

Building Bridges Through Effective Communication

May 22, 2024

The HUB at Mulberry Mill
Bloomsburg PA



About This Project

- Rural Placemaking Innovation Challenge
- Columbia County Placemaking Plan
- Implementation Support through September 2024

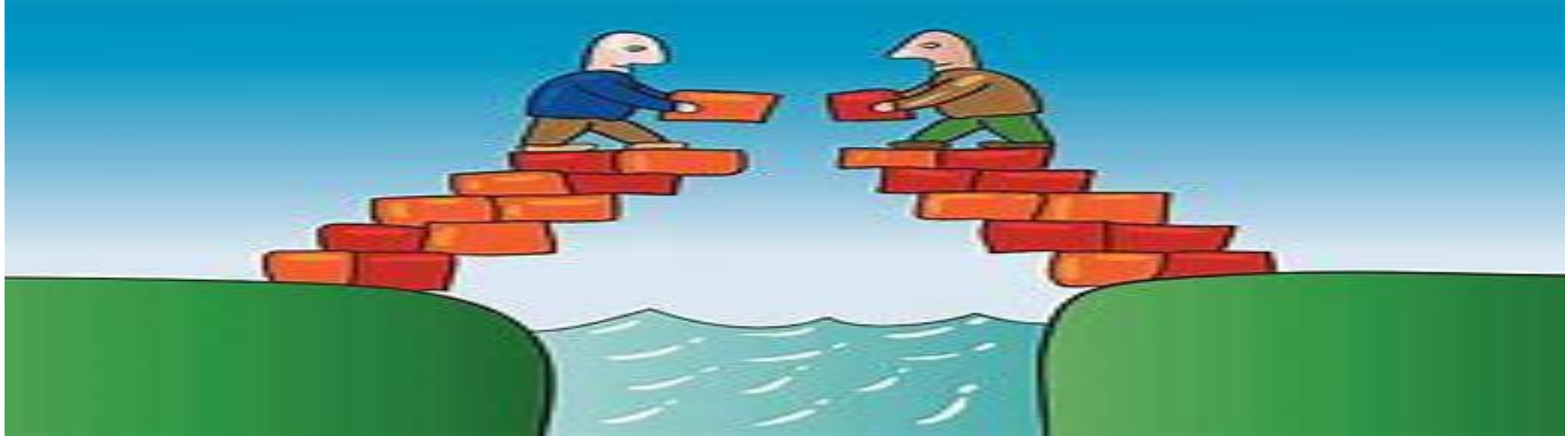


Introductions



Connect and Communicate

Building Bridges Through Effective Communication





Discussion Points

- Written and verbal communication strategies
- How messages are sent and received
- The importance of body language and space
- The importance of active listening
- How to effectively inform and persuade others
- How to facilitate constructive dialogue
- How to overcome barriers to communication

First, the Highlights – then the details



What is communication?

When is it effective?

