



COMMUNICATE THE EASY WAY

COMMUNICATE TO BE UNDERSTOOD
AND TO UNDERSTAND



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Effective Verbal Communication: Process

The purpose of communication is to have others understand your message and for you to understand theirs.

Effective verbal communication skills are the multitude of skills that enable the speaker to communicate in such a way that the receiver understands the meaning of the message as the speaker intended.

Unfortunately, the full meaning of a message cannot be completely communicated because it's restricted to the sender's ability to deliver it and receiver's ability to comprehend it. These restrictions are based on factors including:

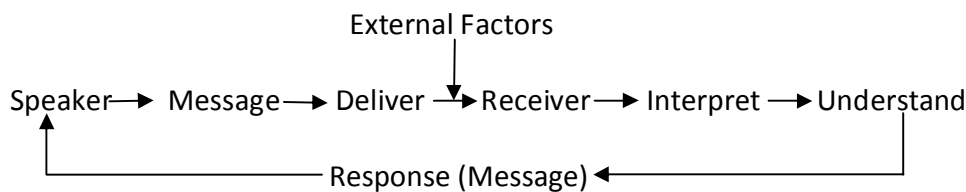
- the communication style of the speaker
- how the message is organized
- choice of words
- sentence structure
- voice volume, intonation and pace
- body language and facial expressions
- listening skills
- external factors

When we consider these factors, we can attempt to enhance our ability to deliver messages more effectively and to better understand the messages we receive from others.

Effective Verbal Communication: Process continued

The process for successful communication is:

- a. the speaker has a message
- b. the message is delivered by the speaker
- c. the message is impacted by external factors
- d. the message is heard by the receiver
- e. the receiver interprets the message
- f. the receiver's understanding of the message based on her interpretation
- g. the receiver responds accordingly



Speaker: the individual who has a message that she wants another person or group of people to understand

Message: the speaker's idea, opinion or thought

Deliver: the manner in which the speaker expresses her message to the receiver

External Factors: distractions that may impact the delivery and, therefore, the comprehension of the message

Receiver: the individual or group to whom the speaker is directing her message

Interpret: the process by which the receiver makes sense of the speaker's message

Understand: the result of the communication

Response: the reaction or feedback that indicates what the receiver understood of the sender's message

Throughout this guide, we will take a look at these elements of the communications process and how you can improve on them to become an effective communicator.

Speaker: Your Communication Style

Knowing your communication style and recognizing its potential and limitations enable you to communicate more clearly. It allows you to adapt your communication style to better match and resonate with the communication styles of others. When the communication styles between the speaker and receiver are similar, the message is more easily understood and with less confusion and misunderstandings.

While every speaker has his or her own personal style, there are four general communication styles:

1. Aggressive
2. Passive
3. Passive-Aggressive
4. Assertive

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*Being an Effective Communicator***

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