



Effective Communication

Index of Items

- [Editor's Letter](#)
- [ECI Benefits for Members](#)
- [Article – A Formula For Effective Communication](#)
- [Top Tips – Better Communication](#)
- [Members Offers](#)
- [Article - Communicating With Children](#)
- [Your Questions Answered](#)
- [International Coaching Register](#)
- [Article – 4 Components of Effective Communication](#)
- [The Business of Coaching – Email: The Phenomena You Can't Ignore in Client Communication](#)
- [Inaugural ECI Australasian Coaching Conference](#)
- [A day in the life of](#)
- [Recommended Reading](#)
- [ECI Sponsored Workshops](#)
- [Accredited Training Courses and Workshops](#)



ECI's
Coaching Blog

Editor's Letter

Hello Everyone

Welcome to the October Edition of the ECI Member's Newsletter on 'Effective Communication'.

We can all do with improved communication skills. In this multifaceted communication society of ours, having the right communication abilities can be a huge asset in both professional and personal circumstances.

It takes awareness and practice to achieve the enhanced listening and communicating skills that really makes the other person feel heard and valued, which is at the core of what most people want when communicating.

We hope that you enjoy this edition and forward the newsletter to anyone who may be interested.

"To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others."

Anthony Robbins



Anna.

Anna Cairo, Assoc
[Newsletter Editor](#)

ECI Benefits for Members

Professional Indemnity Insurance – [Click here for more details](#)

TAXCafe® - [Click here for more details](#)

Coaching Hours Log – [Click here for access to the log](#)

C.P.D. (continuous professional development) Log – [Click here for access to the log](#)

What other member's offers would you like the ECI to source? Let us know by sending the ECI an [email!](#)

Index of regular
at a glance features

[Definition](#)
[Inspirational Quotation](#)
[Readers Feedback](#)
[Positive Daily Actions](#)
[Acronym](#)
[Thought of the month](#)
[Future Features](#)
[Newsletter Team](#)
[Copyright](#)
[Disclaimer](#)

Why are certain persons more successful than others in their personal lives and in their professional environment? Some are perhaps very successful in their homes, having good relationships with their spouses and children, but having communication problems in their office. Others again are having good relationships at the office but at the expense of their marriages and family life.

The root cause of the problem is communication or to be more exact: **effective communication**. It is actually surprising that a lot of communication goes well most of the time. However, if a communication problem happens, the question: "what went wrong?" usually remains an unanswered question. There are plenty of books, articles and websites dedicated to the problems of communication. Some give scientific evidence of communication barriers and obstacles, but leave finding practical solutions to the reader. More practically oriented recipes are difficult to implement due to lack of time and practice.

For example the trait assertiveness: it has become common knowledge that it is important to be assertive in daily life. The issue of assertiveness is especially important in conflict resolution. The capacity to manage conflict is one of the most important skills you can possess in your personal and professional life. Conflict is caused by a clash of opinions, values or needs. It can be positive and constructive or negative and destructive, depending on the way people deal with it. Responses to conflict are learned early in childhood and these responses become habits and reactions used throughout adult life. No matter where the source of conflict arises, or the level of conflict involved, the common key to conflict resolution is effective communication. People who are able to say what they mean and to acknowledge the rights of others to have opinions and feelings are effective communicators. They are assertive and thus better able to use a variety of communication strategies to resolve conflict.

Assertive behaviour shows in your way of speaking, listening and questioning, and in your nonverbal behaviour. This style of behaviour is constructive and helpful when conflict arises because the needs of both parties are acknowledged and addressed. You are both more likely through this style of communication, to understand one another and the situation. Acting assertively in a conflict situation means standing up for your rights and expressing what you believe, feel and want in direct, honest and appropriate ways that respect the rights of the other person. Assertive behaviour increases your self-esteem, leads to the development of mutual respect with others and helps you achieve your goals. Assertive behaviour allows you to express your feelings in a way that is unlikely to lead to a defensive or aggressive response from the other person. Two assertive people can express different points of view. The assertive person wants to be heard and acknowledged. This does not necessarily mean winning. It means being accepted and treated as an equal respecting the rights of others and being respected in turn. Two assertive people can accept that each has a different opinion or perspective. When the occasion demands, assertive people can disagree; stand up for their rights and present alternative points of view without being intimidated or putting the other person down. Assertive people realise the type of behaviour suited a particular situation and recognise when their own behaviour is assertive, aggressive or passive.

But how can one be assertive if he or she is introvert by nature? Most people are familiar with Karl Jung's division of humanity into extraverts and introverts. The extraverted attitude is characterised by an interest in people and things and in relationships with events in the external world. The extravert is more concerned with outer reality than with inner fantasy, and tends to have scientific rather than metaphysical interests. The introverted attitude, on the other hand, prefers reflection to activity. The introverts tends to lack confidence in his relationship with people and things, and to be attracted more to philosophical than scientific interests.