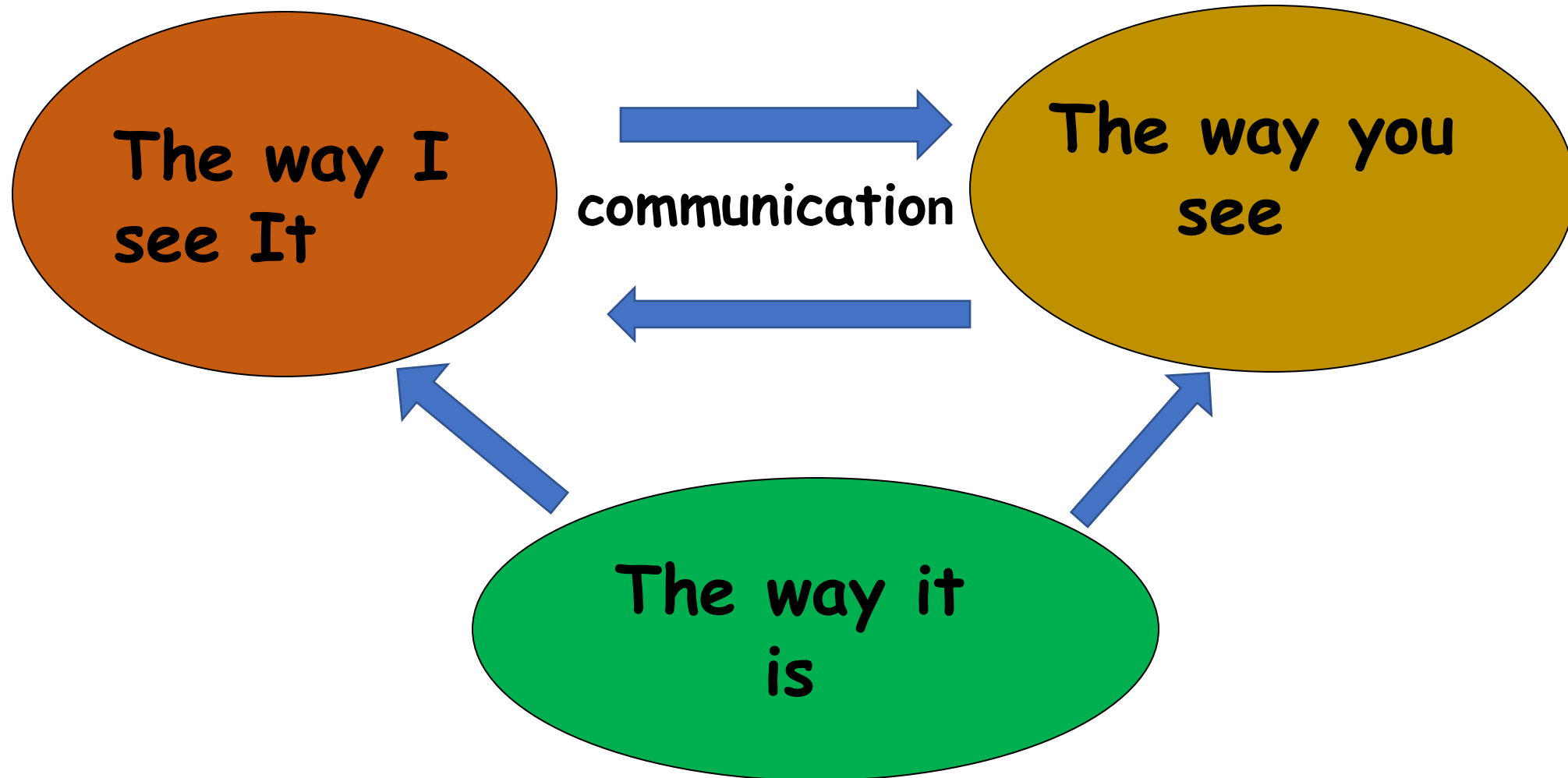
What does miscommunication look like

- Communication is the act of conveying intended meanings from one entity or group to another through the use of mutually understood signs and semiotic rules.

