have always been like this” well this is not true for all of them because communication needs certain set of rules and every good communicator has to follow them.

It may happen that people whom you see may have got these principles so effectively integrated that they do not even think about them anymore but they just act on those principals but at some point time in the past, they must have gone through same phase from which you are going through. So you need to take courage and select a path, there are so many thing which you can do to enhance your communication and in this discussion, I am going to illustrate some of them.

An interpersonal communication skill, as it is evident from these words that are very personal but all of such skills are purely learned. There are so many concrete things which can integrate some very effective interpersonal communication skills in your personality. You just need to make yourself ready and be ready to take this challenge to improve yourself as a whole.

### **COMMIT YOURSELF TO IMPROVE**

Like all other skill learning processes, you should commit yourself to learn these skills and make sure that there is nothing in your mind which can distract you from your plan. If you can make such a concrete commitment then, you can always improve your interpersonal skills to make progress in your filed.

You must keep your eyes on the overall progress and advantage which this skill will give you and this will keep you going on same path of improvement.

### **TRAINING IS IMPORTANT**

There are different training programs for improving your interpersonal skills. You can be a part of these programs either join some of online programs or try to attend regular classes of such courses. People often think that these courses are just a way of making money and if you also think that these are just money making tactics then, you should look for some free courses.

There are numerous free courses available and you can roll in these courses to try your luck and improve your interpersonal skills. They will not charge you anything but will give you some of the very important and necessary training.

### **DEVELOPMENT SHOULD BE MONITORED**

If you have been trying to improve your interpersonal communication skills then, you must also monitor your development. In order to make your skills better and enhanced, you should try to compare yourself and calculate the difference. People's opinion is the best way to go about because they will give you a realistic view of your communication skills.

# Chapter 6:

## *Properties Of Interpersonal Communication*

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### Synopsis

1. INTERPERSONAL COMMUNICATION IS INESCAPABLE
2. INTERPERSONAL COMMUNICATION IS IRREVERSIBLE
3. INTERPERSONAL COMMUNICATION IS CONTEXTUAL



## **What You Have To Do**

### **INTERPERSONAL COMMUNICATION IS INESCAPABLE**

Communication is present even when you deny communication. To say that you do not want to communicate, you have to make a gesture and that gesture is part of communication. Silence is another way of communicating and it depends upon cultures.

If you take a long pause before answering a question, it may be thought as a sober gesture in some cultures while in other they may take it as a dumb gesture. This means that communication is not always done with the help of words instead sometimes your body language can tell others lots of things.

For example when you come home late and your mother catches you then, even if she does not say anything but you know from her facial expressions that she means something and that is “grounded”.

### **INTERPERSONAL COMMUNICATION IS IRREVERSIBLE**

Once you speak words then, you cannot bring them back and this property makes all kinds of communication irreversible. That’s why that saying of think before you speak is popular because once you speak then, you will do the damage or take the advantage and you cannot reverse that advantage or damage afterwards.

To avoid any harmful action by your communication, you need to make sure that you are using most positive set of words and sentences because it is another saying that states

“Message will be heard in its most negative sense, if there is any”

This clearly says that you should avoid the use of negative words and expressions in your communication to make it more effective and more positive.

## **INTERPERSONAL COMMUNICATION IS CONTEXTUAL**

Contextual communication means that you can never communicate in isolation and you always need some kind of link with you to explain your communication to. It can be one of your friends, a social meeting, an organizational meeting, your life partner or anyone else but you got to have someone who should read and respond to your communication.

This makes it even more interesting because when some other party is always involved then, this means, you have to think more about his point of view and communicate accordingly. If you started to communicate in your own way then, you may understand the meaning but you may convey a different meaning.

From all of these properties, one thing is evident that you need to be very precise about your communication and if you added anything wrong in your communication then, it will ruin the whole purpose of communication and you will face some kind of loss.

# Wrapping Up

Now, if you have read and understood this EBook then, you must have known that effective communication has a great and very deep importance in our daily lives. It starts from our very personal relations and it can end up being the CEO of some company.

In almost every step of your life, you will need to communicate and communicate effectively. If you communicated improperly or ineffectively then, it will not only disturb your own life but it can affect lots of other people too. This phenomenon increases the value of effective communication a lot. In this whole EBook, you are given different tactics and tools to measure your own interpersonal communication skills and after measuring you can make them better.

Making all of these skills better is a crucial part of your life which will take time because as it is said that “Anything worthwhile, takes a while”. So if you have been trying to improve your communication and trying to make it more and more effective then, you should stick with the learning procedure. Results will come whether late or early.

Never under estimate yourself by watching to some confident colleague of yours who is closer to your boss because it is just a matter of days when you will be in same position but all you need is a bit of excellence from within to motivate. You should make this fact very clear that communication is a thing which you can learn with time and experience. In order to make it happen, you need to follow the above mentioned steps and you will end up as a very effective communicator.