



# **Communication Essentials**

## **Lesson 2 - Verbal and Non-verbal Communication**

# **WORKBOOK**



## Verbal and Non-verbal Communication Overview

- Describe Verbal and Non-verbal Communication
- Understand Body Language
- Making Effective Presentations
- Fundamentals of Productive Meetings

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# Describing Verbal & Non-verbal Communication

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## Verbal Communication

**What is Verbal Communication?**

- A type of communication that consists of the oral expression of thoughts, opinions, and emotion through words

**Elements of Verbal Communication:**

- Voice quality (a speaker's tone of voice)
- Style (a combination of vocal pitch, speed, and volume)
- Word choice
- Adaptation

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## Non-verbal Communication

### **What is Non-verbal Communication?**

- A type of communication that consists of body language and the use of time, space, and touch

### **Categories of Non-verbal Communication:**

- Stationary:
  - Orientation, proximity, posture, and physical contact
- Active:
  - Facial expressions, gestures, and eye contact

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## Non-communication

- **Common Barriers to Communication:**

- Language
- Stereotyping
- Emotions and feelings
- Noise and distractions
- Poor listening skills

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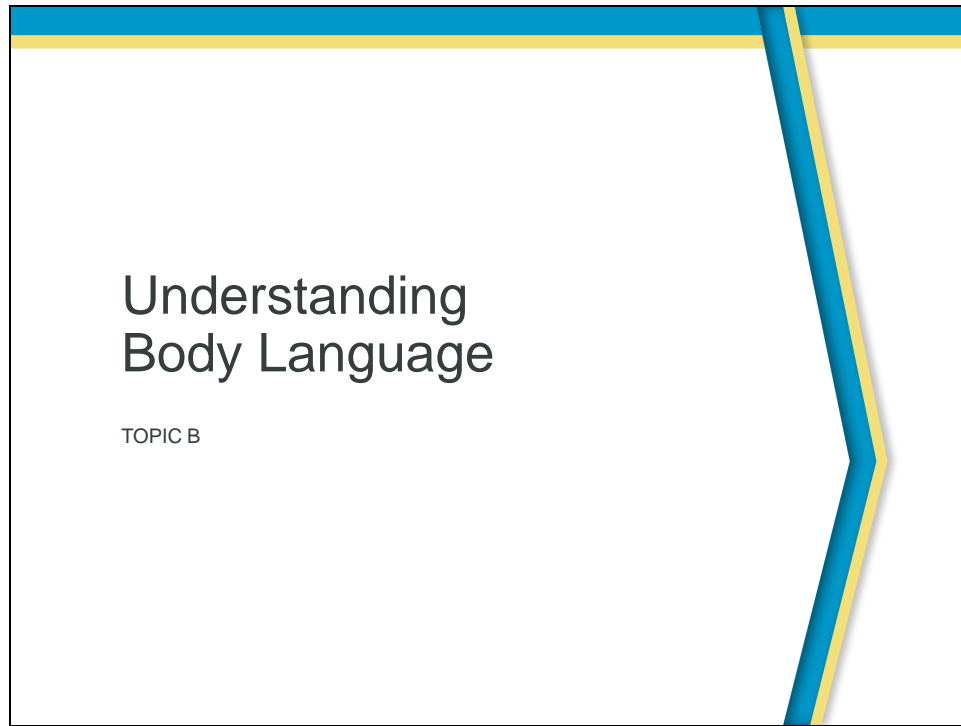
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# Understanding Body Language

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## Body Language

**Stationary:**

- Orientation
- Proximity
- Posture
- Physical contact

**Active:**

- Facial expressions
- Gestures
- Eye contact

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## Stationary Features

**What Are Stationary Features?**

- Body language features that are characterized by little or no movement
- Orientation (your body's physical position in relation to another person)
- Proximity (your body's physical distance from another person)
- Posture
- Physical contact

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## Body Posture Interpretations

| Body Posture  | Interpretation                           |
|---|--|
| Crossed Body<br>(arms crossed or held tightly to body)                                      | Disapproval<br>Disinterest<br>Insecurity |
| Open Body<br>(face up and forward, leaning body forward)                                    | Interest<br>Confidence<br>Openness       |
| Formal Position<br>(standing or sitting straight, elbows close, knees<br>and feet together) | Serious<br>Nervous<br>Unapproachable     |
| Informal Position<br>(standing or sitting back, hand resting on<br>something)               | Relaxed<br>Open<br>Approachable          |

