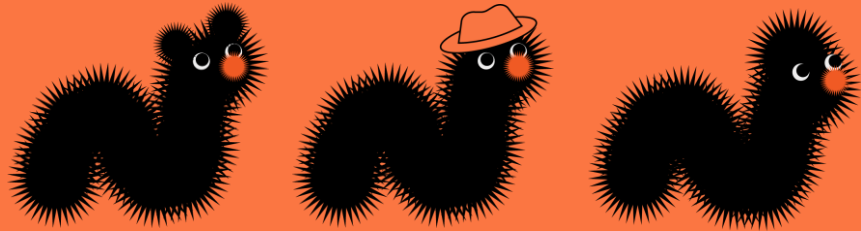
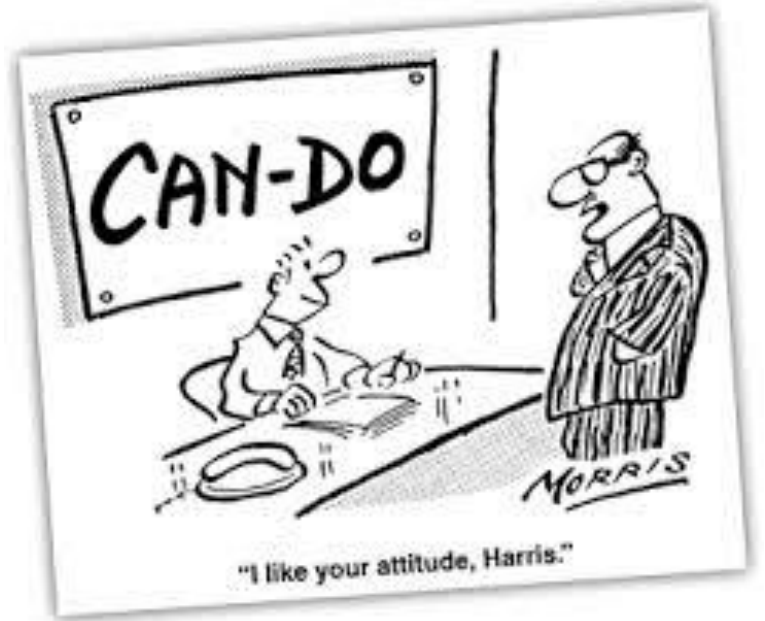
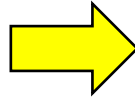


