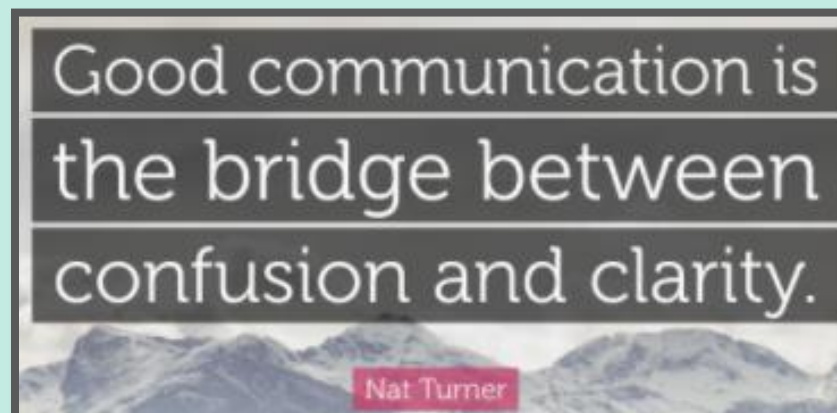




COMMUNICATION DYNAMICS

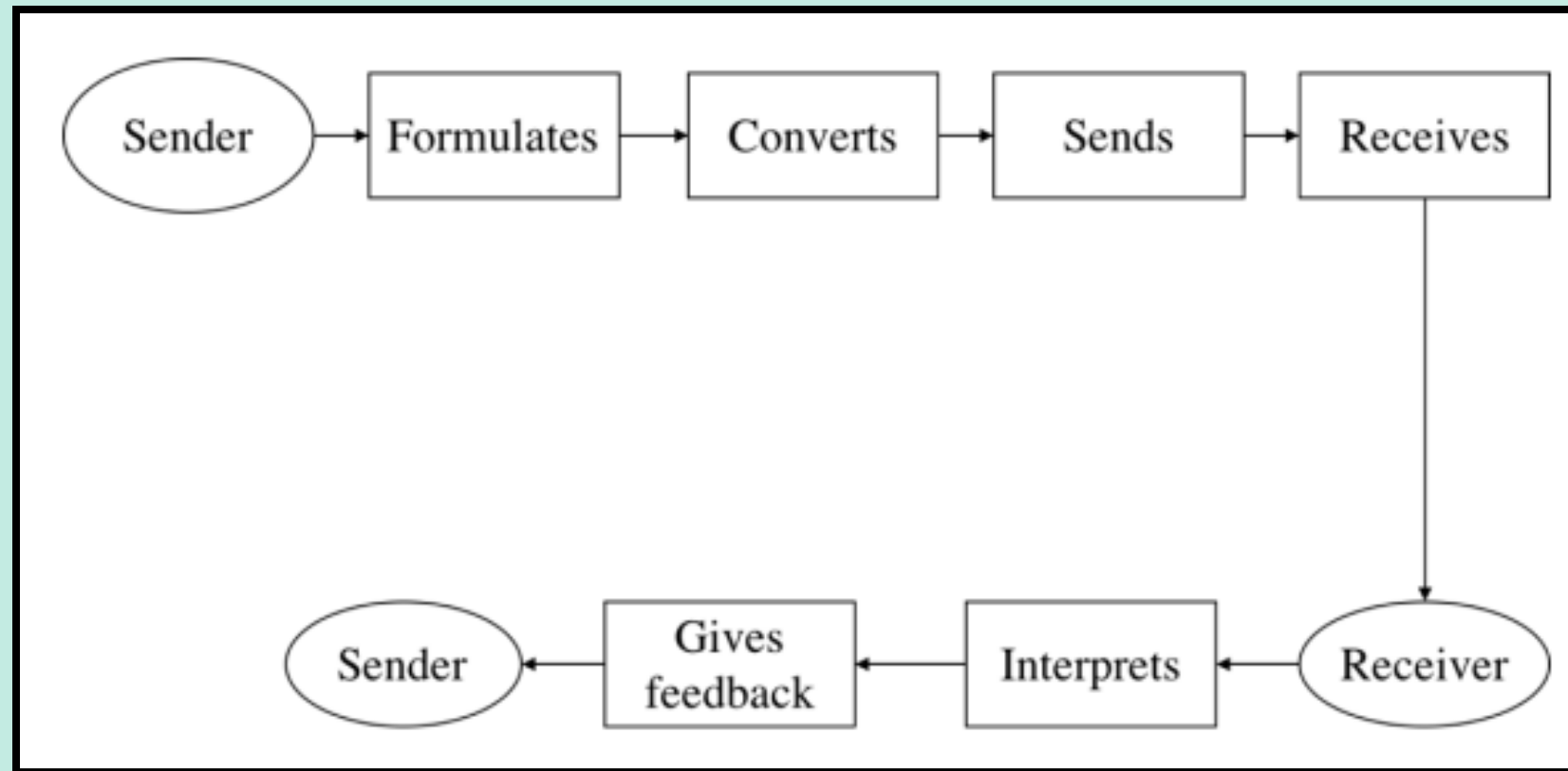
J. B. Nagar CPE Study Circle of WIRC of ICAI