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## Active Features

**What Are Active Features?**

- Body language features that are characterized by motion
- Facial expressions
- Gestures
- Eye contact (or lack of eye contact)

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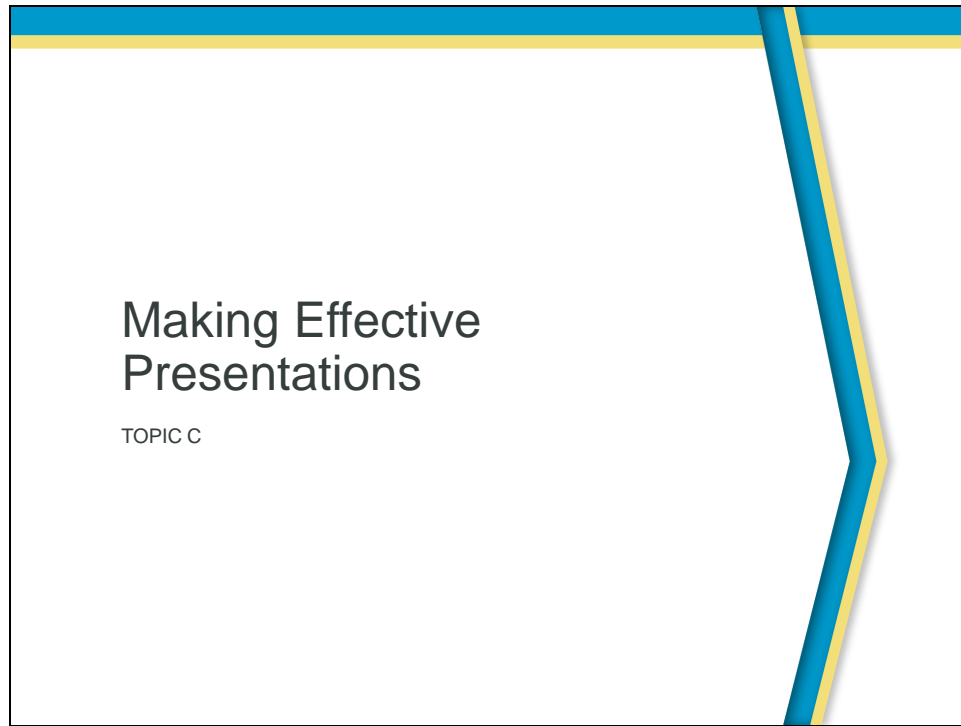
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## Presentation Basics

- Follow the same format as other types of business communication:
  - Introduce your message
  - Deliver your message
  - Summarize your message
- Most business presentations should take no more than 30 minutes unless the content is highly complex
- Project a positive image and commitment to your message
- Engage the audience

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## Four P's of Effective Presentations

- **Plan**
- **Prepare**
- **Practice**
- **Present**

**Tips for Delivering Your Presentation:**

- Control your vocal rhythm, pitch, and volume.
- Keep your voice tone upbeat and cheerful.
- Project enthusiasm.
- Make eye contact with your audience.
- If something bad happens, gloss over it and keep going.