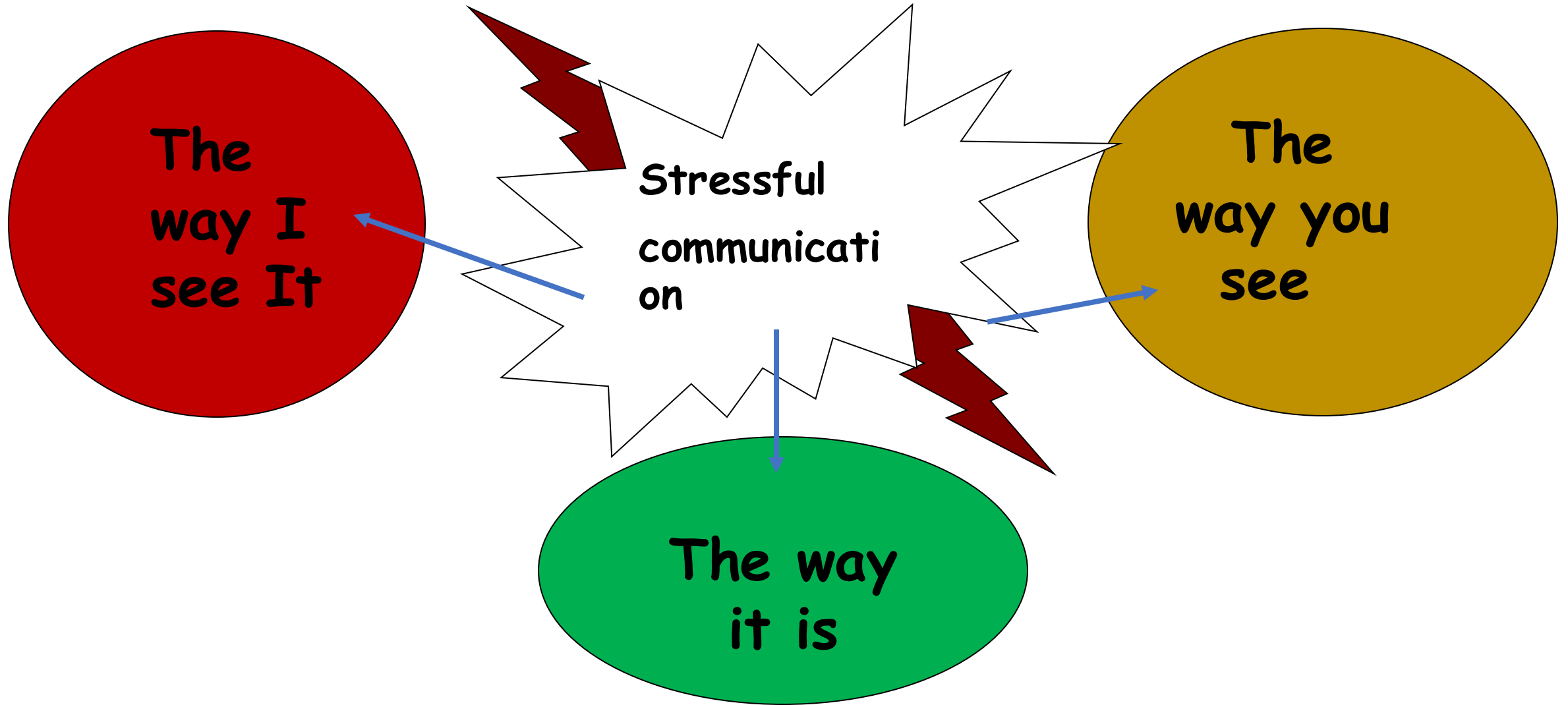
[Wikipedia](#)