8th January, 2022
4-6 pm



Insha Feroze
www.linkedin.com/in/insha-feroze

WHAT IS COMMUNICATION?



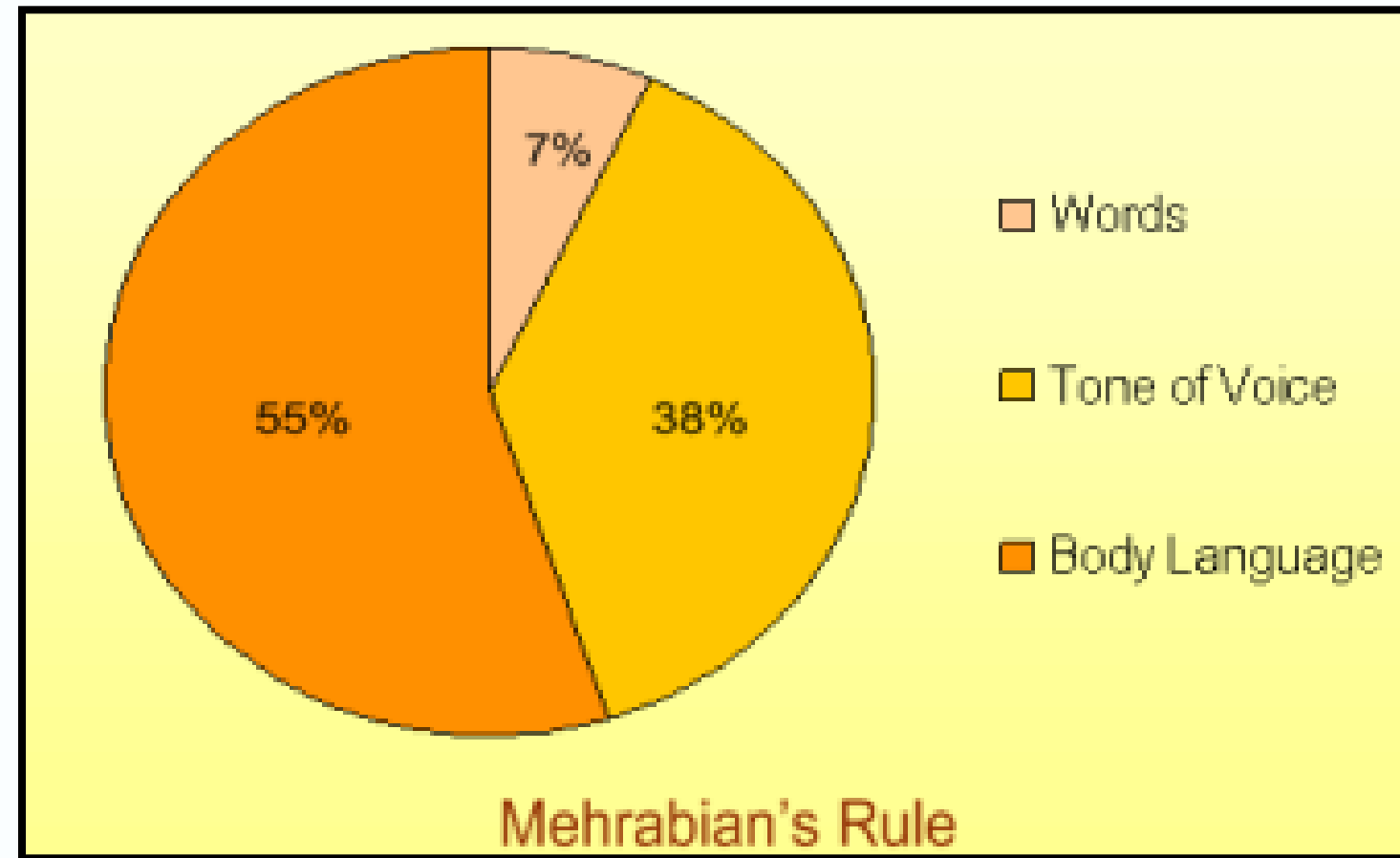
Types of Communication

- ✓ Verbal
- ✓ Non-Verbal
- ✓ Written
- ✓ Visual

**It is not distance
that keeps people
apart**

**but lack of
communication**

ABC OF COMMUNICATION



