



Communications in the Digital Age

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THANKS to Anna Vann for some of the materials!

iaap
Branch



Communication Types

- Spoken and Oral Communication
- Written Communication
- Presentation, Sign, and Body Language Communication
- Silence

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Communication Styles

- B – Benign, Friendly, Courteous, Grateful, Inspirational
- I – Institutional, Manuals, Guidelines
- C - Curt – Yes, No, Not my fault.
- E – Enthusiastic – Lots of Great!!, Excellent!!, LOL!!!
- P – Professional, Courteous, Polite, Politically Correct
- S – Sarcasm, Unfriendly, Offensive

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Six Cs of Effective Communication

“C”

Characteristics
of Effective
Communication

Complete
Clear
Correct
Concise
Courteous
Considerate



Communication Styles

- You may have one or two overall/dominant communication styles
- You probably use any of the styles based on:
 - Reacting to another's action or communication
 - Your mood, workload, and present situation
- Hesitate to Communicate when you feel stress, anger, or overloaded
- Be “actionary”, not reactionary
- Don't regret your communication – avoid “I'm sorry”

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Tone

T A TONE IS THE MANNER OF
O WRITING OR SPEAKING
THAT SHOWS A CERTAIN
N ATTITUDE

N “You” and
“Your”

E This is called the “You”
approach.

Analyze

Analysis- Who is the audience?

Understanding- What is the audience's knowledge of the subject?

Demographics- What is their age, gender, education background etc.?

Interest- Why are they reading your document or watching your presentation?

Environment- Where will this document/presentation be sent/viewed?

Needs- What are the audience's needs associated with your document topic?

Customization- What specific needs/interests should you the writer/presenter address relating to the specific audience?

Expectations- What does the audience expect to learn from your document/presentation?

The audience should walk away having their initial questions answered and explained.



Analyze the
Reader/Audience



Verbal/Spoken Communication

- How you speak may be more important than what you say
- Diction and Projection
- Dialects
- Jargon, Acronyms, Jokes, - Use care and explain industry terms and acronyms

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Phone Etiquette

- How you speak may be more important than what you say
- Speak with a smile on your face and in your voice
- Ask the person to be put on hold and don't leave the person holding for a long period (unlike most organizations)
- Be pleasant and gracious even in difficult conversations – you can be firm without being mean
- Don't multitask while talking on the phone (HA!)

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Written Communication

- Have gratitude
- Avoid Passive Voice
- Use spell checker and other items to assist you in writing
- Proofread important correspondence out loud

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E-Mail Etiquette

- Avoid CAPS
- Be Nice, Be Brief, and Be Respectful
- Use attachments rather than long email messages
- Restrict chain e-mails
- Know your audience

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E-Mail Etiquette

Continued

- ✓ Edit and proofread carefully
- ✓ Be wary of humor or sarcasm
- ✓ Include your name and title with contact information
- ✓ Only one topic subject should be covered in an e-mail
- ✓ Complete information about the topic needs to be included in the message
- ✓ Complete sentences of no more than 20 words to express the thought and ideas
- ✓ Paragraphs should be three to five sentences for ease of reading
- ✓ Include a greeting - formal or informal , to begin the message. The greeting is followed by either a colon (formal), a comma (informal), or and exclamation point (for emphasis).

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Examples

1. Hello,

I want to use this medium to ask for your attention, I have something very important to discuss with you, can I trust you? I'm Mrs. Alexa, a widow and a converted Christian. I am currently at a hospital receiving treatment in Sweden. When I was searching for a God fearing person last month, I found your contact address from a reliable source. i wish to discuss an important issue with you. Upon your reply I will tell you more about myself and project plans. Please feel free to express yourself in your mail, i want you to be honest and open to me.

God bless you and your family.

Mrs. Alexa.

2. Thanks, Greg
composed on tiny keypad - errors are 100%
my own

3. Good morning Greg,

We are super-excited and truly honored to have you visit our church. How does November 14 in the morning sound to you about 9:30 AM? How do we make out the check? Will it be payable to "Greg Creech"? Also, need an address info and completed w-9, attached. Please feel free to contact me at any time for any questions. Thank you.

4. Good day

I am Mr. Abdul Musa of B.O.A Bank in (Burkina Faso). I got your email account while searching for a business oriented personality in my private study in the internet. I bring forth a business proposal in the tune of US\$10 million U.S dollars to be transferred to an offshore account with your assistance acting as beneficiary and next-of-kin to the funds.

If you know you are capable of involving and partaking in this transaction, please send down the following personal details to me at this my private email address for briefing:



Examples

Informal and Formal Style

Example A:

Jason, this report contains the information on the delivery routes and schedules you requested. You're right, two of the delivery schedules overlap, leaving the third route only partially covered on Tuesdays and Thursdays. No wonder we have had complaints from our customers on the third route. I'm taking immediate step to correct this schedule.

Example B:

In July, 2013, the Board of Directors authorized a study to determine the effect of downsizing on the production capability of the Houston plant. Several additional factors were determined to contribute to the 20 percent overall production drop.



