

# Learning for Earning

Your Route to Success

Sixth Edition



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*PowerPoint Presentations for*

# Learning for Earning

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**CHAPTER**

**19**

**Communication  
Skills**



# Chapter Objectives

After studying this chapter, you will be able to

- identify ways to send and receive messages.
- compare and contrast the three basic communication styles.
- list helpful tips for public speaking.
- explain the importance of feedback in the communication process.



# Chapter Objectives

- demonstrate how to make and receive business telephone calls.
- write business letters, memos, reports, and e-mails.
- identify several forms of nonverbal communication.



# Key Terms

- communicate
- verbal communication
- active listening
- feedback
- multitasking
- nonverbal communication
- body language

# Methods of Communication

- During communication, two things occur: a message is sent and one is received.





# Methods of Communication

- ***Communicate*** – To share ideas, feelings, or information, both verbally and nonverbally.
- Messages are sent in ways such as
  - speaking, writing, drawing, touching, singing, using gestures or facial expressions, and sending signals
- Messages are received in ways such as
  - listening, reading, seeing, and feeling

# Communication Tools

- Each form of communication requires a tool to allow communication to occur.
- To communicate without words, people may use pictures, sign language, or facial expressions.
- Advances in technology allow people to send and receive messages using phones, faxes, cameras, computers, and other tools.





# Did You Know?

- ❖ *Today's information age began with the telegraph, the first communication tool to convert information to electrical form and reliably transmit it over long distances.*



# Styles of Communication

- Understanding communication styles will help you send and receive messages.
  - *Passive communicators* avoid conflict and allow others to make decisions for them.
  - *Aggressive communicators* are forceful and achieve goals at the expense of others.
  - *Assertive communicators* honestly express opinions and feelings while respecting others.

# Speaking

- Speaking is the most widely used form of communication.
- ***Verbal communication*** – Communication involving the use of words.



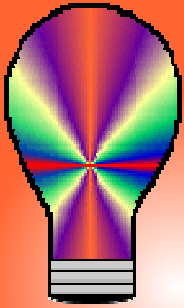
# Improving Your Speech

- Your speech affects the impressions people form about you.
- Always speak clearly and in a normal tone.
- Practice good grammar at all times.
- Think about what you will say.
- Avoid using slang.
- Do not use profanity.
- Try not to drop the endings of words.



# Public Speaking

- Public speaking is the act of making speeches in public before an audience.
- Speaking in front of a group is expected at work.
- An outline keeps a speech on track.
  - The *introduction* announces your topic.
  - The *discussion* develops the main idea.
  - The *closing* summarizes the key points.



# Think About It

- ❖ *Identify school activities that will allow you to practice public speaking.*





# Listening

- Listening is the most common method of receiving messages.
- ***Active listening*** – Listening and responding to another person to improve mutual understanding.

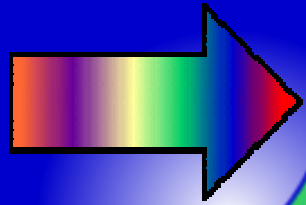




# Listening

- People become poor listeners when they
  - stop concentrating.
  - become upset at certain words or phrases.
  - pay more attention to the speaker's appearance than the message.
  - disagree with the speaker and start building an argument.
  - try to "catch" every detail or write everything down.





