EFFECTIVE COMMUNICATION
A TOOL FOR POWERFUL RELATIONSHIPS

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“The single biggest problem with communication is the illusion that it has taken place.”
- George Bernard Shaw
Definitions

**Communication** is the act of conveying intended meaning to another entity through the use of mutually understood signs and semiotic rules.

**Effective communication** refers to the process of sharing information between two or more entities which leads to the desired outcome. The information shared is conveyed and received efficiently without the intended meaning being distorted or changed.

It includes skills like non-verbal communication, attentive listening, ability to understand and to control one’s own emotions and managing stress.
Communication is an integral part of life; without it, we would not survive.

Verbal and non-verbal communication begins at birth and ends at death.

We need communication not only to transmit information and knowledge to one another, but more importantly, to relate to one another as human beings around the world in the context of relationships, families, organizations, and nations.

The work of Community Health Workers is easier when and where there is a relationship between service providers and patients/end users.

Effective communication helps build relationships
Adapting Kathleen A. Vertino's opinion

The professional responsibility of community health workers embodies a lot of care. CAREfulness for processes, CAREfulness in diagnosis, CARE for patients.

When ill, patients may be unable to speak or advocate for themselves. Vulnerable patients need our voices to speak for them.

Due to constant exposure to other human beings who are suffering, community health workers are perfectly positioned to utilize effective interpersonal communication, and in doing so, support their own emotional, psychological, and spiritual development.
Effectively processing information requires accurate understanding of perspectives.

Every information transmitted from one person to another has three filtration elements that automatically shape the conversation—

WHAT was said,
HOW it was said, and
WHY it was said.

These elements can either bring us harmony or conflict, as individuals, cultures, religions, and governments of countries, as we attempt to coexist. What we say, how we say it, and what we mean by it are extremely important, and can be life-changing
Understanding communication and relationship through Maslow's Hierarchy of Needs Theory
A mental and emotional health view of Maslow's Hierarchy of Needs Theory
Personal variables can affect communication.
EFFECTIVE COMMUNICATION MODEL

Sender

Intended Meaning

Verbal Message
Meta-Communication
Non-Verbal Message

Feedback

Noise

Receiver

Perceived Meaning

Sender’s Reality

Receiver’s Reality
ELEMENTARY STEPS TO EFFECTIVE COMMUNICATION

• Listen

• Validate, rather than invalidate, the individual

• Focus on the message not the messenger

• Be descriptive not evaluative

• Be specific not global

• Be conjunctive not disjunctive

• The communication is based on congruence not incongruence

• The communication is owned not disowned
Effective communication

Body language
Role playing activities
Social media – precision
Continuous reading and practice
Questions
Paraphrasing
Using stories to pass your message
Feedback

1. Clear.
2. Concise.
3. Concrete.
5. Coherent.
6. Complete.
7. Courteous.
Examples of communication tools

- One on one
- Email,
- Phone system
- A user friendly website platform
- A file-sharing system
- A customer relationship management platform
- Social networks
- Instant messaging and conferencing platforms
- A project management system – dashboards, charts, graphs, etc.

Questions ?