Communication Model

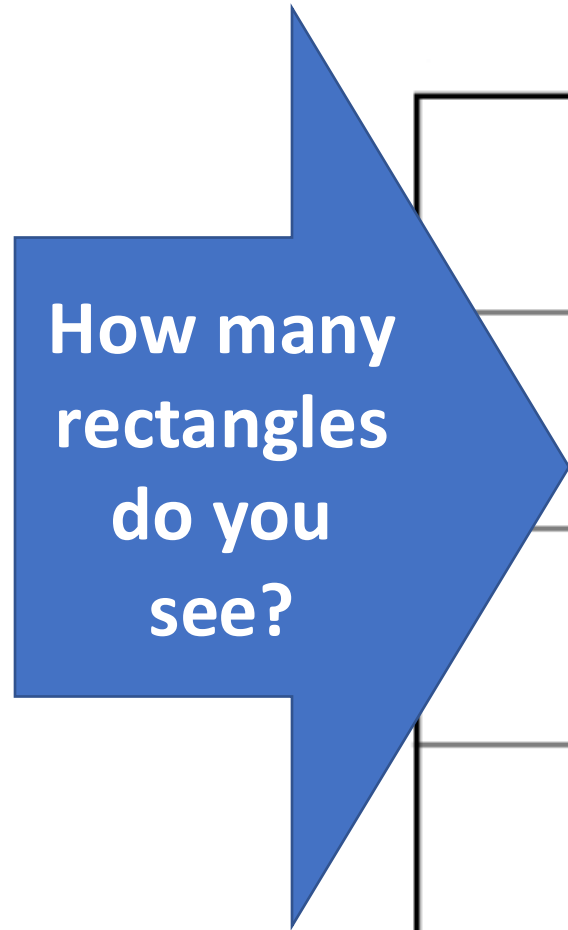


Stressful Communication





Being Open to Other Perspectives



Debrief



Verbal Communication

When considering effective oral communication, consider:

- Who is initiating the communication, and what is their objective?
- The medium in which the message was delivered.
- The platform where the message is being delivered.
- Who is the intended audience or receiver of the message?
- Who will decode the sender's message?
- The receiver will provide feedback based on their interpretation of the message.
- Feedback is the final stage of oral communication.



Listening as a form of Communication

Two categories: Discriminative and Comprehensive.

1. Discriminative Listening

- tenor of the conversation based on the tone of the voices, mannerisms, and body language of those in the conversation

2. Comprehensive Listening

- Informational Listening
- Critical Listening
- Empathetic Listening
- Appreciative Listening
- Rapport Listening
- Selective Listening





Non-verbal Communication

- Body movements, including facial expressions and eye contact
- Vocal range: include volume, rate, pitch, and timbre of voice
- Personal appearance
- Our physical environment and the objects that exist in it.
- Personal space
- Touch

Importance of body language





Written Communication

We use written communication to:

- Convey information
- Record Information
- As a forum for Persuasion
- To Build Relationships