Verbal, Paralinguistic, Body language

Para linguistics

- Pause
- Volume
- Pitch
- Word stress
- Tone of Voice
- Rate of Speech

FEEL THE DIFFERENCE

HE'S GIVING THIS CAR TO ME.

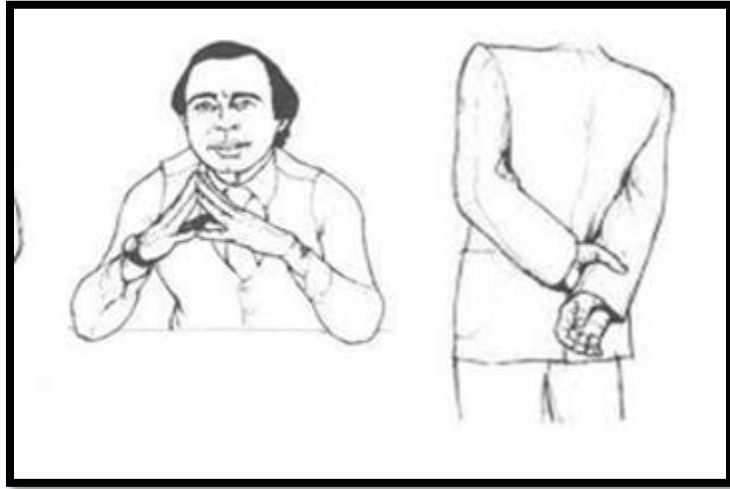
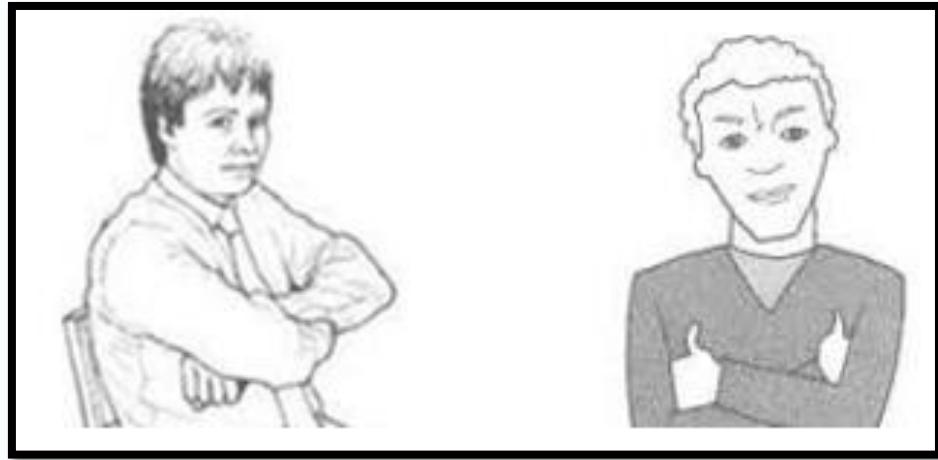
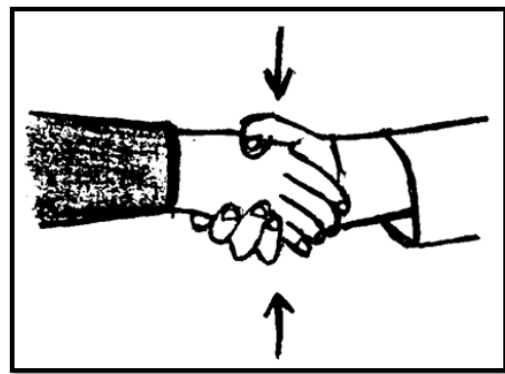
HE'S **GIVING** THIS CAR TO ME.