# In Your Opinion

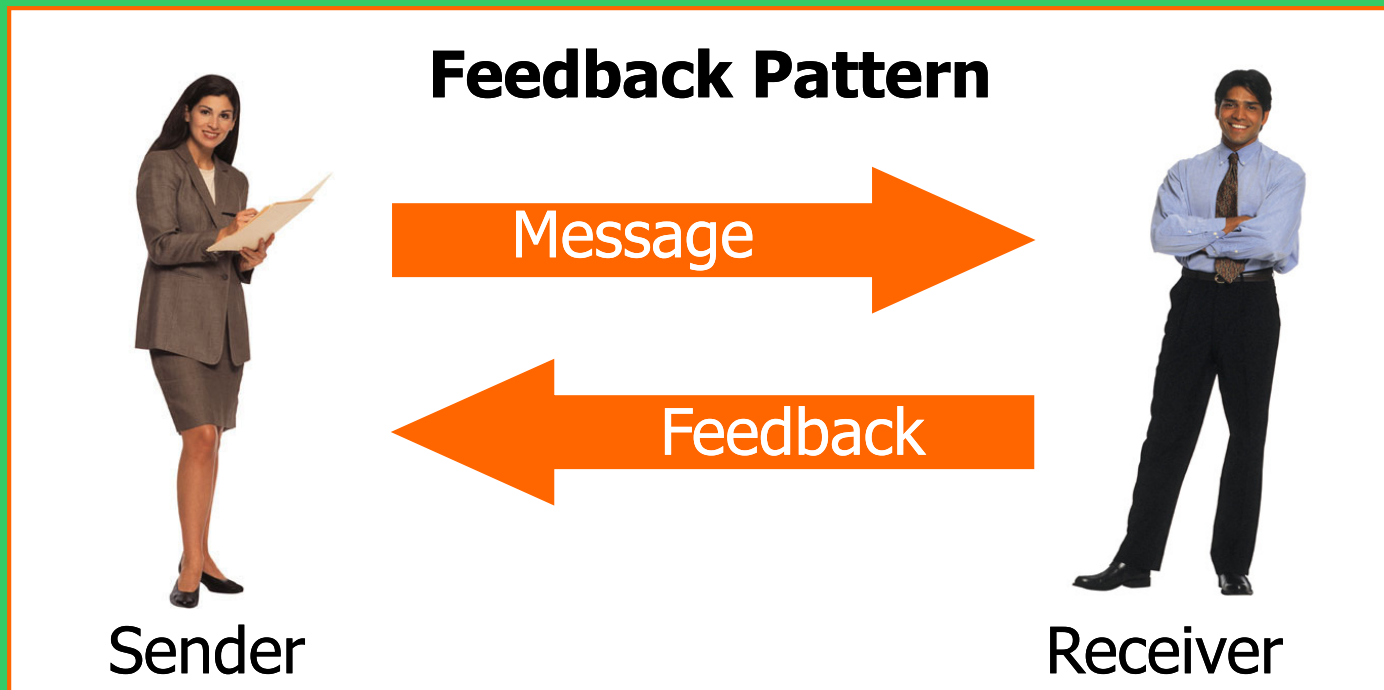
- ❖ *When listening to a speaker for the first time, how can you distinguish details from the key points?*
- ❖ *Would you recommend taking notes during the speech?*

# Listening

- Good listening skills include:
  - paying close attention to what the speaker says
  - avoiding the distraction of outside noises
  - keeping an open mind
  - remaining silent while trying to listen
  - concentrating on the main points
  - asking questions as needed

# Feedback

- ***Feedback*** – The return of information to a sender by a receiver trying to understand the message.



# Feedback

- Good listeners provide feedback by restating messages in their own words.
- Without feedback, both sender and receiver might believe they understand the same message, but actually have different meanings in mind.
- With no feedback, both parties assume only one message exists.

# Multitasking

- ***Multitasking*** – Doing more than one job at a time.
- One example is a fast-food worker who takes a customer's order, collects the money, makes change, and delivers the order– often while taking the next customer's order.
- Multitasking requires good speaking and listening skills.

# Using the Telephone



- In telephone conversations, words and voice tone are important since neither person can see the other's facial expressions.



# Receiving Calls

- Speak clearly when answering the phone at work.
- Make the caller feel comfortable.
- Talk directly into the phone using a pleasant tone, but never shouting.
- Be courteous, polite, and patient.
- Be sure to accurately give and get all information.

# Taking a Message

- Carefully record the
  - caller's name, phone number, and extension
  - name of his or her company
  - reason for the call
  - time and date the call was received







# Types of Calls

- When making calls for the company, you need to be prepared and organized.
- Remind yourself of the call's purpose:
  - to give information?
  - to get information?
  - to place an order?
- Have the necessary information in front of you and keep the call brief.