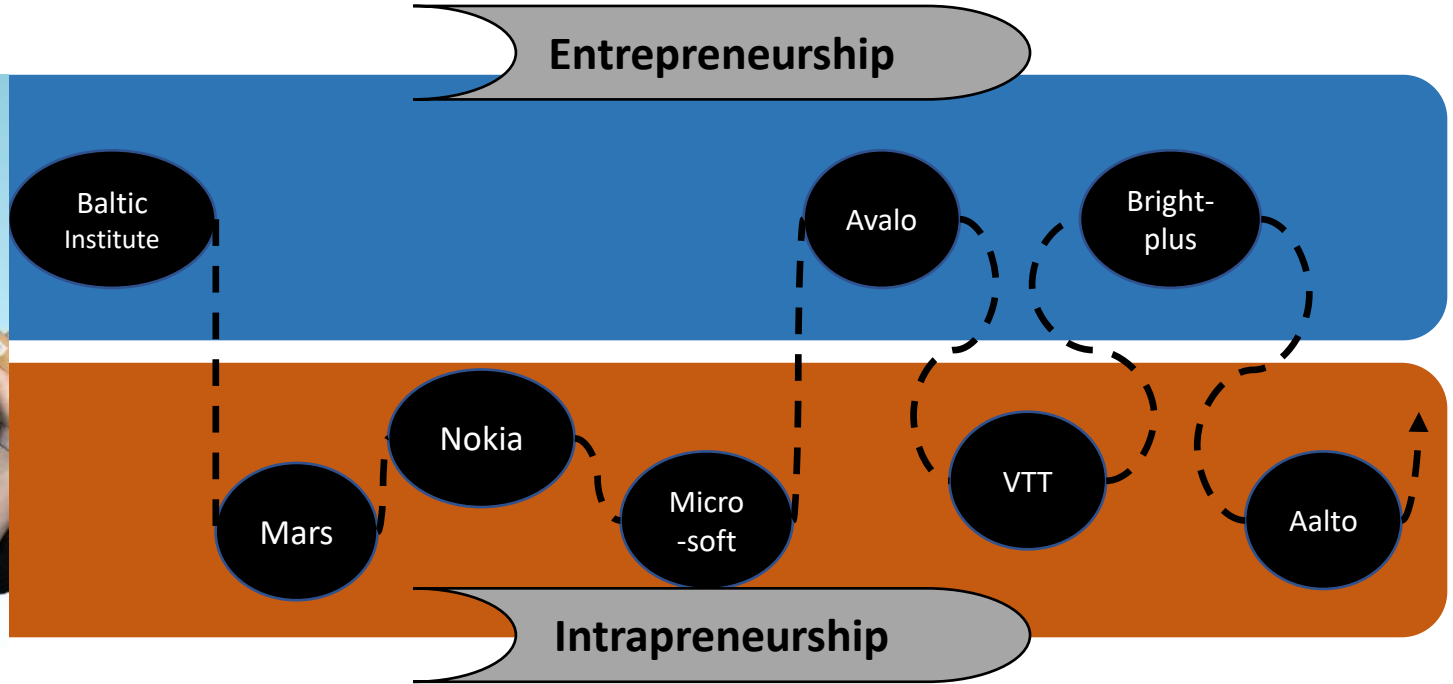
EFFECTIVE COMMUNICATION & NEGOTIATION



Welcome to the course



Getting to know Sonja



An engineer's career driven by curiosity and communication skills

Why are communication skills so important?



Insight from course expectations

Responses	1	2	3	4	5	6	7	Total
Public speaking	4 (31%)	2 (15%)	0	3 (23%)	2 (15%)	0	2 (15%)	13
Making compelling presentations	0	1 (8%)	2 (15%)	3 (23%)	2 (15%)	3 (23%)	2 (15%)	13
Handling difficult conversations	0	4 (31%)	4 (31%)	1 (8%)	3 (23%)	1 (8%)	0	13
Negotiation techniques	4 (31%)	2 (15%)	2 (15%)	1 (8%)	1 (8%)	2 (15%)	1 (8%)	13
Making impact in recruitment process	1 (8%)	0	3 (23%)	2 (15%)	1 (8%)	3 (23%)	3 (23%)	13
Cross-cultural communication	2 (15%)	3 (23%)	0	0	2 (15%)	3 (23%)	3 (23%)	13
Building rapport and trust.	2 (15%)	1 (8%)	2 (15%)	3 (23%)	2 (15%)	1 (8%)	2 (15%)	13

Diversity of interest into focal skills development



Course contents

- 1) **Communication and negotiation techniques**
- 2) **Leadership communication**
- 3) **Making an impact in recruitment process**
- 4) **Cross-cultural communication in international business**
- 5) **Getting to win-win in internal and external meetings**
- 6) **Theory + practice, practice, practice**

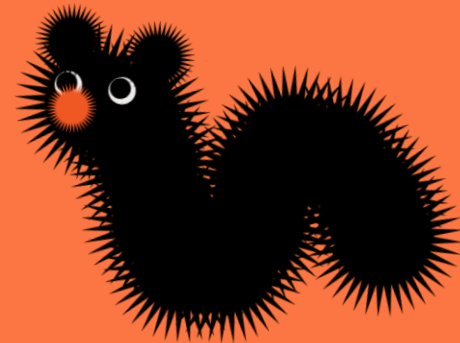


Course requirements

- Six workshops 23.4. – 28.5. 2024
 - 12:15 -15:00 Tuesdays
 - Group interview on wk 19
- Active classroom participation
- Completing all 6 assignments
- Attendance 80%
 - advance planning
 - compensation task
- Pass / fail grading