HE'S GIVING THIS **CAR** TO ME.

HE'S GIVING THIS CAR TO **ME**.

It is not only WHAT you say
... but HOW you say it!





Body Language

What is the most important thing in communication?

Adapt & adjust your style to that of the person you are communicating with

COMMUNICATION BARRIERS



PHYSICAL

PSYCHOLOGICAL

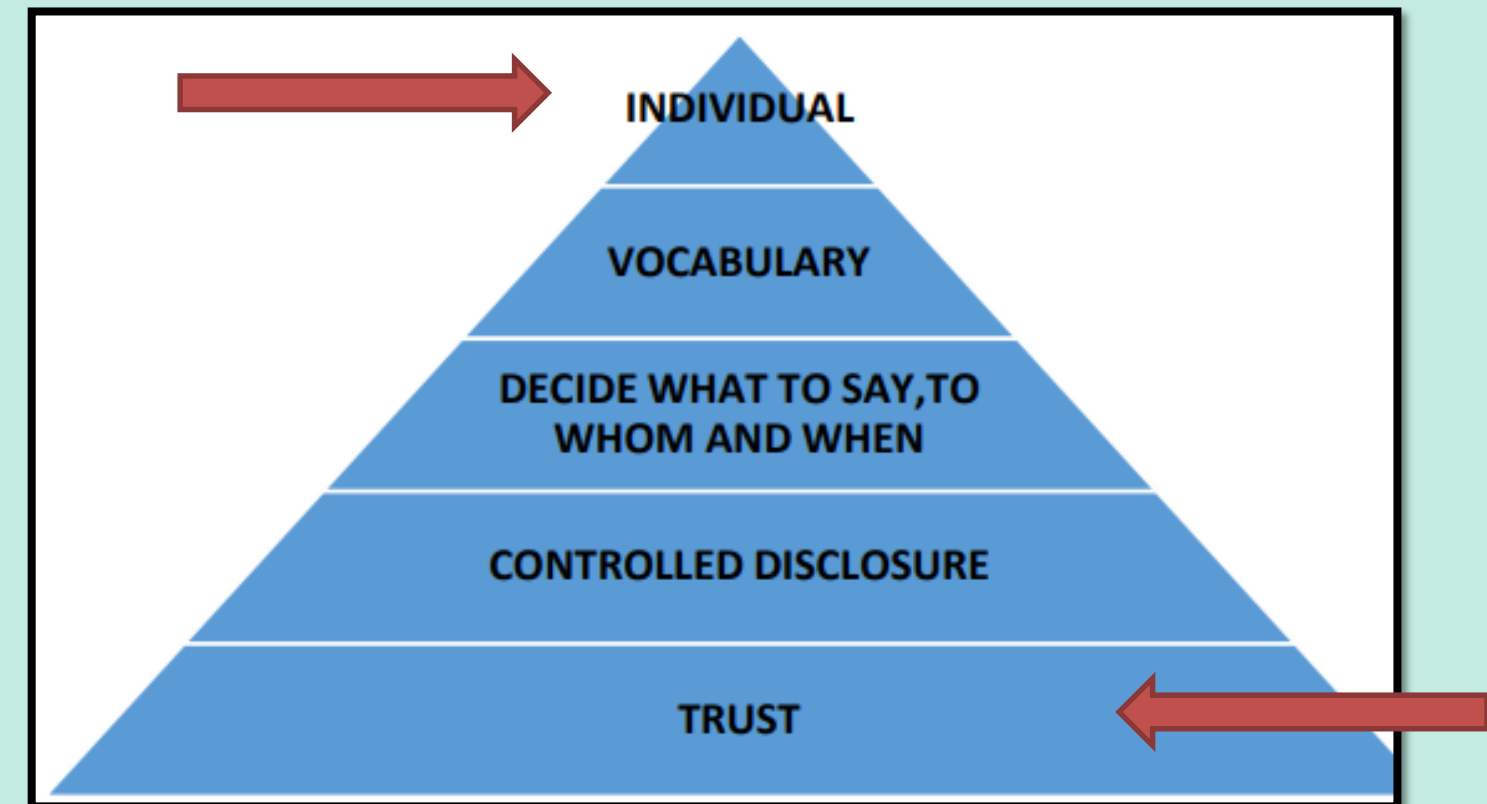
TECHNOLOGY/
SYSTEM

LINGUISTICS

AT YOUR BEST!

Adhering to the basics can help you set a win-win situation!