On top of personality (extrovert versus introvert), there is the issue of culture: people from certain countries are simply less extrovert than from other countries. The comparison of national culture has been undertaken by Geert Hofstede in his brilliant book "*Cultures and Organizations, Software of the Mind*" (1991). According to Hofstede, culture can be defined as the collective mental programming of the people in an environment. In this sense, culture is not a characteristic of individuals, but includes a number of people who were conditioned by the same education and life experience. These people then have a common collective mental programming. This programming is different from other groups, tribes, regions, minorities or majorities, or nations.

Wouldn't it be extremely useful to have a simple formula of effective communication which can be used in all circumstances? I think the following formula would be helpful:

*EFFECTIVE COMMUNICATION =
SELF-INTEREST + INTEREST OF OTHERS – DISTURBING FACTORS*

OR

EC = SI + IO – DF

Definition

Communication:

– noun

1. the act or process of communicating; fact of being communicated.
2. the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs.
3. something imparted, interchanged, or transmitted.

<http://dictionary.reference.com/>

– noun

1. the act of transmitting
 - a giving or exchanging of information, signals, or messages as by talk, gestures, or writing
 - the information, signals, or message
2. close, sympathetic relationship
3. a means of communicating; specifically,
 - a system for sending and receiving messages, as by telephone, telegraph, radio, etc.
 - a system as of routes for moving troops and materiel
 - a passage or way for getting from one place to another
 - the art of expressing ideas, esp. in speech and writing
 - the science of transmitting information, esp. in symbol

<http://www.yourdictionary.com/communication>

Let's look at the three elements of this formula.

Self-interest

When people communicate, self-interest is probably the main reason for communication. One is far more interested in his or her own interest than in the interests of others. The above formula can actually be simplified even further by simply stating that communication is equal to self-interest. For this reason, communication is rarely effective because one is not trying to find a common ground in interaction processes but merely seeking a way to fulfill certain short-term interests. The most important problem in communication is probably asymmetry. The two parties in question are having different agendas and different interests which are further complicated by asymmetries of, knowledge, power and authority. For this reason, negotiation skills and tactics have become a very important trait of modern civilization.

The shift from a 'command and control' communication culture to a 'negotiating and persuasion' culture has resulted in a greater emphasis on the ability to effectively communicate verbally and non-verbally with each other. This also implies better education in which development of dialogue skills has become the backbone of modern education. People are at a young age already required to be able to express their thoughts clearly in class presentations, essays, reports and not to mention in theses of various sorts in tertiary educational settings.

Interest of Others

The interest of others has probably been the most important issue in many textbooks about effective communication. The ability to listen, to receive and give feedback, to control anger ('anger management'), conflict resolution, stress management, have been discussed in great lengths by many authors, scholars, management trainers.

The problem is accommodating the interests of others has become more important with the introduction of information technology and the ability to trade goods and services in cyberspace. True globalisation has probably already occurred in cyberspace where a global 24-hour economy has been created where everybody is exchanging goods, services and information all over the world.

The traditional corporate structure, with its formal chain of command and division of labour, is undergoing massive changes in companies throughout the world. Changing markets and technological breakthroughs, now dictate the organisational structure most appropriate for a company. Firms that rely on the ability to introduce innovations continuously usually give employees more latitude for decision making and communication outside the formal chain of command. The new learning organisation or also called the 'boundaryless' organisation relies on self-managing work teams and the use of networking. It reduces or eliminates internal boundaries that separate functions and hierarchical levels. The learning organisation is organised around core-customer oriented processes, with each process team comprised of various functional specialists.

The issue of discovering the interests of others has even been infiltrated by non-scientific 'tools' like astrology, numerology and tarot cards. Before the discovery of these tools, one was still utilising (and still is utilising) many scientific tools offered by psychologists ranging from psychoanalysis, conversation analysis, transactional analysis and the sort resulting in various therapies which might be effective depending on the willingness of the buyer to take it seriously or not.

In her excellent book titled "*How To Talk So People Listen*" (2006), Sonya Hamlin offers a very useful method to discover the interests of others. Hamlin argues that anyone can be reached by your message if you are able to make them listen to your message; it is extremely important to make others listen to what you have to say. Finding out anyone else's self-interest is all about focus. There are basically three basic motivating factors that stimulate anyone to listen to any speaker: (1) What's in it for me? (2) Who's telling? (3) How do you tell it? According to Hamlin, finding out the interests of others is not very difficult. To understand someone else's interests is simply analysing what we all have in common in terms of goals, needs, and expectations.

Disturbing Factors

The third element of effective communication is probably the most difficult one: how to eliminate disturbing factors or how to overcome communication barriers. There are basically six types of barriers between people communicating with each other: differences in perception, incorrect filtering, language problems, poor listening, differing emotional states, and differing backgrounds. In order to overcome these barriers, one must be willing to avoid selective perception, condense messages to the bare essentials, use specific and accurate words possible, always verify your interpretation of what's been said, be aware of the feelings that arise in yourself and in others as you communicate, and attempt to control them.

