

CONTENT HANDOUT

Module Title: CCMWC 301: Workplace communication skills

Level: 3

Trades: All

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LU.0. GENERAL INTRODUCTION

1. What is communication:

Answer: Communication is the process of passing information from one person to another

2. What is a workplace:

Answer:

- A place of employment
- A place where someone works

3. What are the **four basic language skills** we need in order to be able to communicate effectively?

Answer: listening, speaking, reading, and writing

4. What is communication process?

Answer: It is the steps we take in order to successfully communicate.

LU1: LISTEN AND SPEAK EFFECTIVELY

LO1.1: EFFECTIVE LISTENING SKILLS & STRATEGIES

Key terms:

1. **Effective:** successful in producing intended result
2. **Listening:** ability to perceive spoken language
3. **Skills:** the ability to do something well

➤ **There are seven skills & strategies for effective listening:**

1. Be aware of your own attitude and avoid being judgmental
2. Repeat what the speaker has said to make sure you have understood correctly

3. Listen to the speaker without interrupting
4. Ask questions for clarification when you do not understand something
5. Avoid being distracted by noises, mobile phones (turn it off!), what other people are doing
6. Avoid being distracted by the mannerisms, speaking style, clothing of the person speaking
7. Truly listen without thinking about how you are going to respond until the person has finished speaking

LO 1.2: GIVE AND RECEIVE INSTRUCTIONS

1.2.1 Definition of instructions: detailed information about how something should be done or operated.

1.2.2 Formulation of instructions:

✚ We usually use imperatives.

Eg. **Beat** four eggs, like this. Then **add** the flour gradually. **Don't beat** the eggs too much though.

✚ In spoken English, we often use the present simple when we are giving instructions and demonstrations, and we say “like so” meaning ‘like this’:

You fold the A4 piece of paper **like so**. Then **you glue** some shapes onto this side and **sprinkle** some glitter on it **like so**.

1.2.3 Tips on how to give clear and well-formed instructions:

- Be clear and specific
- Comprise of body language/Pictures
- Be supported with examples
- Be inclusive (broad or extensive)
- Get clarification
- Don't assume they know what you mean

1.2.4 Requirements in using English skills in giving clear and concise instructions are:

- Sequencers (E.g. and ..., then ..., and then ..., in addition ..., finally..., etc.)
- Actions (use of action verb)

1.2.5. Points to consider while giving instructions

- **Context:** when giving instructions it is very important to think about whom you are instructing and what they are doing.
- **Purpose:** when giving instructions it is very important to think about importance of the instructions, the end goal, and you need to know if the audience know why you are giving the instructions
- **Content:** when giving instructions it is very important to think about how many details you have given. You also need to ensure if you are using the language your audience understand
- **Order:** when giving instructions it is very important to think about what needs to happen first. You also need to check if it is important for some task to happen before others.
- **Feedback:** when giving instructions it is very important to think about the way to know if your instructions have been understood.

L O 1.3: NON-VERBAL COMMUNICATION

Definition :

Non-verbal communication: It is the process of sending and receiving messages without using words.

1.3.1 The importance of non-verbal communication

- *There are five main effects that nonverbal communication can have:*
 - a. **Repetition:** They can reinforce what is already being said
 - b. **Contradiction:** They can contradict the message and make the speaker seem untruthful
 - c. **Substitution:** They can take the place of words
 - d. **Complementing:** They can compliment a verbal message, for instance, a pat on the back

- e. **Accenting:** They can underline a certain point in the message

1.3.2. Types of non-verbal communication:

- ✓ **Proxemics:** The study of how we handle the space around us, especially in relation to other people
- ✓ **Orientation:** The way in which people place themselves relative to one another
- ✓ **Facial expressions:**
- ✓ **Gestures:** they use hands and arms
- ✓ **Body language**
- ✓ **Posture:** the way in which we position our bodies
- ✓ **Dress**
- ✓ **Eye gaze (eye tracking):** it is a way of accessing your computer or communication aids using a mouse that you control with your eyes.
- ✓ **Paralanguage:** utterances we make when we are speaking (E.g. one's tone, pitch or manner of speaking)
- ✓ **Haptic:** the perception of objects by touch

L O1.4: EFFECTIVE SPEAKING SKILLS

- *Effective speakers:*
 - a. use examples to get to the point
 - b. are honest
 - c. are respectful
 - d. speak with respect, when you need to be direct
 - e. Speak with confidence but not arrogance
 - f. are flexible – they check the mood and attitudes of others and adjust accordingly
 - g. are aware of body language – their own and that of others

LU2: COOPERATE AND WORK AS A TEAM MEMBER

L O2.1: COOPERATE WITH OTHERS TO REACH THE SAME OBJECTIVE

2.1.1 What is a team? A group of individuals working together to achieve their goal

2.1.2 Characteristics of an effective and cooperative team member are:

- a. Member interacts with and includes others **in** courteous, respectful and honest ways
- b. Member is respectful of differences in opinions, culture...
- c. Member provides ideas and opinions and seek others' ideas
- d. Member Listens without interrupting
- e. Member offers ideas without interrupting
- f. Member is aware of own emotions, thoughts and feeling and keep them under control

LO.2.2: LEAD A TEAM EFFICIENTLY

2.2.1 Qualities of effective team leaders

1. Determination
2. Flexibility
3. Resourcefulness
4. Creativity
5. Responsibility
6. Optimism
7. Reliability/ accountability
8. Patience

