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# 7 KEYS OF EFFECTIVE COMMUNICATION

## COMMUNICATION TRAINING MODULE



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# 1. Introduction



**Communication** is the ability to express and interpret concepts, thoughts, feelings, facts and opinions in oral and written form (listening, speaking, reading and writing) and to interact in an appropriate and creative way in a wide range of social and cultural contexts; in education and training, at work, at home and in leisure.

Apart from **verbal communication**, where you can listen to a person and understand what they mean, and **written communication**, where you can read their meaning, there is also **non-verbal communication**, where you observe a person and infer their meaning.

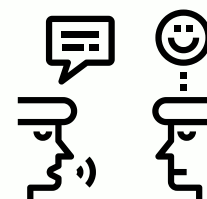
Types of communication include verbal, written, narrative, decisive talk and non-verbal communication, e.g. facial expressions, posture, tone of voice, body language, eye contact and even touch.

It is important to point out that misunderstandings can occur at any stage of the communication process. However, effective communication involves minimising possible misunderstandings and overcoming communication barriers at every stage of this process.

Communication skills are important to many aspects of life, from personal relationships to your career. When communication is effective, it can also help with a whole range of other issues, increasing employee wellbeing, feelings of being valued and employee retention.

Effective communication in the workplace is the ability to create a free flow of information with and between different stakeholders at all levels of the organisation to achieve effective results.

This module covers the **seven keys to effective communication** in the workplace, such as listening, clarity, conciseness, etc. in relation to women in the labour market, the gender stereotypes associated with these soft skills, and strategies, tools or examples of good practise.



## 2. The module in the professional environment



Communication skills and their effective use can be a challenge in private life, but especially in the workplace. First of all, it is important to mention the overall benefits of effective communication in the professional sphere in order to realise its essential use, especially for women. Communication can improve productivity and boost morale. It can also increase employee satisfaction and build trust in management. In addition, effective communication in the workplace can strengthen teamwork and increase employee engagement.

Besides written, oral and non-verbal communication, there are some other communication skills that are important for any job, such as presentation, public speaking, active listening, clarity, confidence, friendliness, clarity and conciseness, respect, etc.

Communication and its benefits are very important for professional success, teamwork and the ability to achieve business results. Effective communication is the process that holds the company together.

Effective communication is essential - it is the process that holds the business together. For women in the workplace, the ability to communicate productively and confidently is especially important in order to be heard, gain advantage and achieve goals. This begins with awareness and application of the three integral and interrelated components of communication.

For communicating effectively in the workplace, it is important for women to follow the seven keys of effective communication, which are:

1. Active and attentive listening
2. Empathy
3. Assertiveness
4. Conciseness
5. Clarity
6. Suitable medium of communication
7. Respect

### 3. Impacts recognized through gender stereotypes



For women in the workplace, the ability to communicate productively and confidently is especially important in order to be heard, gain advantages and achieve goals. However, there are some gender stereotypes that relate to or are influenced by communication.

According to Dr Andrea Wojnicki, there are three negative stereotypes about women and how they often communicate. These three stereotypes are the following:

1. Women often make themselves small
2. Women tend to talk more about their hard work
3. Women usually do not assume that they will be listened to

The second negative stereotype in particular is strongly linked to communication in the workplace. Often women feel they have something to prove because they are insecure. They may also feel that they have to prove their productivity and show appreciation for the time and effort they put into their work.

Also, according to academic research on the differences between the sexes, women are more expressive, more reserved, more polite in conversation and more relationship-oriented.

The seven keys of effective communication play an essential role both in the workplace and in personal life. The impact of these keys could be the same in the professional and personal women's development. This impact on women may include:

- Improved collaboration in the industry
- Relationship building
- Improved trust and credibility
- Promoting team building
- Creating clarity and direction
- Increased commitment

Consistently applying productive and assertive communication in the workplace requires **self-awareness**, **commitment** and **considerable effort**, and can improve morale and satisfaction in any setting, let alone a professional one. But the benefits are worth the investment, especially for women in leadership positions.



## 4. Good practices and tips



It is important to recognise that women sometimes face particular challenges in the professional environment. Below are some common best practises, tips and tools that can be helpful in developing effective communication skills in the workplace and that can benefit women professionals:

### 14 Best Practises for more effective communication

In this article, fourteen members of the Young Entrepreneur Council share what they believe are the best practises that can help even the most reticent leaders communicate more effectively. These include relationship skills, active listening, a sense of humour, adapting your communication style, etc.



### Strategies for effective communication in the Workplace

1. **Be clear and concise:** When communicating your ideas, thoughts or instructions, strive for clarity and brevity. Use concise language so that your message is easily understood by others.
2. **Develop strong interpersonal skills:** Work on building positive relationships with your colleagues. Develop empathy, active listening and the ability to connect with others on a personal level. Building relationships promotes trust and effective communication.
3. **Build a diverse network:** Cultivate professional relationships with a wide range of colleagues, including both men and **women**. Seek out mentors, supporters and allies who can support you in your professional development.
4. **Confidence and self-belief:** Believe in your abilities and your value. Be confident in your expertise and contributions and communicate with confidence. Acknowledge your achievements and celebrate your successes to promote a positive self-image.

### Helpful tools for developing effective communication skills in the workplace

1. **Slack:** It is a popular platform for team communication and collaboration. It offers channels for instant messaging, file sharing and project collaboration.
2. **Trello:** It is a visual project management tool that can improve team communication and collaboration.
3. **Mindmeister:** It is a mind mapping tool that allows you to visually organise thoughts, ideas and concepts.

## 5. Conclusions



Effective communication and the seven keys to effective communication are crucial in the workplace for both men and women. However, it is important to recognise that women sometimes face particular challenges in the professional environment and that they often need to demonstrate their value and the time and effort they put into their work in order to be a valuable part of the team or even in a leadership role.

The seven keys of effective communication are important for communicating effectively in the professional sphere and women can follow them in order to be heard, gain advantage and achieve goals.

These keys are the following:

1. Active and attentive listening
2. Empathy
3. Assertiveness
4. Conciseness
5. Clarity
6. Suitable medium of communication
7. Respect

The impact of the seven keys to effective communication is great and can be the same in both personal and professional life. This impact on women's development can require **self-confidence**, **commitment** and **considerable effort**, and can improve morale and satisfaction in any setting, let alone a professional one. But the benefits (better industry collaboration, relationship building, increased trust and credibility, creating clarity and direction, etc.) are worth the investment, especially for women in leadership positions.

By implementing some strategies for effective communication in the workplace, such as conciseness, confidence, diversity, etc., female professionals can amplify their voice, build strong relationships and navigate their careers with confidence.

There are also some tools such as Slack, Trello and Mindmeister that can support female professionals on their journey to develop effective communication skills, whether it is to improve written communication or to promote collaboration and engagement in the workplace.

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This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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© May 2023 – EBB GmnH, Step-by-Step, VAEV R&D, INDEPCIE, Skill-Up Srl., SVERONIS & SIA O.E.

This publication was carried out with the financial support of the European Commission under Erasmus + Project “2022-1-DE02-KA220-VET-000085146”

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