Martin Hahn Ph.D. is an industrial sociologist with more than 20 years experience in teaching, management consulting, and corporate training.

Martin Hahn Ph.D.

martinmim21@hotmail.com

© 2008 Martin Hahn Ph.D. All Rights Reserved

[return to the index](#)

Top Tips For Better Communication

- 1) Everyone deserves courtesy and respect. Diplomacy gains more than hostility. Start by being thoughtful and seeking to understand.
- 2) Try to see the other point of view. Most of us primarily want to feel heard and understood so attempt to really see the other side, and then you can better explain yours.
- 3) Anyone can accept anything without agreeing with it. Thus, acknowledge this with statements such as: "That's an interesting idea" or "What an intriguing question."
- 4) Listen Carefully: People often **think** they're listening, but are really thinking about what they're going to say next. Don't interrupt. Don't get defensive. Re-state the other's point of view, as you have understood it, to check for clarity.
- 5) Own what's yours and realise that personal responsibility is a strength not a weakness. Effective communication involves admitting when you're wrong. It diffuses the situation, sets a good example, and shows maturity.
- 6) Everyone has valuable ideas and unique talents – appreciate them regardless of your opinion.
- 7) Respond to criticism with empathy. It is easy to get defensive when someone comes at you with negative feedback. Listen to the other person's pain and respond with compassion for their feelings.
- 8) Realise that you can always learn more about the other person's needs, and situation by asking questions, seeking solutions. Think positive.
- 9) Use "I" Messages rather than using "You". Make the messages about yourself and your feelings. It is less accusatory, and helps the other person understand your point of view.
- 10) Even when you are conveying unpleasant news, the impact can be softened by the use of positive language and choice words.

Anna Cairo

anna@annacairo.com * www.annacairo.com

© 2008 Anna Cairo. All Rights Reserved

[return to the index](#)

Communicating With Children

Kirsty O'Callaghan

Your communication with children is vital. Using positive and effective communication with a child provides them with a firm foundation to build solid and productive relationships throughout their whole life. When a child is heard they feel valued, just as when an adult feels heard they feel appreciated.

Children are a product of their environment, and this especially shows through their ability to communicate their needs to the world around them. It may show in either a positive or a negative way, depending on their role models.

Positive relationships between children and parents (or adult carers) are vital in building the child's self confidence and ability to cope with life. These relationships are built on the parent's ability to pay attention to what the child is saying, (or trying to say), respect and validation of their feelings and opinions, and by allowing the child to discuss their feelings without blame.

If a parent (or adult carer) is a good listener and role model, the child learns how to be a good listener. If an adult can hold eye contact when communicating, the child will learn to hold eye contact and if the adult can be 'present' in the conversation without distractions, the child learns to be present when someone is talking to them.

From my own observations with child rearing, it is quite often the 80/20 rule with how children learn. That is 80% of what we DO and only 20% of what we SAY OR TELL THEM HOW TO DO. This means that if you are not paying attention in conversations, but telling them they must pay attention, a child will learn how not to pay attention!

So they learn to live in the world, act and form opinions about themselves based on the modelling of those adults around them everyday. Having positive age appropriate communication and interaction with children on a regular basis, either through example,

Inspirational Quotation

"When people talk, listen completely. Most people never listen."

Ernest Hemingway

"The problem with communication...is the illusion that it has been accomplished."

George Bernard Shaw

words, touch, gestures or being attentive can bring about an amazing shift from feelings of unworthiness or misunderstandings to harmony and mutual respect.

As well as being a good communicator yourself in your day-to-day dealings, you can also do the following to encourage positive relationships with children:

- Use positive phrases, ones that encourage and praise rather than blame and criticise.
- Listen to children - with your ears, eyes and body. From time to time it is understandable to tune out as a child can go on and on and on, however if most of the time you can stop and really listen not only will you be valuing the child, but also you might just learn more about who they are.
- Build up children's self esteem. This can be done by taking the time to notice them being good, thanking them, setting them tasks that you know they will do well and so on. If you do have to chastise the child focus on their behaviour not them personally.
- Use affirmative body language by using eye contact, getting physically on to their level, not speaking down to them or over them, smiling, use a gentle tone of voice and lots of cuddles and letting them know you are listening by nodding and facial gestures.
- Encourage children to talk about how they feel and see the world; whether you know it is their real or imaginary experiences, it is all important to them right now.
- Take an interest in what they are interested in, TV shows, sport, friends, activities, or whatever. Be supportive in their explorations of what they would like to do and experience.
- When children start to realise their parents (or adult carers) are not perfect, avoid pointing out their imperfections. Allow yourself to do your best every day, and the 80/20 rule will follow.
- Talk about emotions with children to help them understand their feelings. This can help children understand the ups and downs of life and how to deal with or release feelings in a positive manner.
- Respect the fact that sometimes children don't want to talk to us; instead of forcing them, just let them know you are there when they are ready or have the words to tell you about how they feel.