Exercise

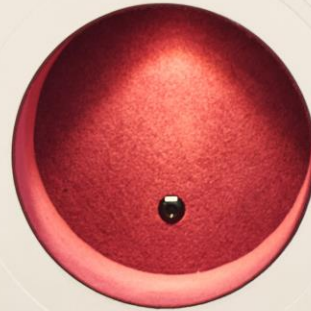
Speed-dating
for quick
introductions



<https://www.intervaltimer.com/timers/8318707-1-minute-rounds>

*"You'll never get a second chance
to make a first impression"*

Oscar Wilde



Today's tools for effective communication

1. First impressions
2. Verbal & non-verbal communication
3. Active listening



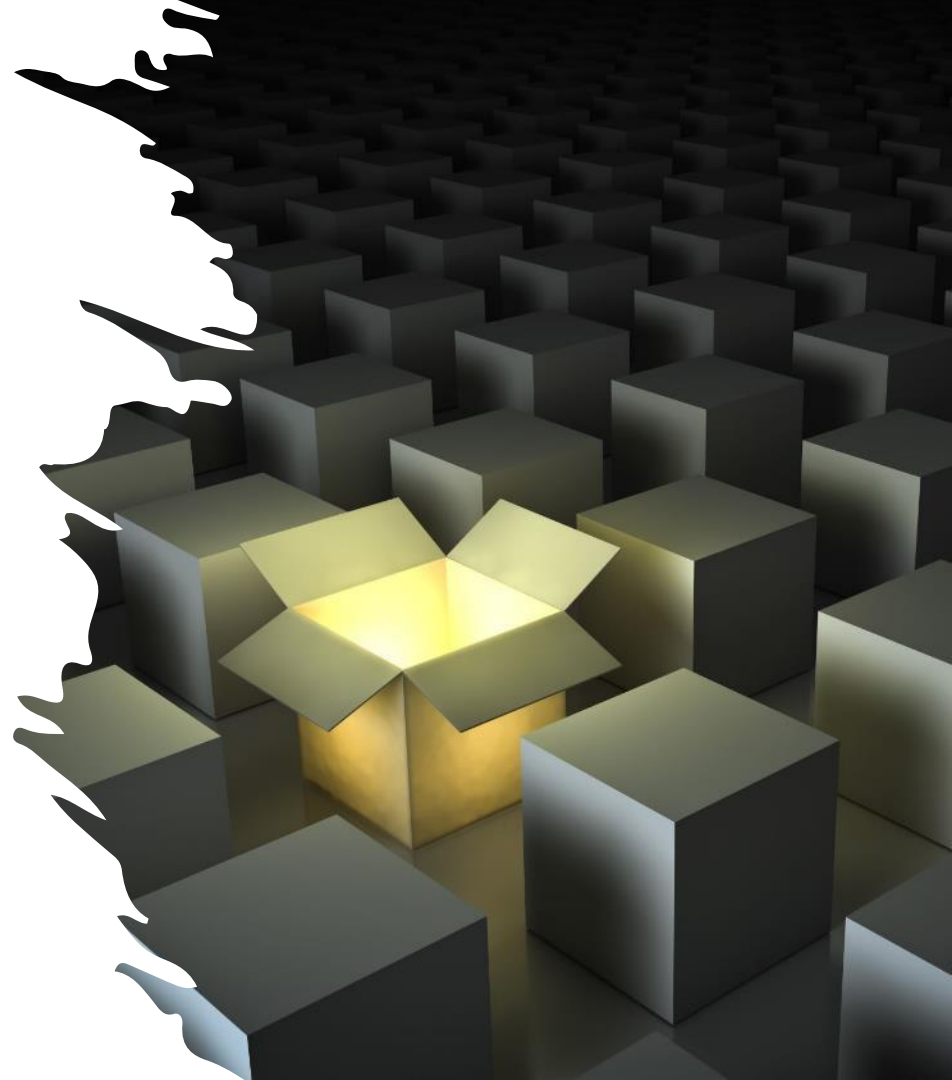
What is communication?