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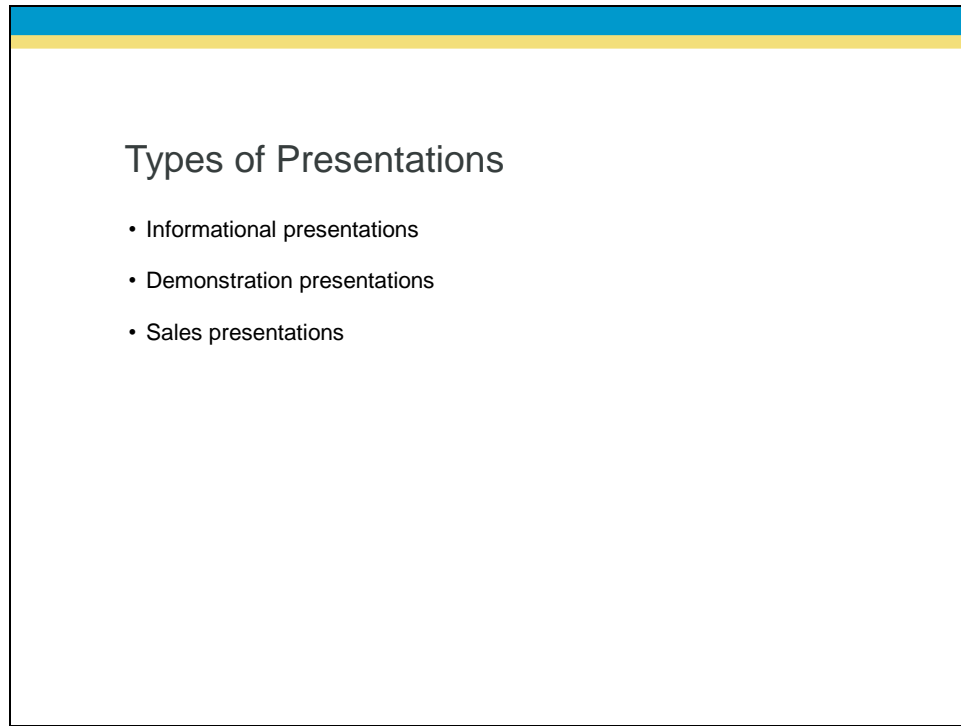
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## Types of Presentations

- Informational presentations
- Demonstration presentations
- Sales presentations

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## Informational Presentations

### **What is an Informational Presentation?**

- A presentation delivered by a business professional for the purpose of providing facts, figures, or recommendations to others to solve a problem

### **Tips for Delivering Informational Presentations:**

- Structure your information with an outline
- Keep to your allotted time
- Match your communication style to your audience (technical, non-technical, and so on)

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## Demonstration Presentations

### **What is a Demonstration Presentation?**

- A presentation delivered by a business professional for the purpose of showing others how a product or service works

### **Tips for Delivering Demonstration Presentations:**

- Structure your information with an outline
- Keep to your allotted time
- Run through your demonstration before hand to be sure everything works
- Be clear about what you are demonstrating and why
- Save questions until after the demonstration

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## Sales Presentations

**What is a Sales Presentation?**

- A presentation delivered by a business professional for the purpose of selling a product or service to a potential buyer

**Tips for Delivering Sales Presentations:**

- Structure your information with an outline
- Keep to your allotted time
- Know your potential buyer's goals and objectives
- Know your strengths; don't bash the competition

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## Presentation Verbal Etiquette

- Don't "read" the slides or presentation
- Speak up so everyone can hear you
- Engage participants in dialogue
- Don't save all the questions for the end
- Be assertive

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## Presentation Non-Verbal Etiquette

- Keep your fingers together when you point
- Sit appropriately if it is a sitting presentation
- Walk the front of the room if it is a standing presentation
- Never turn your back on your audience

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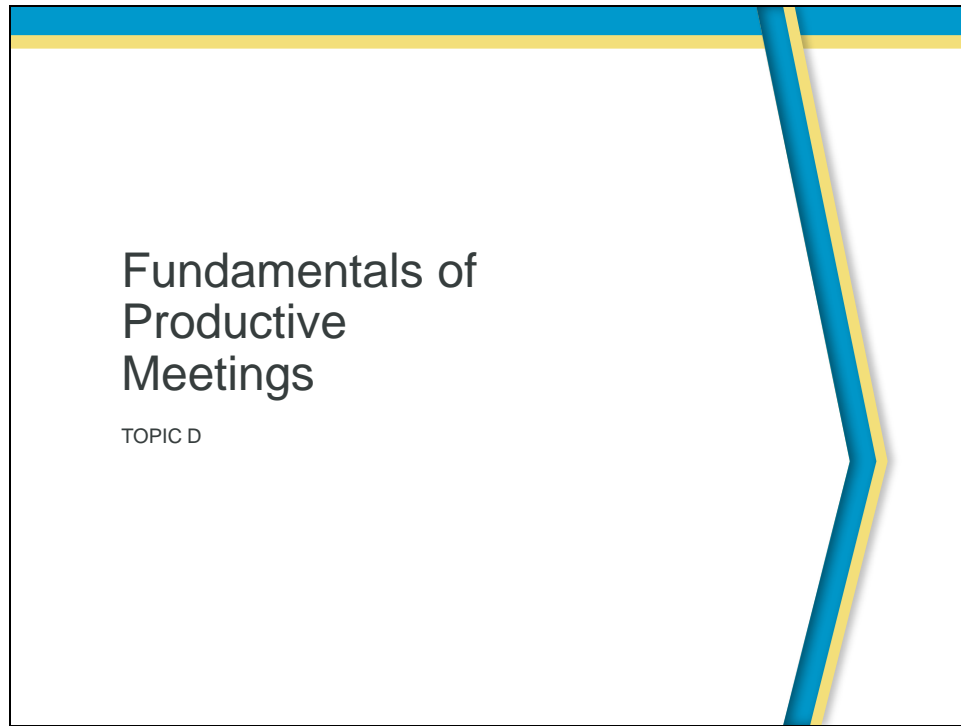
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Fundamentals of  
Productive  
Meetings