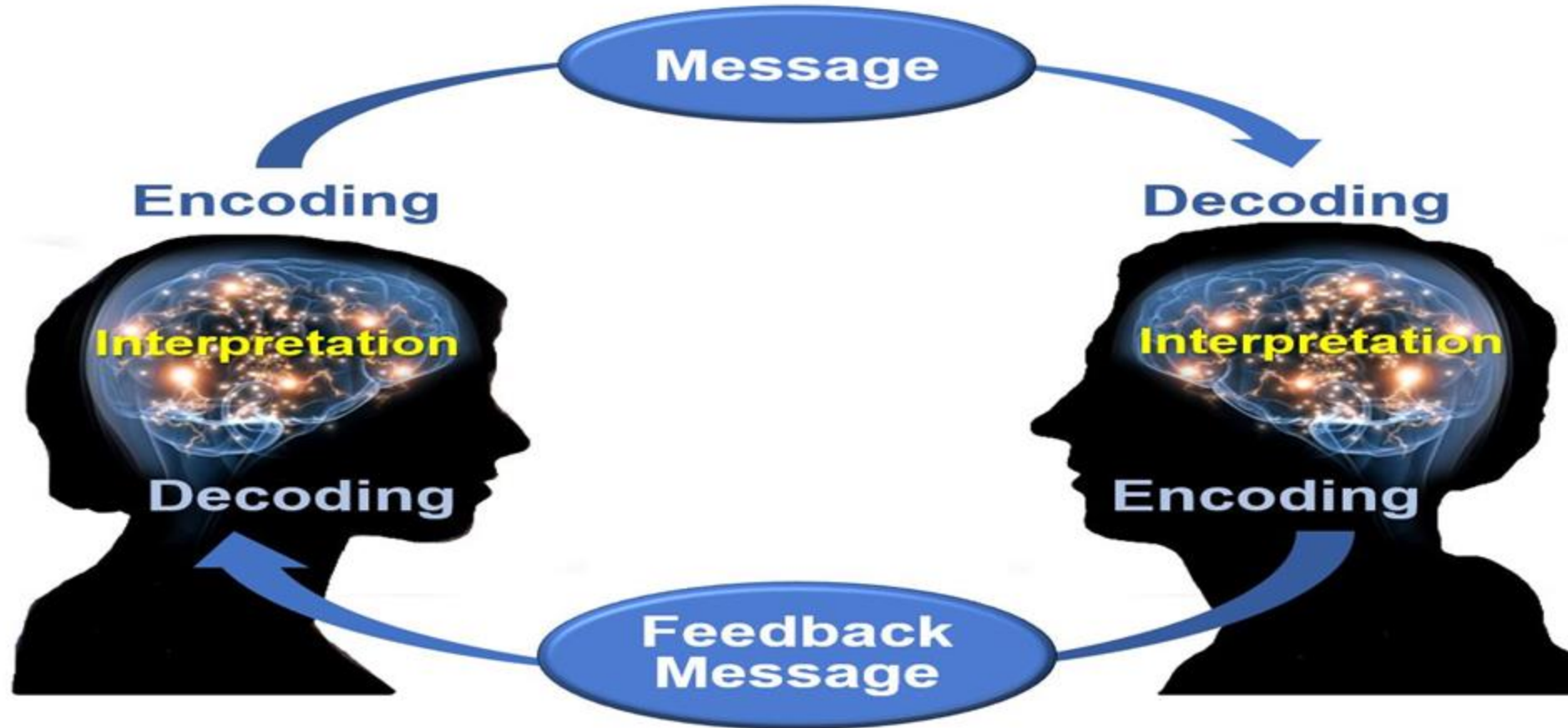
Visual Communication

The use of visual elements:

- signs,
- typography,
- drawing,
- graphic design,
- illustration,
- industrial design,
- advertising,
- animation, and
- electronic resources



Barriers to Communication



More - Barriers to Communication

Information Overload

- Receiving more emails than one can handle
- Receiving an increasing number of irrelevant emails, including spam.
- Work being interrupted frequently by emails.
- Interruptions leading to inefficient use of time.
- A feeling of time pressure as senders require direct responses.

BARRIER

DESCRIPTION

Filtering

The deliberate manipulation of information to make it appear more favorable to the receiver.

Selective Perception

Receiving communications on the basis of what one selectively sees and hears depending on his or her needs, motivation, experience, background, and other personal characteristics.

Information Overload

When the amount of information one has to work with exceeds one's processing capacity.

Emotions

How the receiver feels when a message is received.

Language

Words have different meanings to different people. Receivers will use their definition of words being communicated.

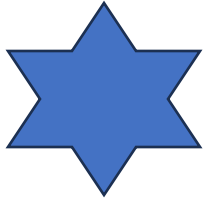
Gender

How males and females react to communication may be different, and they each have a different communication style.

National Culture

Communication differences arising from the different languages that individuals use to communicate and the national culture of which they are a part.

Debate vs Dialogue



Debrief



What Leads to Constructive Dialogue?

- Emotional awareness
- Being open to other perspectives
- Assertiveness

Let's Take a Break!
please return in 10 minutes



Now a more focused discussion on the details



Essentials in Communication

1. Clear Messaging
2. Checking for understanding
3. Turn taking
4. Active Listening
5. Choosing the Right Method
6. Self Awareness
7. Appropriate Body Language



Messaging

1. Simplicity
2. Conciseness
3. Clarity
4. Consistency
5. Relevance
6. Structure
7. Feedback



Check for Understanding

1. Open Ended Questions
2. Paraphrasing
3. Summarize Key Points
4. Clarify and Confirm
5. Non-Verbal Cues
6. Following Up, Check-In
7. Use of Analogies
8. Interactive Techniques
9. Feedback Loops
10. Written Confirmation





Turn Taking

- Alternate speaker and listening roles
- Signals and cues
- Overlapping speech
- Initiating turns
- Responding
- Holding the floor
- Yielding the floor
- Repair mechanism