Do you remember to carry everything before you move ahead to climb the mountain?



EFFECTIVE COMMUNICATION



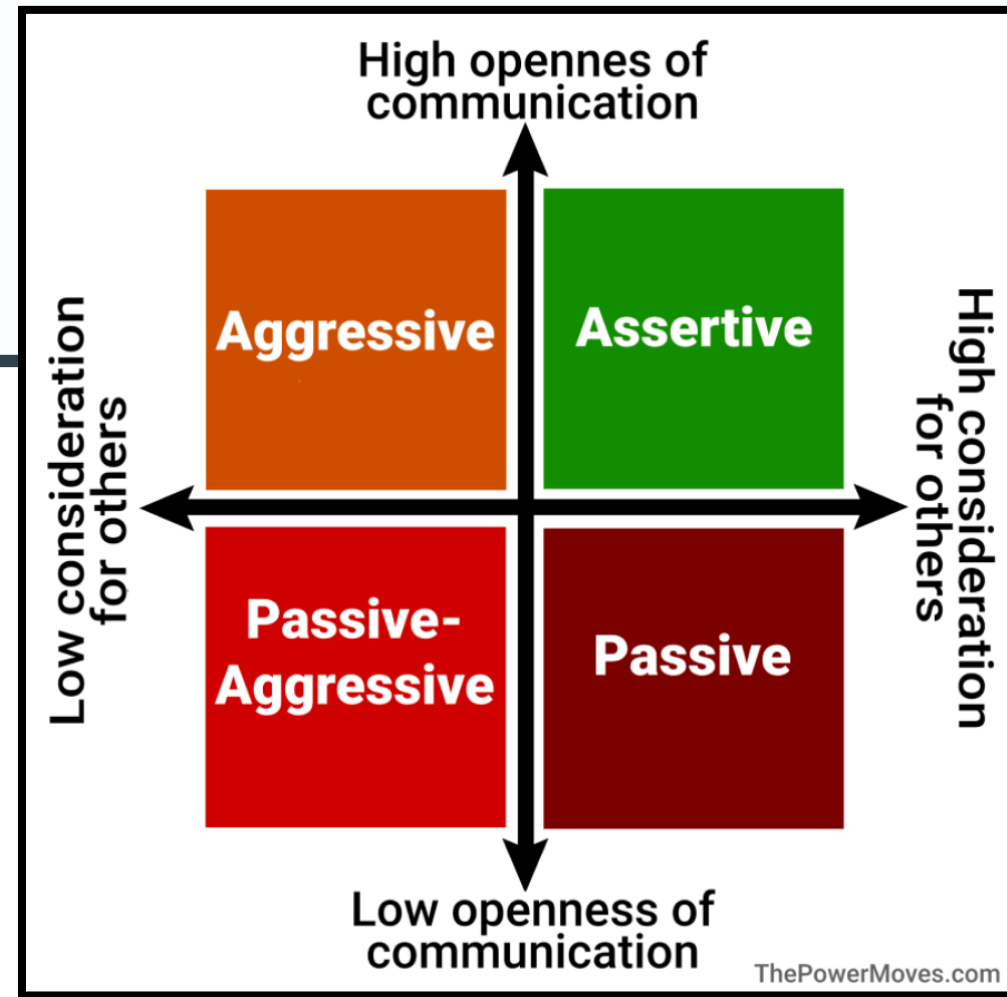
Background: The tech pioneer defined a need for remote workers return to the office environment. There was no longer a role for staff working from home and all employees needed to be office-based moving forward. The job of communicating this message was handed to the HR department.