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## What Makes a Meeting Ineffective?

### **Common Complaints About Meetings:**

- Unclear purpose
- Key people are no-shows
- Discussion gets off track
- Nothing accomplished
- Predetermined outcome
- Participants either dominate, argue, or don't contribute
- No follow-up on decisions or assignments

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## Guidelines for Managing Meetings

- Start and end on time
- Take responsibility for the progress and outcome
- Maintain order and focus
- Keep the discussion on track
- Allow disagreements but don't let them get out of control
- Take notes
- Keep track of assignments so you can follow up

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## Levels of a Meeting

- **Orientation:**
  - Begin meeting and ensure participants understand the purpose of the meeting
- **Conflict:**
  - May give participants another point of view to consider
- **Agreement:**
  - Ask questions to help participants reach a consensus
- **Settle to task:**
  - Meeting is in full swing

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## Guidelines for Participating in Meetings

- Come prepared
- Deal with conflict
- Be polite
- Arrive on time
- Be clear and concise
- Accept defeat
- Turn off you mobile phone

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## Closing a Meeting

- Look for an opportunity to summarize the proceedings
- Avoid forcing a decision on issues that are still “undecided”
- Repeat the list of tasks assigned and the people who are responsible for completing them
- Keep the atmosphere positive
- Be open to adopting new ideas
- Credit individuals who present new ideas
- Summarize your notes and action items

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## Verbal and Non-verbal Communication Review

- Describe Verbal and Non-verbal Communication
- Understand Body Language
- Making Effective Presentations
- Fundamentals of Effective Meetings

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# Questions and Answers

## Review Questions:

1. Which of the following is an element of verbal communication? (Choose all that apply)
  - A. Voice quality
  - B. Word choice
  - C. Orientation
  - D. Adaptation
2. Which is not a common barrier to communication?
  - A. Stereotyping
  - B. Emotions and feelings
  - C. Noise and distractions
  - D. Word choice
3. Which is an example of active body language?
  - A. Orientation
  - B. Proximity
  - C. Facial expression
  - D. Posture
4. True or False: Formal position of the body can be interpreted as nervous.
  - A. True
  - B. False
5. Which type of presentation is delivered by a business for the purpose of providing facts, figures, or recommendations to others to solve a problem?
  - A. Informational
  - B. Demonstrational
  - C. Sales
  - D. Group
6. True or False: It's acceptable to turn your back on the audience during a presentation to read the slides so that you do not miss critical information.
  - A. True
  - B. False

## Answer Key:

1. A, B, D

Voice quality (tone of voice), word choice (actual words spoken), and adaptation (changing speech pattern) are all elements of verbal communication. Orientation is how we position or orient our bodies when communicating and is an element of non-verbal communication.

2. D

Common barriers to communication include: language, stereotyping, emotions and feelings, noise and distractions, and poor listening skills.

3. C

Features characterized by motion such as facial expressions, gestures, and eye contact are active body language.

4. A

True. When a person is standing straight with elbows close, knees and feet together, it can be interpreted as being nervous, serious, and/or unapproachable.

5. A

The informational presentation is delivered by a business professional for the purpose of providing facts, figures, or recommendations to others to solve a problem. The demonstration presentation is delivered by a business professional for the purpose of showing others how a product or service works. The sales presentation is delivered by a business professional for the purpose of selling a product or service to a potential buyer. Group is not a presentation type.

6. B

False. When giving a presentation, it is rude to turn your back on the audience because it shows that the presentation is more important than they are. And, reading slides is a barrier to listening for audience members.