General research-based breakdown of communication impact :

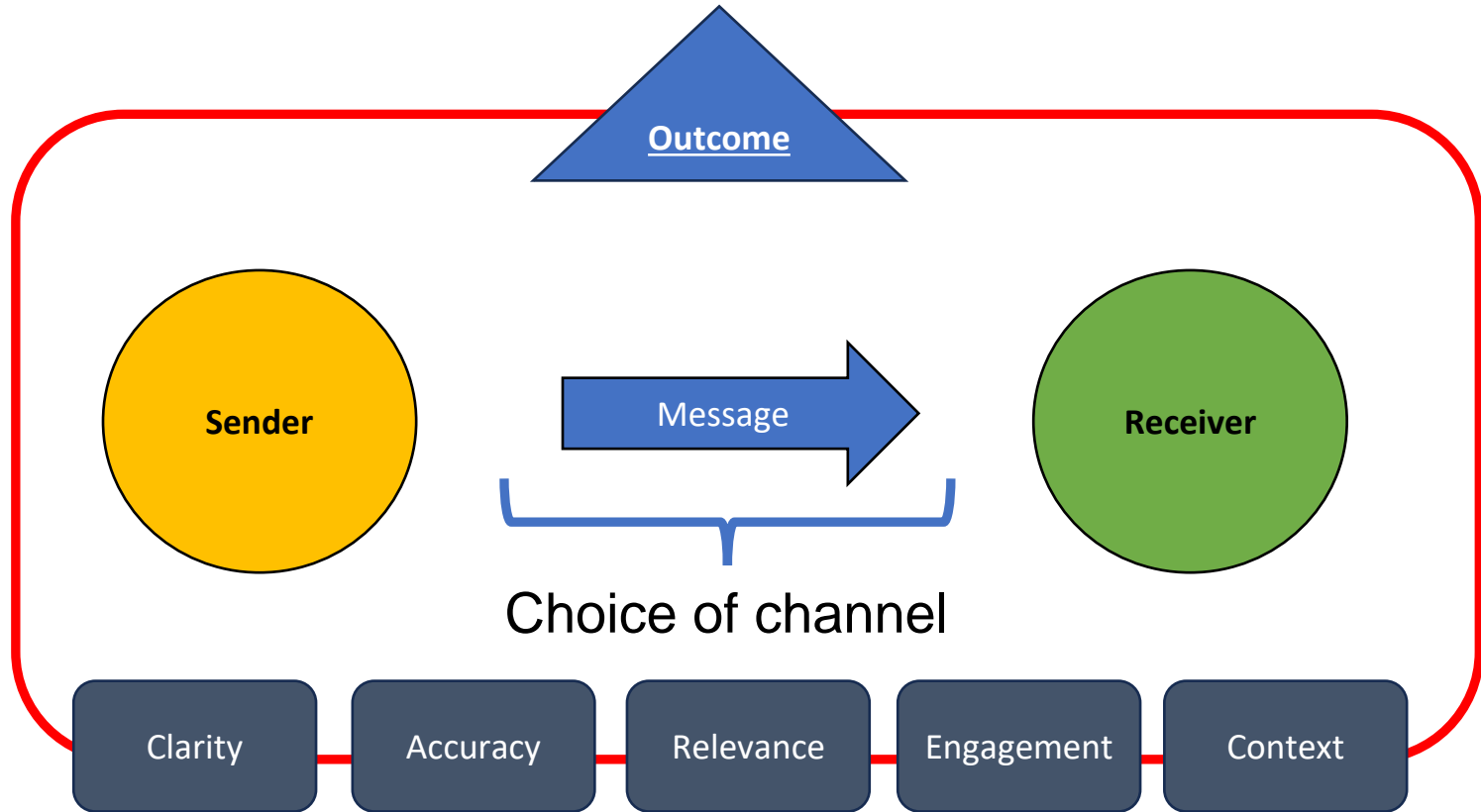
7% Verbal

55% Non-verbal – gestures, movement, facial expressions

38% Vocal – tone, pitch, pace



What is effective communication?