It is a good idea to keep in mind that children need to learn so much to grow up; it is all about them. So instead of telling them or feeling they are just selfish, take a step back and just keep showing them how to be emphatic by honouring and understanding where they are at in their development and needs. Through doing this they will then learn to do it too, eventually!

When you can open the channels of communication, and want to understand each other's point of view; when you show respect by listening with your ears, eyes and hearts, it can create hope, love, unity, harmony and the ability to overcome challenges. During these times of 'busy, busy, busy' this is a wonderful thing to have.

*"If you want your children to improve,
let them overhear the nice things you say about them to others"* - Haim Ginott.

Kirsty O'Callaghan is the Proprietor of Unity-Qld, which offers a wide range of services which compliment each other, so consultations and/or training are tailored to the individual needs. The techniques and strategies Kirsty uses help clarify what you want from life, set effective goals, stay focused and challenged and promote success, health and well being.

Kirsty O'Callaghan
pkndo@ozemail.com.au

© 2008 Kirsty O'Callaghan. All Rights Reserved

[return to the index](#)

Members Offers

[Build a Booming Business](#)

Betska K-Burr, MECI

[Get Known Fast](#)

Tessa Stowe, Assoc

Your 'Get Known Fast' programme was super value for money and I want to thank you so much for changing my life in many ways Tessa! - [click here](#) for the testimonial written by a member of the ECI

[The Science of Getting Rich](#)

Barbara J. Dalpra, FECI

Readers Feedback

"Loved this month's newsletter so full of great practical advice so I have passed it on to my clients, friends and coaching colleagues. Keep up the great work!" - Sue Atkins

We would appreciate your feedback on any aspect on the newsletter.

Email the editor!
anna@the-eci.org

How would you benefit if you were to promote your own business offers to the ECI's membership?

Take this opportunity to promote your business offers to ECI members. Please [email](#) the following details:

- a. Offer title
- b. Organisation name
- c. Organisation location (country in which you are based)
- d. Short description of your offer (no more than 250 words) please note - where this description is longer than 250 words, the display posted onto the web-page will end at the 250th word.
- e. Price and currency (please explain whether this includes or excludes VAT, Sales Tax, or any additional costs)
- f. Offer contact details - i.e. web-link or email address
- g. If applicable, offer end date

[Click here](#) for more information.

[return to the index](#)

Your Questions Answered

Q. Why is having an understanding of Non Verbal Communication so important?

A. Non-verbal communication can account for upwards of 80% of how a message is perceived or understood by the receiver. You gather more meaning from tone of voice and body language than from the spoken word. Consequently non-verbal communication is vital to the communication process.

Non-verbal communication includes:

- Tone of voice – e.g. angry, happy, excited, nervous
- Facial expressions – e.g. frown, smile, twitch
- Gestures – e.g. waving, thumbs up, making a fist, pointing
- Posture – e.g. slouched, arms crossed, looking down, looking away
- Eye contact – e.g. looking to sides, eye rolling, overly staring, avoiding eye contact
- Personal space needs – e.g. uncomfortable distance apart, too far or too close

When non-verbal signals can be translated as well as spoken words and checked for congruency you are better able to fully understand your clients, who may also feel more heard.

Cultural differences also play a part in non-verbal communication. If you have a client from another cultural background to your own it is always helpful to carry out some research in regards to their gestures. What you may find is okay for you may be considered disrespectful for them.

Being an effective and successful coach demands that you are perceptive and intuitive. These skills are perfected by your ability to read other's body language and check that your client's spoken word and non-verbal communication are in agreement.

Submit your questions to the ECI's panel of experts by sending your questions to [Kirsty O'Callaghan](#).

[return to the index](#)

International Coaching Register

The International Coaching Register is for any individual who trades as a coach, who help individuals and/or organisations for example, establish a work life balance, manage stress levels and build communication skills amongst many other specialist areas.



Everyone who has qualified as a coach with a recognised coach training company should now take the opportunity to register. This will dramatically cut down on any misrepresentation that goes on within the industry. Many people have websites and call themselves a coach but have no actual qualifications. The register will stop these people and raise the profile of genuine coaching and how it can transform people's lives.

C.E.O. of the ECI Gerard O'Donovan said "the register has been administered by the ECI for the benefit of the world of coaching and coaching clients. It is also a great way for coaches to get business as members of the public can search for registered coaches in their area. It brings coaching transparency at last."

As members of the ECI Have you published your details on the International Coaching Register? To do so:

- Select the 'ICR Register Edits' menu option on the left hand side of this screen.
- Create your entry by selecting:
 - [Insurance](#) - enter your Professional Indemnity Insurance details here.
 - [Training](#) - enter the details of all the training courses you've completed here.
 - [Workshops](#) - enter the details of all the workshops you've attended here.