Active Listening

- Give Attention
- Non-verbal Cues
- Reflective Listening
- Clarification
- Feedback
- Empathy
- Open-mindedness
- Responding Appropriately
- Remember Key Points



Choose the Right Method

- Nature of the Message
- Who is your Audience
- Context of setting for delivery
- Desired outcome
- Relationship and Tone



Self Awareness

- Understand your own emotions
- Be aware of your communication Style
- Recognizing the impact on others
- Being an active listener
- Reflecting on your communication
- Managing stress and anxiety
- Setting Boundaries



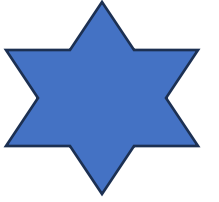
Appropriate Body Language



1. Maintain Eye Contact
2. Facial Expressions
3. Body Posture
4. Control your Gestures
5. Respect Personal Space
6. Mirror the other person
7. Use appropriate Touch
8. Mind your feet and legs
9. Pay attention to your tone and Pace



Communication Listening Activity



- Pair Up
- Who will talk and who will listen?

Debrief



Are you being Heard ?

- Eye contact
- Head nodding
- Asking questions
- Showing empathy



INTENT OF ACTIVE LISTENING

- **Convey interest.....**
- **To expand thought**
- **Clarify thinking.....**
- **To get someone to hear how what is said sounds to others**
- **Pulling out key ideas**
- **Summarize specific points**
- **Respond to feelings.....**

FEEDBACK - EXAMPLES

“I See”

“Tell us more.”

“Then - as you see it....

“If I understand you, you are saying....

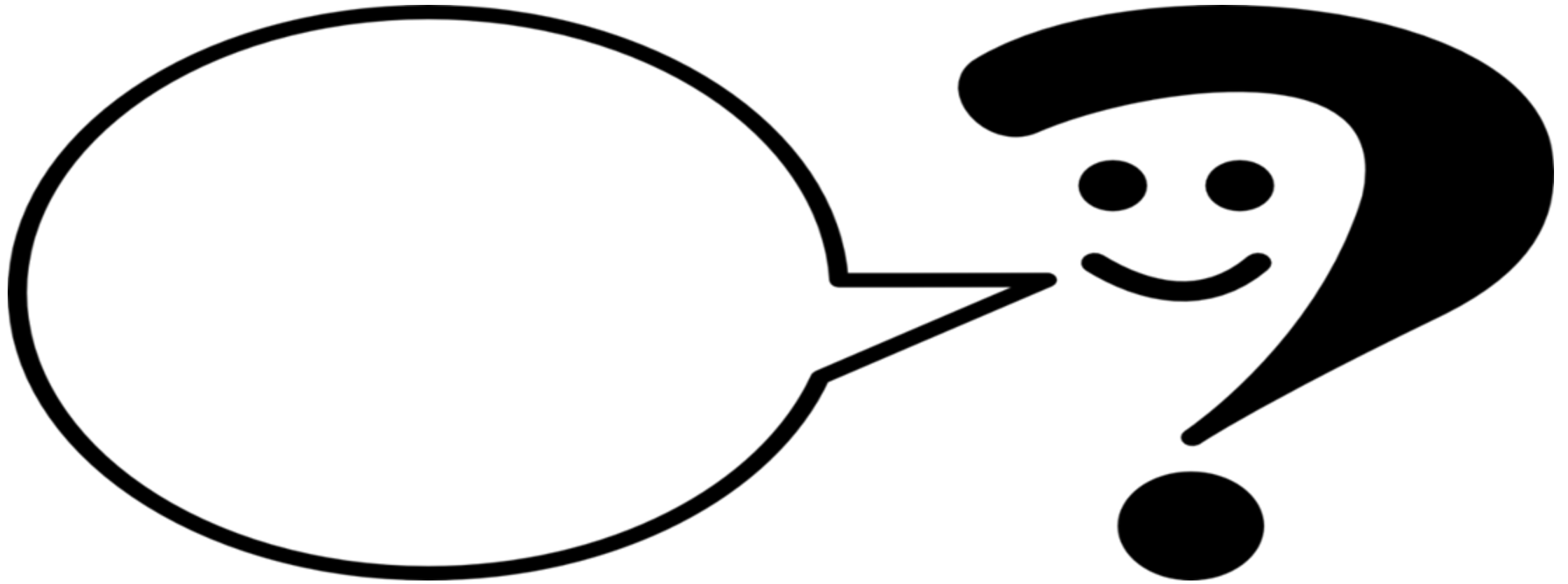
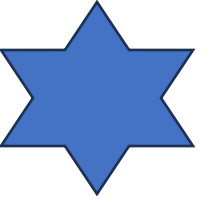
“Your major point

