IS-242.b
Effective Communication
Course Administration

- Sign-in sheet
- Course evaluation forms
- Site logistics
  - Emergency procedures
  - Breaks
  - Restrooms
  - Cell phones and other electronic devices—silent
Introductions

Working in pairs, introduce your partner by:

- Name
- Prior emergency food and shelter experience
About This Course

Being able to communicate effectively is a necessary and vital part of every emergency management professional’s job.

The goal of this course is to improve your communication skills.
Course Objectives

- Identify factors that contribute to and detract from effective communication.
- Develop a strategy for ensuring that emergency communications meet the needs of the whole community, including those with access and functional needs.
- Identify strategies for communicating effectively in emergency situations.
- Identify strategies for improving your oral presentation skills.
Course Content

Lesson 1: Understanding Communication Basics
Lesson 2: Communicating With the Whole Community
Lesson 3: Communicating in an Emergency
Lesson 4: Preparing for Oral Presentations
Lesson 1 Objectives

- Indicate the value of empathic listening and effective feedback.
- Indicate how speakers’ and listeners’ nonverbal cues impact communication.
- Identify vocal factors that contribute to effective communication.
- Indicate how actively engaging the audience contributes to effective communication.
- Assess your current communication skills.
Video: Effective Communication

Click on the image to view the video.
Discussion Question

Think about a great speaker or presenter. What made that person so effective?
The Communication Process

Communication is a two-way process where:

- You send a message using your voice and nonverbal cues.
- The other person listens, interpreting and personalizing the message, and gives feedback verbally and nonverbally.
- Meanwhile, you are listening to the verbal feedback and attending to the nonverbal cues in order to gauge how your message was received and to understand the other person’s response.
Communication Basics

- Listening
- Communicating Nonverbally
- Using Your Voice
- Engaging the Audience
Hearing vs. Listening

Hearing is a sensory experience.

Listening is a voluntary activity.
Barriers to Effective Listening

- Emotional responses.
- Hearing facts and not feelings.
- Hearing what is expected and not what is said.
- Not seeking clarification.
- Stereotyping.
- The halo effect.
- Resistance to change.
Active Listening

1. Decide to listen and concentrate.
2. Enter the speaker’s situation.
3. Observe.
4. Listen without interruption.
5. Confirm.
6. Provide feedback.
Activity: Listening Self-Assessment

Instructions: Working individually:

- Read each item and then check the box indicating how frequently you actually use this skill.
- Remember, this is a self-assessment, so be honest.
Understanding Nonverbal Cues

- Nonverbal clusters are several related nonverbal signals that work in concert.
- They are more significant than a single signal and reflects a change in attitude and state of mind.
Mixed Messages

When nonverbal cues don’t match spoken words, the result is mixed messages.
Optional Activity #1: Communicating Nonverbally

**Instructions:** Work in partners as follows:

- Choose one partner to do a one-minute self-introduction as described in the Student Manual.
- Have the other partner use a smartphone or video-capable cell phone to record a video of the speaker.
- Play back the tape with the sound off, so only the speaker can see it. The speaker will then evaluate his/her nonverbal language using the questions in the Student Manual.
- Repeat the process for the other partner.
- Be prepared to share any insights you learn.
Using Your Voice Effectively

- Use clear, concise language.
- Speak loud enough to be heard.
- Vary the pace.
- Slow down for important points.
- Use the pause.
- Avoid speaking with a monotone voice.
Projecting Your Voice

- If the room is large, use a microphone.
- Use short phrases and slow your pace.
- Lower your pitch.
- Don’t try to talk over noise and side conversations.
- Rest your voice and drink water.
Avoiding Fillers

At transition points, or when you hear yourself adding a filler:

- Pause.
- Take a breath.
- Gather your thoughts.
Video: Using Your Voice

Click on the image to view the video.
Activity: Using Your Voice

**Instructions:** Entire group:

- The instructor will read each statement in the Student Manual, and ask if you agree or disagree with the action.
- Be prepared to explain your answers.
Optional Activity #2: Using Your Voice

Instructions:

- Use the presentation video you created in Optional Activity #1.
- Listen to your voice without looking at the video screen.
- Evaluate your performance using the questions in the Student Manual.
Engaging Your Audience

- Understand your audience.
- “Read” your audience and be sensitive to nonverbal cues.
- Listen carefully and paraphrase.
- Use questions and allow time for response.
Asking Questions

Open-Ended Questions:
- Require more than a “yes” or “no” answer.
- Begin with “what,” “how,” “when,” or “why.”

Direct Questions:
- Require a simple “yes” or “no” answer or statement of fact.
- Begin with “is,” “can,” “how many,” or “do.”
Activity: Open-Ended vs. Direct Questions

Instructions: Entire group:

- Your instructor will read each statement in the Student Manual, and ask if it is an open-ended or a direct question.
- The instructor will then ask for volunteers to reword each question so that it is now the other type of question.
Handling Responses

- Acknowledge the response in a positive manner.
- Avoid answering your own question.
- If a response is unclear, ask clarifying questions.
Activity: Analyze Your Basic Communication Skills

**Instructions:** Working individually:

- Review the job aid on basic communication skills.
- Analyze your own strengths and areas for improvement in each basic skill area.
Summary and Transition

- Lesson 1 presented an overview of basic communication skills.
- Lesson 2 discusses how to communicate with the whole community.