- [Accreditation](#) - your ECI Accreditation details will automatically be included here. You also have the opportunity to enter the details of all the accreditations/credentials you've been awarded, as an independent verification of your coach training and experience.
- [Business Details](#) - select or enter all types of coaching you include in your Coaching Business/Practice.
- [Organisation Membership Details](#) - enter the details of all Business Organisations in which you hold a membership - these could be other Coaching Bodies, Chamber of Commerce, or any type of organisation that is appropriate to your business.
- [Display](#) - don't forget to DISPLAY your details. Selecting 'yes' your details will be displayed on the International Coaching Register. For ECI Accredited Coaches, your details will also be displayed on the ECI's Coaching Referral programme.

We look forward to seeing you on the International Coaching Register.

To display your details on the ECI's Coach Referral Service, if you are not an accredited coach [email](#) Cherry Claus, Intl. Head of Accreditation for details on how to become accredited.

[return to the index](#)

The Business of Coaching: Email: The Phenomena You Can't Ignore in Client Communication

Chris McClean

Customer Service is the number one concern of every business today and e-mail is probably the single biggest source of change in how it has been provided over the past few years. It presents great dangers but also opportunities to any kind and size of business. How can you ensure that you are using it to its fullest, and will not be abused in its use? There are no guarantees with e-mail, but there are steps you can take.

Email is one of the fastest ways to attract or lose customers because it delivers information quickly to a single person or a mass of people. Company news and gossip, customer praise, and complaints can all zigzag several ways over the Internet in minutes, where in the past such communication would take days or months, if ever. The sheer volume of exchanged information has exploded since e-mail has become more prominent. The capacity to respond so rapidly and easily has inspired many business owners and many customers to offer and ask for information and feedback that they might not even have attempted to provide before.

Email is not a replacement for your regular postal service, phone or fax but a complimentary tool to your daily business activities. It saves paper, postal fees and provides you with the ability to quickly respond to your present and prospective clients.

E-mail facilitates two-way communication with your clients, any time, anywhere, with ease and cost-savings that is transforming the way companies communicate everywhere. Clients can inquire, complain, send referrals, suggest improvements and even buy. How easy are you making it for your prospects and customers to work with you?

E-mail can Benefit you in Several Ways:

- Fast response to problems demonstrating that your business is incorporating suggestions by clients
- Update your most important clients about changes in product/service direction
- Show your newest product/service to existing clients first offering advice involving related vendors
- Announce price changes
- Send the latest literature
- Send your latest press releases

If you offer on-line customer service facility your customers can send and receive information when they want, if you'll provide the e-mail and/or web site capacity to do so. They can ask questions about the products, confirm an order or query a request. You provide new flexibility and convenience that is obvious for them to experience, in comparison, perhaps to your competitors. You can make specific offers and guarantees that build comfort and trust, even when they do not need the standard you offer, such as "We will respond to your inquiry within three hours". Your specific offers encourage their bragging rights to others about your standard of service. Such bragging rights are the equivalent of priceless referrals.

Use E-Mail as a Tool to Build Customer Loyalty

1. Choose how you act, don't let others choose your behaviour. If a past or current client emails you with a complaint that you know isn't your fault, it is more beneficial to work towards a solution rather than decide who is wrong.
2. Remember that the most important thing for a person to talk about is themselves. Keep that in mind when corresponding with a past, present or future client. They want to know what's in it for them.

Positive Daily Actions

- Be open & honest in all your communication
- Listen! Listen! Listen!
- Be aware of your tone and facial expressions
- Always give positive feedback
- Express your own thoughts, feelings and needs without putting others down
- Express your right and respect others to say 'no'
- Don't label people, use negative comparisons, threats or sarcasm
- Use the appropriate channel to communicate

3. Your first response to a query is the most important. It may set the tone for the entire email conversation. It will determine how they react to you from here on out. Don't approach aggressively.
4. Email is the perfect tool to use for honing your non-verbal communication skills. Remember to use the same language unless there is profanity included.
5. In handling questions through email you must step into your client's shoes. By seeing the situation from their perspective you will get a better insight.
6. Communicating by e-mail is no different from writing on your company letterhead. A business communication is business, period. A certain degree of formality is required. Just because e-mail tends to be more immediate and personable, it doesn't need to get personal.
7. If your correspondence uses your first name, then by all means use this. Many people do not want such immediate informality in a business situation, especially in the international arena but it is acceptable practice.
8. Correspondents frequently try hard to be brief. This is desirable, but business messages are usually longer than personal notes. It is important, also, to communicate - don't kill understanding with brevity.
9. Short, plain sentences are easier for someone reading in a language other than their mother tongue. In some parts of the world, the written language is very formal and quite different from the spoken language. Therefore, there is an expectation that your written communication will be formal.
10. Customers want your attention. Sending an e-mail is the quickest, most thorough way they can contact you -- or your competitor. Don't let them click away from you.

Chris McClean

chris@pertinent.com * www.pertinent.com

© 2008 Chris McClean Pertinent Information Ltd. All Rights Reserved

[return to the index](#)

Inaugural ECI Australasian Coaching Conference

An amazing event is happening in the world of coaching and you're invited!