Approach: Head of HR sent out a motivational memo full of praise for the company’s “positive momentum”, “the buzz and energy in our offices”, “remarkable progress” and promising “the best is yet to come”. At the end of this message was the directive that all staff working from home must move back into the office or quit.

Scenario A: You work in a large organization and have never met the CEO. Every month you receive a company newspaper which always includes an article (allegedly) written by her, discussing updates and progress.

Scenario B: In your employee app, your CEO personally shares a monthly video, discussing updates, progress, and employee questions. Moreover, her language is casual and unrehearsed and she encourages you to leave comments and questions below the video.

STYLES OF COMMUNICATION



Which is your style?

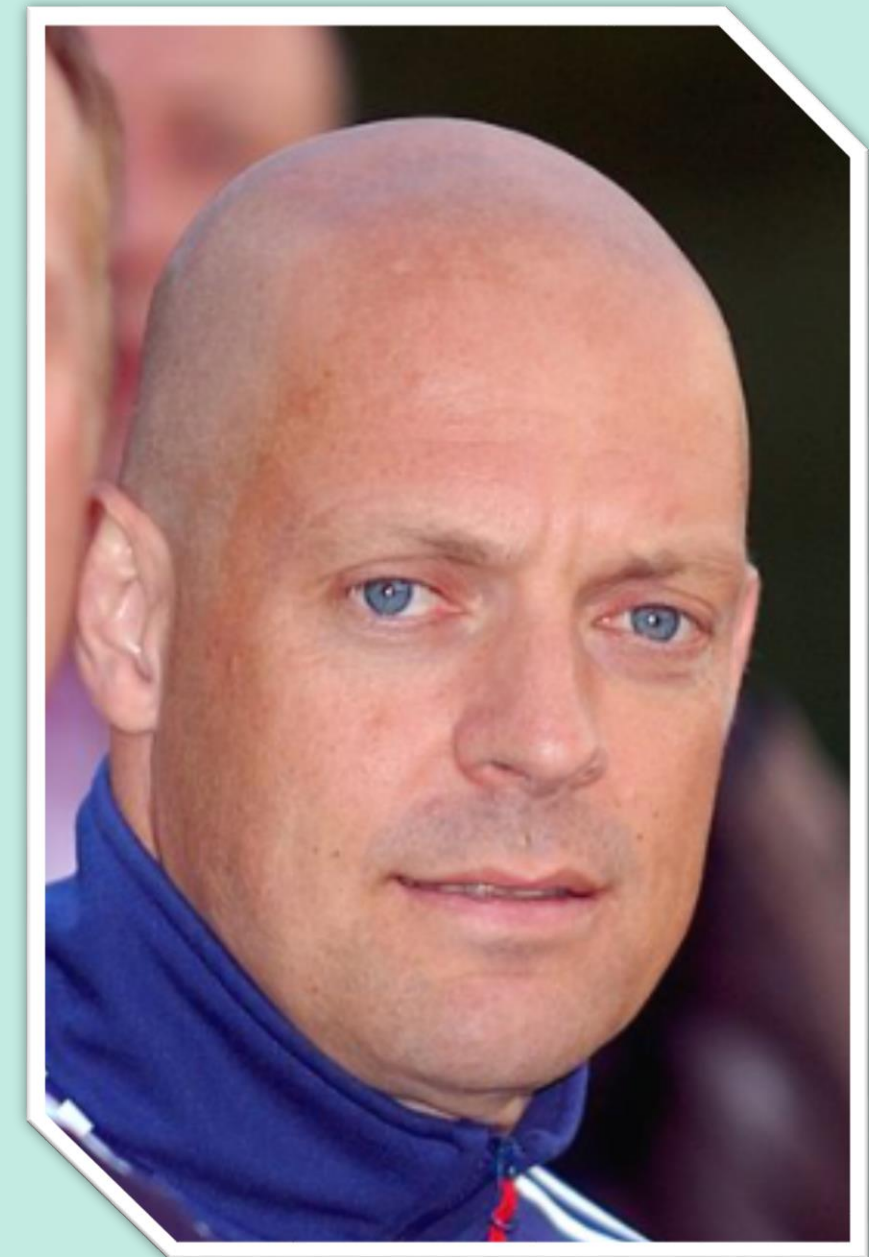
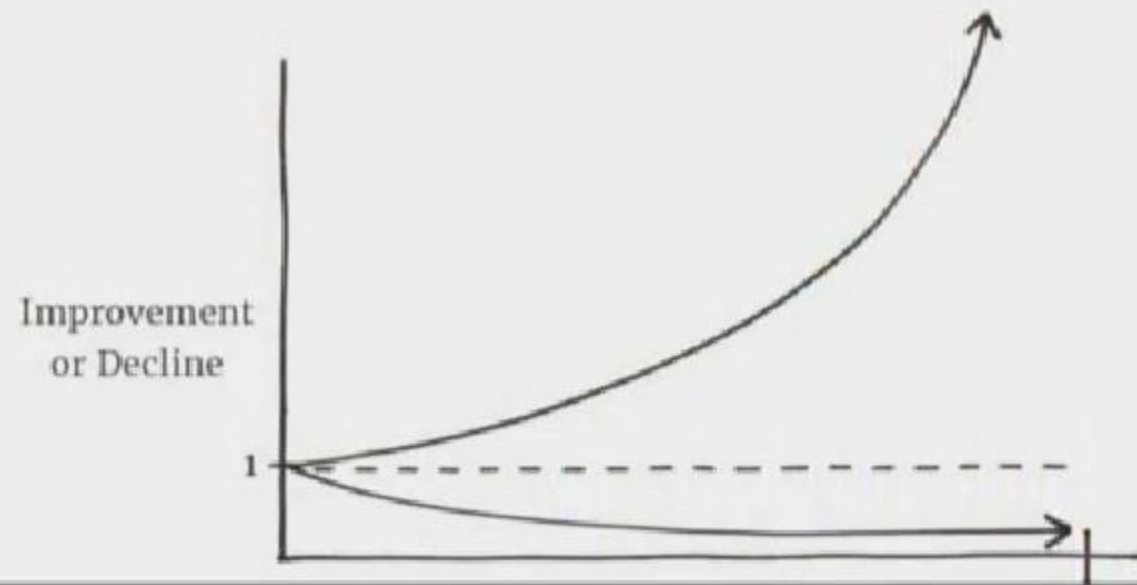
DO YOU KNOW THE POWER OF 1%?



