



Effective communication! It's what makes our society function. Think about it, if we couldn't communicate effectively what would the world be like? Pure chaos is the answer.

Let's talk about its importance in our professional lives. **Research** says that effective communication enhances professional success, helps boost confidence and build stronger relations.

On the other hand, lack of communication skills breeds misunderstandings and doubts which further affects productivity and task outcomes.

But the good news is that effective communication is a skill that can be mastered with practice and here are some tips to get started -



Be yourself

Say you're in a conversation, trying to make a good impression. So you pretend to know a

topic just to please the other person. Although your intention here isn't bad, the approach may look unconvincing.

Instead, try to focus on things you know well. As per studies, we all have a 'social map' stored in our mind and when we are natural, we perceive ourselves as superior, which boosts our self-esteem, making us appear confident.



Less is more

Ever walked out of a discussion where a person spoke a lot yet you learned nothing? Avoid being such a person and try to keep things short and clear.

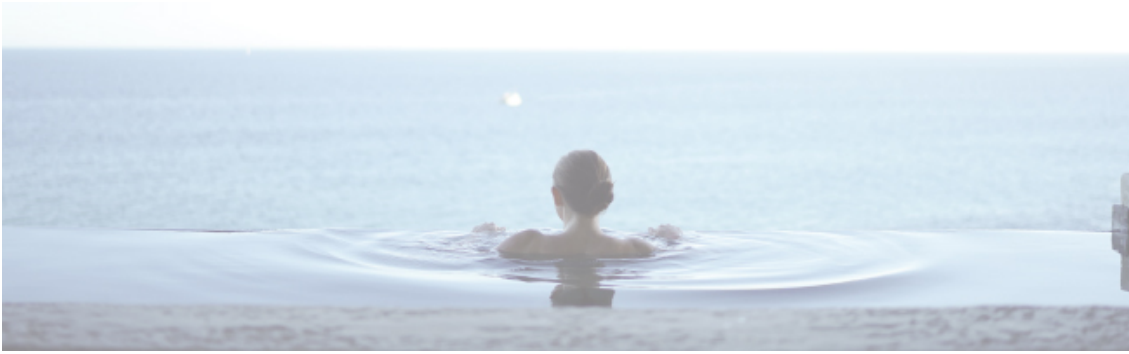
To make an impact, simply frame the main points in your mind and practice self-talk. As per studies, surrounding our main points with too many "other messages" makes the target messages lose the essence and people listening get distracted, not sure which part to pay attention to.



Be a good listener

Focus on the speaker, understand the message, comprehend the information and respond thoughtfully by listening actively. Experts say that this shows the other person that you respect their words and builds trust.

One means of active listening is by asking open-ended questions. For eg, "You're right, I can do better. Which areas do you suggest I can work on to improvise?"



Relax for a minute

Whether it's an important presentation, date, or discussion, such things can make us nervous and diminish our communicative skills. It is normal to find ourselves overwhelmed in these circumstances but we can always calm ourselves by shifting our focus.

The 5,4,3,2,1 rule is suggested by psychologists to infuse calmness. To practice, simply name 5 things you can see, 4 things you can feel, 3 things you can hear, 2 things you can smell, and 1 thing you can eat.



Ask for feedback

According to Ken Blanchard, leadership expert and author of "The One Minute Manager", feedback is the breakfast of champions. Try to get honest feedback from your seniors, peers, or family on how well they understood you and take feedback as a learning opportunity.

This, according to research, motivates us to do better, enhances immunity, decreases burnout level, and provides a sense of satisfaction.

What do you feel? Would you be able to unlock effective communication with these 5 tips? If you need further guidance on improving your communication skills, professional coaching is a click away.

CONNECT WITH AN EXPERT

If you have any concerns, queries, or simply want to say hi, drop us a mail at campus@yourdost.com.

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