The Inaugural ECI Australasian Coaching Conference – **The Future of Coaching – Embracing the Opportunities of the 2010s** - Sydney Australia November 20-22.

The pre-conference event on the 20th is the "Thought Leaders Brainstorm" which brings individuals from all across the world of coaching to identify the opportunities and challenges to come and brainstorm solutions together. Findings from this workshop will be presented in the final keynote address of the Conference Day on the 21st.

There will also be a Welcome Dinner on the 20th, which will be a great opportunity to engage with colleagues and make new friends in a light and relaxed atmosphere.

The Conference Day itself is packed full of speakers from across the globe on a variety of topics related to the opportunities we can celebrate as individuals, new coaching techniques and strategies, business development and driving our industry to new heights.

And the post-conference event is the "Mastery of Self, Coaching, Business and Industry" workshop for each of us to develop specific and relevant action plans for our personal and professional growth.

For more information and to book your spot - http://www.europancoachinginstitute.org/conference_2008

[return to the index](#)

Four Components of Effective Communication

Carol McGowan

There is a lot written about effective communication and there are a number of aspects that can be considered. We communicate all day every day yet much of the communication that occurs may not achieve its desired objective. Many things can stand in the way of being able to communicate effectively. This article will focus on four aspects which may impact upon your ability to communicate effectively. These are:

1. Active Listening
2. Non-Verbal Communication
3. Rapport
4. Word Choices/Language

Active listening and non-verbal communication are often discussed and are relatively widely understood concepts, so this article will place a greater emphasis on the aspects of rapport and word choices/language. Let's explore these items.

Acronym

C - Clear

O - Opinion

M - Message

M - Memo

U - Understand

N - News

I - Impart Knowledge

C - Capture Information

A - Articulate

T - Transmission

I - Information

O - Oration

N - Notify

1. Active Listening

This is described as having the intent to listen with meaning. It involves the listener ensuring they have correctly heard and understood what the speaker has said and is about enhancing mutual understanding. It is a common and critical communication tool and requires conscious effort to enable you to really hear what the other person is saying. Nearly everyone can hear but real listening is a different story as it places you in a better position to truly understand the other person's meaning.

Active listening is a non-defensive approach to communication and is a tool that greatly enhances relationships. It is a demonstration that you really are focused on what the other person has to say and validating what you have actually heard they are saying. It requires that the listener be quiet and not interrupt while the other party speaks giving them a chance to be heard.

Active Listening often involves paraphrasing and summarising what the other person has said. For example, to ensure you have heard correctly, you might ask "did you mean, 'you felt you were not being heard', when you said, 'he never listens to me?'"

2. Non-Verbal Communication

Non-verbal communication involves messages that are conveyed without words. It includes such things as: gestures, posture, positioning, touch, facial expressions, eye contact, arm folding, leaning towards or away from someone and so on. It can even encompass such things as clothing and hairstyle.

It has been researched and found that only 7% of a communication is from words and the other 93% results from various aspects of non-verbal influences that come into play in a communication exchange. For example, leaning towards someone can indicate keen interest in the communication and leaning away may indicate disinterest.

Rapport is an example of non-verbal communication.

3. Rapport

This is one of the most important aspects of unconscious human interaction because this is where the connection happens during a communication exchange. Rapport is often described as being on the same 'wavelength' or 'in sync' with someone else.

Rapport does not only utilise verbal communication skills but seeks to employ non-verbal communication to help enable a connection between the parties involved in a communication exchange. This becomes especially important where the communication exchange is seeking to enable or encourage a particular outcome, as is usually the case with coaching. Rapport does not necessitate you 'like' the person you are communicating with even though this can greatly assist in rapport being established.

Rapport is important because it is a key contributor in your ability to influence. It is an approach that operates from a position of acceptance of the other person's perspective. Influence is a two-way consideration. If you want to be able to influence another person you need to be willing to be influenced yourself. Rapport is a key to building trust and is not something you pull out of your tool kit every so often. It is best if it is employed as a basic philosophy of how you operate. It could even be considered as a personal value. For example, I will be open minded and accepting of the other party irrespective of their particular opinion or viewpoint. The desire to establish rapport contributes to achieving non-judgemental acceptance of the other party, a key consideration when working as a coach.

Some of the ways to achieve rapport are to mirror, match and pace the other party. This will require effective utilisation of all your senses. This then enables you to see, hear and sense any changes that might occur that could impact the effectiveness of the communication exchange.

A simple way to establish rapport well known by coaches is to make good use of open questions that encourage the other party to speak. This is especially important after you have progressed past the usual introductory questions such as "How are you?" that you ask when you first meet someone. Be mindful that the question is an open question and not a leading question. For example, "What do you like to do in your spare time?" Rather than "So is your spare time an escape from work?"