“We agree on

“We need to clarify”

“ You feel strongly....”

One Question



Debrief



Listening Tips

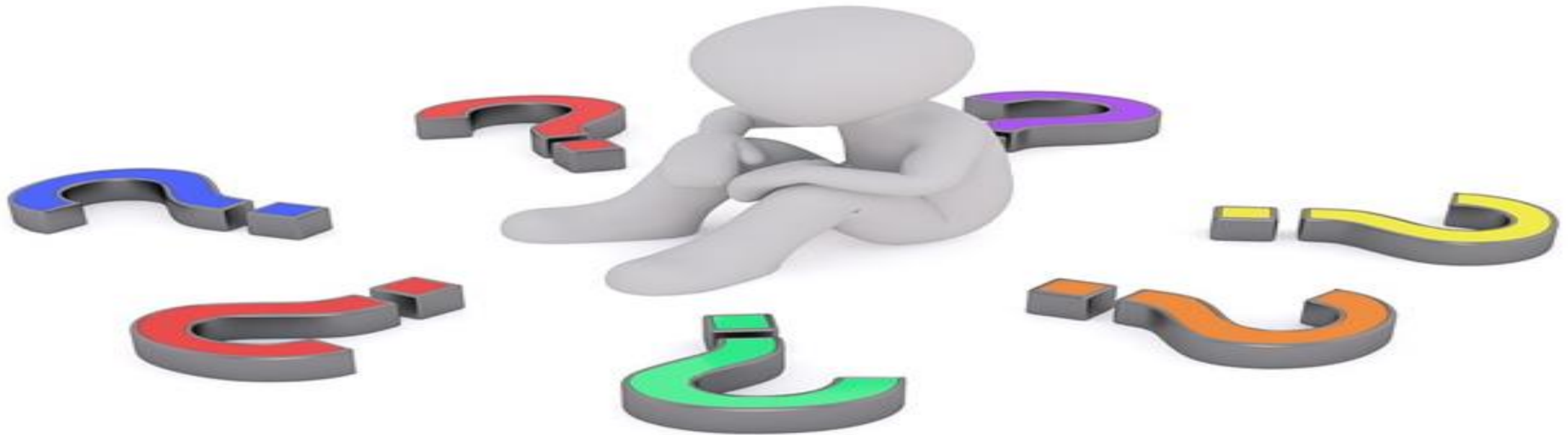
- Listen to the reasons the other person gives.
- Try to understand what the other person is saying from their point of view.
- Repeat, paraphrase, or reframe the other person's words to make sure you understand them correctly.
- Ask the other person if there is anything else they have not said yet, giving them time to think.
- Do not interject with your own point until the other person has finished speaking and is satisfied that you have listened and understood.

Communication Tips

1. Be brief and clear
2. Smile
3. Focus on positives rather than problems
4. Don't interrupt or try to talk over other people.
5. Use short story examples
6. Do your process thinking before talking
7. Use silence and listening as an effective tool
8. Build trust and respect by recognizing others' values



Time for questions?



Call to Action

Knowing is not enough;
We must apply.
Willing is not enough;
We must do.

-Bruce Lee



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