The Power of Tiny Gains

1% better every day $1.01^{365} = 37.78$








1% worse every day $0.99^{365} = 0.03$



IS YOUR APPROACH IMPACTFUL AND MEANINGFUL?

8 dinner plates 	8 soup/salad bowls 	8 dessert plates 
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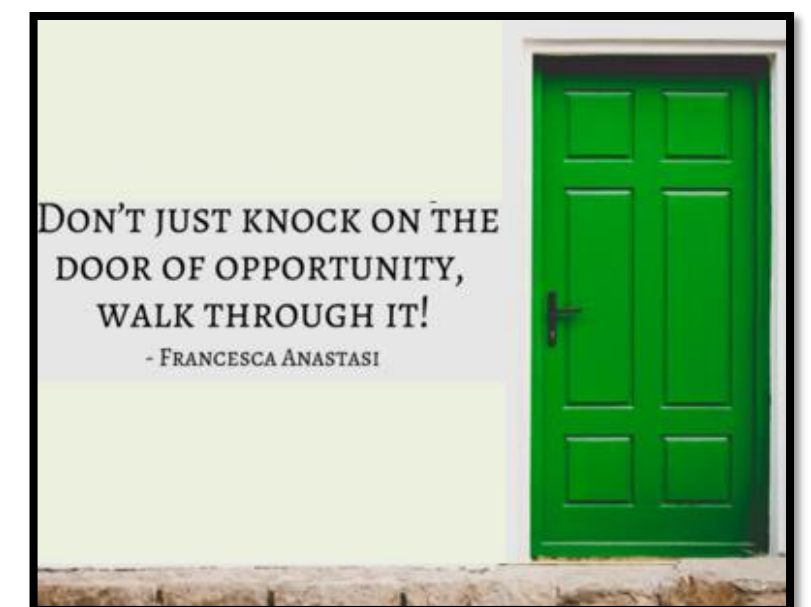


8 dinner plates 	8 soup/salad bowls 	8 dessert plates 	
6 cups 	2 broken cups 	1 saucer 	7 broken saucers 

Are you sure that what you sell, is the same as 'what people want to buy'?