# Orders

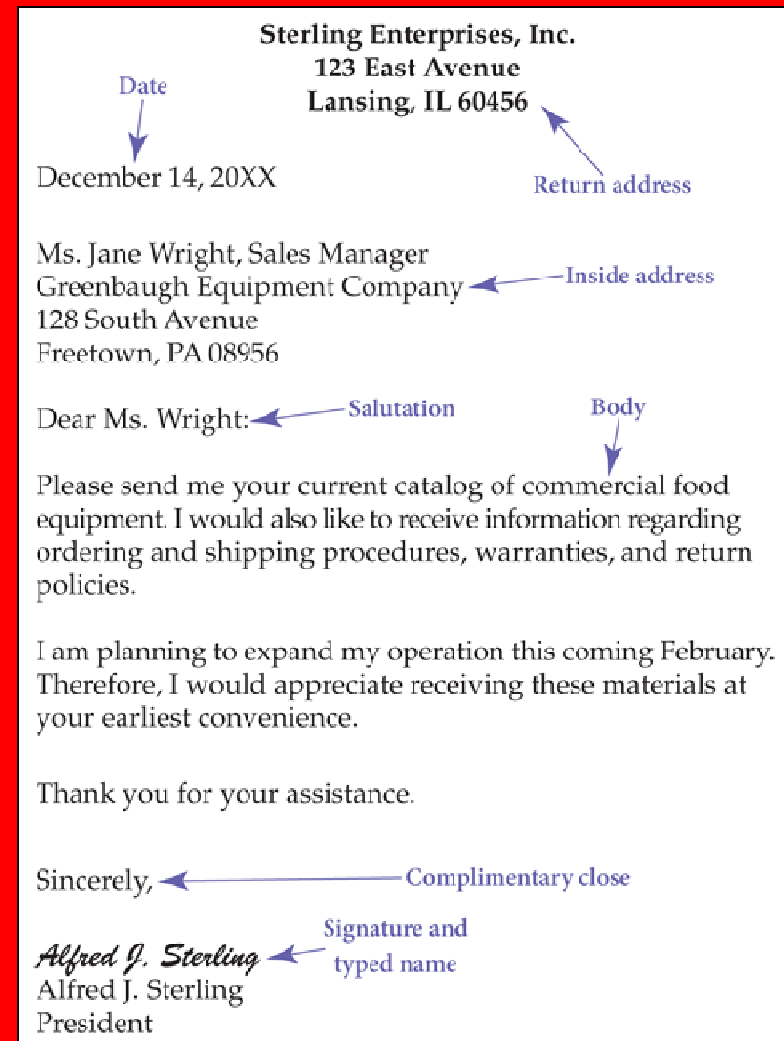
- When placing orders for your employer, tell the listener who you represent and why you are calling.
- Speak clearly and slowly to allow the person to record your order accurately.
- Give the person a chance to ask questions and repeat information.

# Emergency Calls

- Learn what guidelines the company expects you to follow.
- Know where emergency telephone numbers are posted.
- When reporting an accident
  - remain calm and describe it clearly.
  - give your company's address.
  - follow directions exactly.

# Writing Business Letters

- Business letters have seven key parts:
  - return address
  - date
  - inside address
  - salutation
  - body
  - complimentary close
  - signature/typed name



# Writing Business Letters

- Outline your ideas first.
- Emphasize the following in these letters:
  - For *events*, list them in scheduled order.
  - For *ideas*, cover more important topics first.
  - For a *thank you*, describe the reason for your appreciation.
  - To *make a request*, explain what you need and when.
  - To *answer a request*, thank the person for writing and respond appropriately.



# Writing Memos

- Memos are usually short and concise.
- They are generally sent to inform coworkers and colleagues about topics, such as new or revised policies, training sessions, or work schedules.



# Creating Reports

- Reports generally include the following sections:
  - title page
  - introduction
  - body
  - conclusion
- Before you begin writing, make sure you understand the reason for compiling the report.



# Sending E-mail

- Guidelines for sending professional e-mails include:
  - knowing your employer's e-mail policy
  - starting with a salutation or greeting
  - using correct grammar and punctuation
  - including your name, telephone number, and fax number at the end of your message
  - running spell-check and proofreading for accuracy before sending





# Nonverbal Communication

- ***Nonverbal communication*** – The sending and receiving of messages without the use of words.
- Examples include:
  - flags
  - lights
  - whistles
  - drawings
  - music
  - body movements
  - facial expressions
  - gestures

# Body Language

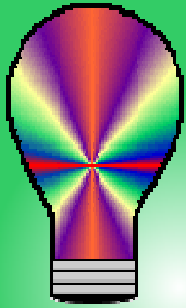


- ***Body language*** – A form of nonverbal communication in which a person “speaks” with the use of body movements, facial expressions, and hand gestures.



# Body Language on the Job

- Body language tells others about you, so use it to make a good impression.
- Slouching and staring into space can signal laziness and disinterest.
- A handshake and a smile signal friendliness in the workplace.
- Make sure your body language matches your spoken communication.



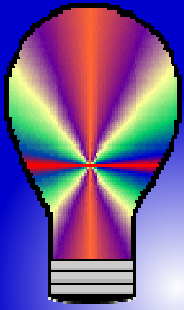
# Think About It

- ❖ *List several skills for good listening and effective speaking.*
- ❖ *Explain how feedback affects good communication.*
- ❖ *Describe how to make and receive phone calls in a businesslike manner.*
- ❖ *Describe how to write a business letter.*
- ❖ *Explain the importance of body language to clear communications.*



# Chapter 19: In the Know

- Listening is more than hearing.
- Feedback is needed for communication accuracy.
- In the workplace, communications should be polite, accurate, thorough, and businesslike.
- You must know how to make emergency calls.
- People send wordless messages about themselves through body language.



## Chapter 19: Think More About It

- ❖ *What can you do to improve your listening, speaking, and public speaking skills?*
- ❖ *Are your written communications excellent, or is there room for improvement?*
- ❖ *Could you handle a phone call in case of an emergency?*
- ❖ *How well does your body language enhance your spoken messages?*