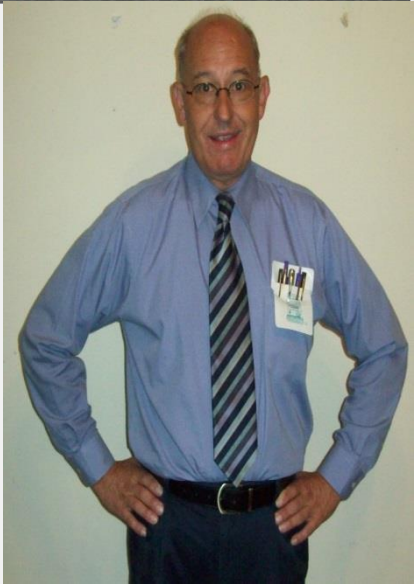
Body Language and Presentation

- Smile!
- Be Genuine
- Appropriate eye contact
- Avoid Crossed Arms and Legs
- Open Palms, not clinched fists
- Point with your palm held up or with several fingers
- Active Listening/Questioning Techniques

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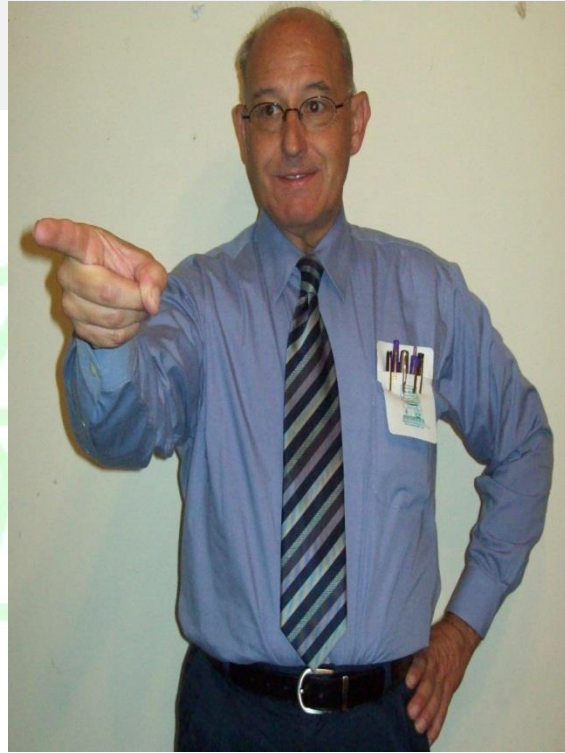
Bad and Good Body Language



Cause I said so!



Who cares



He did it! Don't you



The basket.

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Bad and Good Body Language

The Ultimate!



Forrest Gump

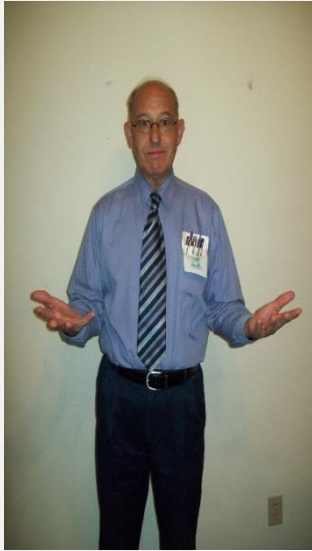
I'm insecure

I'm not sure – bad eye contact.

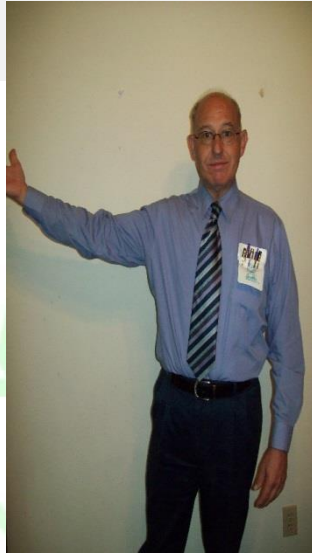
Hit me with your best shot!

Never turn your back to the audience unless you are moving back to the platform or in the audience area.

Bad and Good Body Language



Open palms
facing up

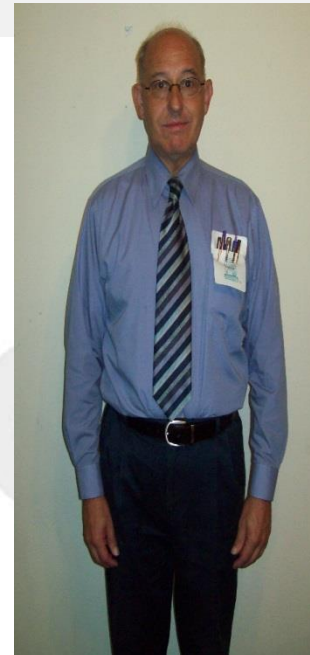


Point with
open
Palm and
several
fingers



Open
Fingers –
you are
not hiding
anything

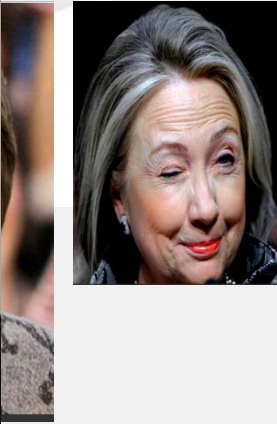
The Ultimate!



The speaker's
stance



Smile - Body Language Photos



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Thank you!



Notice my open palms,
genuine smile, and
personality – Just being

me.
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- Thank you –everyone!
You are the best,
- OK – One Unabashed,
shameless, self-
promotion slide!
- I appreciate you and
the work you do,
- Thanks for our time!