4. Word Choice

This is another aspect not always given a high profile when discussing effective communication. When you communicate, irrespective of what form it takes, you are constantly required to make choices. One of the critical choices you make is the words you will use to convey your message. Word choice is about selecting the appropriate individual or collective set of words to convey the desired message. This might sound straightforward but in reality it is not.

Thought of the Month

"The colossal misunderstanding of our time is the assumption that insight will work with people who are unmotivated to change. Communication does not depend on syntax, or eloquence, or rhetoric, or articulation but on the emotional context in which the message is being heard. People can only hear you when they are moving toward you, and they are not likely to when your words are pursuing them. Even the choice words lose their power when they are used to overpower. Attitudes are the real figures of speech."

Edwin H. Friedman

There are a number of factors that come into consideration in relation to word choices.

These include, but are not necessarily limited to:

- Quantity of words used
- Nature of the words used – not inappropriate, too colourful or powerful
- Possible cultural and language differences in communication exchanges - adapt vocabulary accordingly
- Tone of delivery and emphasis on the words used, for example: "I really hated you doing that to me" (yelling at the other party) compared with "I really felt hurt and upset when you treated me that way" (using a calm and even tone)
- Clarity of the words used reducing the likelihood of ambiguity occurring, for example: "I need you to complete this task sometime next week" rather than "I need this task completed by next Thursday"
- Appropriateness of the words used – "Come here you" compared with "I would like to speak with you now"
- Use of clichés or abbreviations in an inappropriate context, for example: 'Last but not least' rather than simply using 'last'
- Inappropriate repetitiveness or redundancy of words used, for example: "I went to work yesterday and completed my tasks yesterday?" could simply be stated "I completed my work tasks yesterday"
- Use of the best word rather than the most obvious word, for example: "Is this a good fit?" could be improved by saying, "Is this an appropriate fit?"
- Not using jargon, slang or acronyms, for example: "Is the VP happy with the IT upgrade?" rather than simply asking "Is the Vice President happy with the technology upgrade?"
- Avoiding words with undesirable connotations or meaning, for example: not using swear words especially in a work setting.

All of these aspects contribute to the effectiveness of the communication being conveyed. If appropriate consideration is not given to the content and context of the communication exchange there is potential to have a detrimental effect on the effective communication of the desired message.

These elements are not independent of each other - they all contribute to the overall success of the communication exchange. Active listening, non-verbal communication and rapport relate to how you connect with the other party to build trust and influence when conveying the message. Word choice seeks to ensure the content is meaningful and appropriate to the situation. Weakness in any of these areas may affect the clarity of the communication so it is really worthwhile to watch how you employ each of them in an exchange. Are you communicating effectively?

"Seek first to understand and then be understood."

Stephen Covey

Carol is a life coach, counsellor and educator who operates out of the Southern Suburbs of Sydney. She provides career coaching to people made redundant as well as operates her own business. Her particular area of interest in coaching is 3rd Age Coaching ie: helping people make transitions in later life.

Carol McGowan

francarol@bigpond.com

© 2008 Carol McGowan Mature Connections. All Rights Reserved

[return to the index](#)

A day in the life of ...

Raise your profile, while inspiring others by sharing your experiences in our day in the life feature. For publication guidelines [click here](#).

Take this opportunity **to promote yourself** by emailing your submission to our [newsletter editor](#).

[return to the index](#)

Recommended Reading

The Art and Science of Communication: Tools for Effective Communication in the Workplace (Hardcover - 2008) by P. S. Perkins and Les Brown

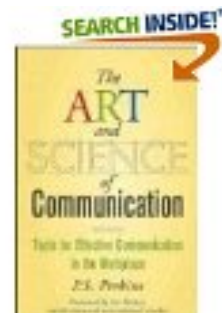
Effective communication is the foundation of personal and professional success. In reality, all of your successes are based on the quality and kind of communication you engage in. *The Art and Science of Communication* introduces you to a new way of understanding and using communication in the workplace to achieve better results and greater professional success.

Communication specialist P.S. Perkins uses her exclusive Communication Staircase Model to bring together the seven areas of communication that everyone engages in on a daily basis— intrapersonal, nonverbal, interpersonal, group, public, mass, and intercultural communications.

Perkins merges the science of communication with practical, everyday communication experiences within the workplace in an understandable, useful, and inspiring way. You'll master effective communication practices that achieve real results—the results you want

This is an invaluable guide for anyone who wants to master the art and science of communication for a more passionate, positive, and successful life.

© 2008 www.amazon.com. All Rights Reserved
© 2008 www.amazon.co.uk. All Rights Reserved



[return to the index](#)

ECI Sponsored Workshops

The ECI offers their Members with the opportunity to promote their own workshops and short courses. It is important to note that these short courses and workshops are *not verified* by the ECI, and therefore they are not subject to the same scrutiny as the ECI Accredited Courses and Workshops.

[Click here](#) for more information.