2.2.2 Different leadership styles

- 1. Authoritarian leader:** (dictator) the leader takes all decisions without any participation of his subordinates
- 2. Persuading leader:** the leader convinces others to change the way they think, believe or behave.
- 3. Consulting leader:** the leader consults his/her subordinates before taking decisions
- 4. Joining leader:** the leader agrees in advance to abide by the group's decisions

2.2.3 Strategies of leading a team are

1. Encourage discussions
2. Encourage everyone to participate fully
3. Remain calm

4. Use positive feedback

5. Ensure all team members understand that their ideas & opinions are equally relevant

L O 2.3: DEMONSTRATE PROBLEM SOLVING AND DECISION MAKING SKILLS

2.3.1 Characteristics of good solution

➤ *The good solution is REAL:*

- Realistic
- Effective
- Acceptable
- Logical

2.3.2 Steps of problem solving are:

- Clear understanding of the problem is gotten
- Possible solutions are generated
- Solution is chosen
- The solution is implemented
- The solution is evaluated

L.U3: APPLY CUSTOMER CARE

LO 3.1: DEMONSTRATE THE UNDERSTANDING OF THE IMPORTANCE OF GOOD CUSTOMER CARE

3.1.1 What is customer service? It is how we meet the needs of the people who use our services

3.1.2 Levels of customer service are:

- Poor service (too bad)
- Mediocre service (somehow okay)
- Exceptional service (excellent)

3.1.3 Customer care principles are:

- The customer is boss
- Never argue

- Don't confront a customer
- Always be respectful and listen to the needs of the customer

3.1.4 The importance of customer service

a) Positive effects of customer service are:

- It is the cheapest form of positive advertising
- You will stand out of your competitors
- You will keep your customers and their will recommend you to others
- Customers will buy more
- It will create word of mouth advertising

b) Negative effects of customer service are:

- Bad reputation
- Loss of confidence and trust
- Ends relationships
- Bad reference for career
- Loss of job

LO 3.2: PROVIDE EXCEPTIONAL QUALITY SERVICE

3.2.1 Basic customer needs are

- Welcome
- Understood
- Important
- Comfortable

3.2.1 Meet basic customer needs

➤ *If you want to meet customer needs, make him/her feel:*

- Welcome:** (be friendly, greet customer, introduce yourself, smile/lighten up, use a positive tone of voice)
- Understood:** (listen carefully, repeat or rephrase to make things clear)
- Important:** (refer to customer by name, ask open – ended questions to understand customer's needs, thank customer for coming)
- Comfortable:** (use open-body language, show concern)

3.2.3 Customer perception

Perception is how we see, hear or understand a situation. No two people see a situation exactly the same! A customer does NOT always think the way you do. S/he may therefore not see a situation the way you do. Always check to see what the customer is thinking. Never make assumptions!

3.2.4 Meeting and exceeding customer's expectations

Make sure you know your customer's attitudes, beliefs and feelings. Try to see things the way your customer does. This will help you meet & exceed his expectations

3.2.5 Get feedback on the service you provide

Find out from customers how they liked your service and what can be done to make it better

LO3.3: COMMUNICATE EFFECTIVELY WITH CUSTOMERS BY TELEPHONE AND FACE TO FACE

3.3.1 The following are tips while talking with a customer on telephone or face to face:

- ✓ Being ready
- ✓ Answer promptly
- ✓ Being friendly
- ✓ Being polite
- ✓ Identify yourself
- ✓ Repeat the caller's name
- ✓ Listen carefully
- ✓ Give the caller full attention
- ✓ Don't guess at answers

3.3.2 Recording a message

- *When talking message over the phone, write down:*
 - The caller's name
 - The caller's telephone name

- The date and time
- What the caller needs
- Any additional information, and your name or initials

L O3.4: HANDLE CONFLICT WITH DIFFICULT CUSTOMERS

3.4.1 Definition of concepts

- a. **Conflict:** a clash/ a serious disagreement between individuals
- b. **Conflict resolution/management:** It is the practice of being able to identify and handle conflicts fairly

3.4.2 Steps of conflict management with difficult customers are:

- ✓ Stay calm and listen
- ✓ Ask questions
- ✓ Give feedback
- ✓ Summarize the problem
- ✓ Deal with the problem

L U 4: WRITE AND SUBMIT A REPORT

L O 4.1: IDENTIFY TYPES OF REPORTS REQUIRED

4.1.1 Types of reports used in the workplace are:

- **Formal and informal reports:** (Formal: it contains detailed information necessary to make business decisions. Informal: it is shared within an organization)
- **Short and long reports:** It is a document written to inform a specific audience about a certain subject that has an impact on their lives
- **Analytical or informational reports:** It uses qualitative and quantitative company data
- **Proposal reports:** it is about an approach to solving a problem or issue
- **Vertical or lateral reports:** Assists in coordination or management in the organization
- **Internal or external reports:** (Inform people inside/outside the organization)
- **Periodic report:** A report published at a fixed interval
- **Functional reports:** It is a multi-page questionnaire about an applicant's activities and how their disabilities impact their daily life

4.1.2 Sections of a report:

1. Abstract/overview/ executive summary
2. Introduction
3. Body
4. Conclusion
5. Recommendations
6. References
7. Appendices

4.1.3 Tips on report writing

- a. Executive summary and table of content are written
- b. Objective is focused on
- c. Planning is made before writing
- d. A clear layout is used
- e. A clear language structure

LO 4.3. HAND THE REPORT TO THE APPROPRIATE PERSONS

- *A well-transmitted report is:*
- signed by the person in charge
 - given to all concerned people
 - free from any grammatical mistakes
 - handed with supplementary documents, if need be

END!