**DO YOU FOCUS ON THE
PSYCHE OF PEOPLE...?**

**LEARN TO FIND THE DOOR
LEADING TO OPPORTUNITIES!**



TIME TO SELF-INTERROGATE!



- ✓ DO I READ MY CLIENT?
- ✓ DO I KNOW THE POWER OF QUESTIONING?
- ✓ DO I KNOW HOW TO ADOPT CRITICAL THINKING?
- ✓ AM I A MENTOR OR A JUDGE?
- ✓ DO I INNOVATE MY SERVICES?
- ✓ DO I USE FEEDBACK SYSTEM?
- ✓ DO I UPSKILL MY PEOPLE?

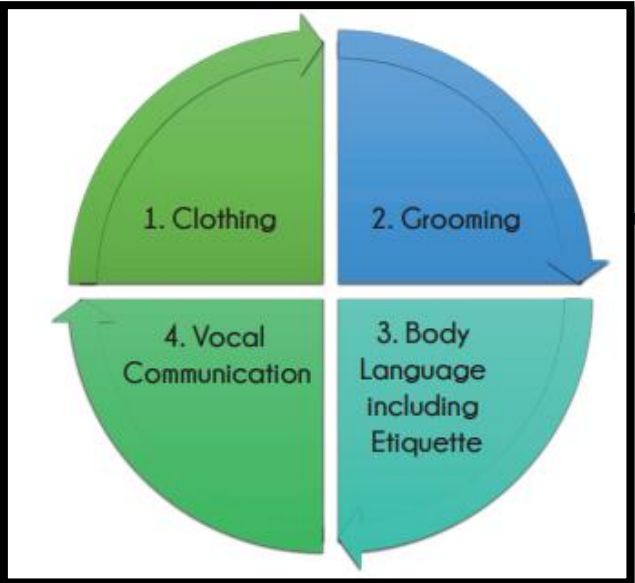
*What can I
do different?*

Do you still run after size 15 shirt?

PROJECT YOUR RIGHT IMAGE



FIRST IMPRESSIONS ARE CONTEXTUAL



ELEMENTS OF FIRST IMPRESSION

- Clothing including accessories
- Grooming including hygiene
- Body Language including Etiquette

ELEMENTS OF VISUAL IMAGE



COLOURS THAT REFLECT YOUR PERSONALITY/THOUGHTS

Assess your own-self!



TIPS FOR IMPROVING INTERPERSONAL SKILLS

- **Smile**
- Be a good listener
- Give others benefit of doubt
- **Honor your word**
- Be trustworthy
- Learn from your mistakes
- **Let go your ego**
- Know the power of gratitude
- **Think win-win**
- Discuss & clarify instead of arguments
- Be respectful and empathetic
- Mind your tone & language
- Accept responsibility instead of blaming
- Don't criticize or complain
- Give sincere appreciation
- **Be open to feedback**



The biggest communication problem is we do not listen to understand.
We listen to reply.

STEPHEN COVEY

Before wanting to be understood, understand others!

Learn to use your brain power. Critical thinking is the key to creative problem solving in business.
— Richard Branson —

BE CONSCIOUS

INSHA FEROZE

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REFERENCES INCLUDE

- ✓ [Skillsyouneed.com](https://www.skillsyouneed.com)
- ✓ Harappa-diaries
- ✓ [Toppr.com](https://www.toppr.com)
- ✓ Books on communication, leadership, habits
- ✓ Atomic Habits
- ✓ Stories at work
- ✓ Talk shows
- ✓ [Theinvestorsbook.com](https://www.theinvestorsbook.com)
- ✓ www.helpguide.org
- ✓ [Businessjargons.com](https://www.businessjargons.com)