Abundance Retreat "Being beyond Technique"	Resolution for Life - Margit Jones-Hochstrasser, Assoc
"Destination Coach" Short Course	IC International Ltd. Aileen A Gibb, Assoc
"Give Yourself the Gift of Health" Short Course	Rainbow Promise Health - Dawn Campbell, CECI
"Putting Ageing into Perspective" Workshop	Mowat Research Ltd. - Dr Harriet Mowat, Assoc
"The Positive Parenting Made Easy" Workshop	Positive Parents – Confident Kids Coaching Ltd. – Sue Atkins, Assoc
"Transition Retreat"	Resolution for Life - Margit Jones-Hochstrasser, Assoc
"Wisdom at Work" Workshop	Incredible Awareness - Noel Posus, MECI

Take this opportunity to promote your short courses and workshops.
[Email](#) the details of your workshops or short courses.

[return to the index](#)

Accredited Training Courses and Workshops

Full Coach Training Courses

- Diploma in Life & Business Coaching
Mindstream
info@mindstream.ie
- Diploma in Life & Business Coaching
Life & Executive Coaching Institute
info@leci.ie



Future Features

November
- Relaxation

December
- Volunteering



- Diploma in Management and Executive Coaching
International Coaching and Training Institute
info@icti.ie
- Diploma in Personal and Executive Coaching
Executive Coaching Solutions Limited
info@ecsl.eu
- LCH Diploma in Life Coaching (The)
Achievement Specialists
enquiries@achievementspecialists.co.uk
- Life & Executive Practitioner Coach Diploma (DipNMC)
Noble Manhattan Coaching
info@noble-manhattan.com
- Life & Executive Practitioner Senior Diploma (SNMC)
Noble Manhattan Coaching
info@noble-manhattan.com
- Life & Executive Master Coach (MNMCC)
Noble Manhattan Coaching
info@noble-manhattan.com
- Professional Certified Power Coach® Program
Coaching and Leadership Intl. Inc.
Betska@CoachingAndLeadership.com



Further details on all these courses and workshops can be found at
http://www.europecoachinginstitute.org/coach_training/programme.php?Level=CTECI

Short Course Training Courses

- Coaching Skills for Managers
Reed Learning plc
Eleanor.Maimane@reed.co.uk
- Putting Ageing into Perspective
Mowat Research Ltd
accreditation applied for
- Quantum Goal Achievement
Noble Manhattan Coaching
info@noble-manhattan.com



Further details on all these courses and workshops can be found at
http://www.europecoachinginstitute.org/coach_training/programme.php?Level=SCECI

Workshops

- Results Coaching
Noble Manhattan Coaching
info@noble-manhattan.com



Further details on all these courses and workshops can be found at
http://www.europecoachinginstitute.org/coach_training/programme.php?Level=WSECI

[return to the index](#)

Newsletter Team

Editor:
Anna Cairo

Article Resource Team Manager:
Kirsty O'Callaghan

Article Resource Team:
positions vacant

Your Questions Answered Panel:
Kirsty O'Callaghan

Book Review Team:
position vacant

Proof reading:
Jane Watt

Copyright
Articles and illustrations remain the copyright © of the originator. Reproduction in any form is prohibited without their written permission.

All other material is copyright © ECI 1999-2008. All Rights Reserved.

Disclaimer
The opinions and the views expressed in The ECI's newsletter are those of the individual authors or contributors and are not necessarily those of the Editor or of The ECI. The ECI assume no liability for accuracy, errors or omissions in editorial or offer content. No advice or information given by contributors, The ECI or any other party shall create any warranty or liability. The ECI

The ECI A force for good in coaching!

This is your industry related e-newsletter so have your say here.

Question - What do you have to say that will inspire, motivate or support other coaches to realise their full potential?

Answer - Share your quotes, positive daily actions and coaching tips for the benefit of others in this newsletter. In addition, seize this free opportunity to raise your profile and increase your chances of being networked with by contributing an article. Don't worry if you're not an experienced writer, we'll help you edit it. Our publication guidelines are found by [clicking here](#).

We look forward to hearing you voice an opinion, starting a debate or just raising an issue with us.

cannot accept any responsibility for any loss or damage that may arise as a result of any errors, omissions or inaccuracies in this newsletter

Send your submission to the [Editor](#).

How about working with our team? We are looking for people to find great articles for our future newsletters. Please contact our [Editor](#) if you love research, reading and being part of a team.

The ECI, P.O. Box 407, Ashford, TN24 8WS, UK
www.europeancoachinginstitute.org
newsletters@the-eci.org info@the-eci.org

Registered Office
ECI Accreditation Limited, Roper Yard, Canterbury, Kent CT2 7EX, United Kingdom.
Registered in England and Wales: 5009757

Unsubscribe instructions: We respect your wishes to no longer receive emails or the newsletter from The ECI; therefore we ask that Members login to The ECI's members section with their registered email address and password, click on the 'Edit Details' button and uncheck the 'Wish to receive emails' option. Thank you.