One fundamental principle

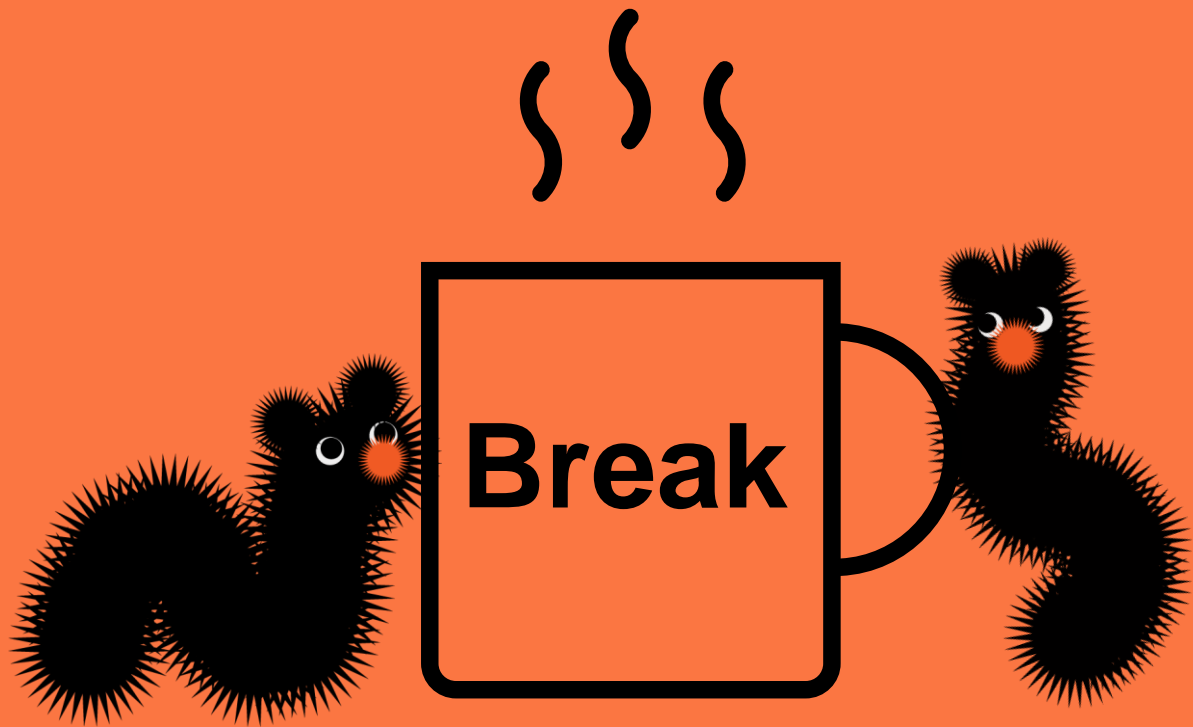
RESPECT



Aristotelean principles of rhetoric are timeless

1. **ETHOS** - Credibility
2. **PATHOS** - Emotions
3. **LOGOS** - Logicality





Aspects of non-verbal communication

Commonly understood as body language

- Greeting rituals
- Gestures
- Presence
- Spatial aspects
- Voice – tone, pitch, speed
- Culture & time
- Touch – careful with this!



EXERCISE – video analysis



1. What is the point the speaker is making?
2. Which mannerisms were effective? Which perhaps not so much?
3. Interesting details / observations arising from the video
 - Non-verbal communication
 - Communication in general

Video case on public speaking & stage presence



EXERCISE – video analysis



Small buzz group discussion

1. What is the point the speaker is making?
2. Which mannerisms were effective? Which perhaps not so much?
3. Interesting details / observations arising from the video
 - Non-verbal communication
 - Communication in general

→ Highlights from the group to overall classroom



What is active listening?

Active listening is a communication skill involving

- focusing one's full attention on the speaker
- interpreting and understanding their message
- responding appropriately to demonstrate comprehension and engagement

Good practices include

- Paying attention, presence
- Eye-contact, nodding
- Asking clarifying questions
- Avoid interruptions

ACTIVE LISTENING exercise

Start by preparing 3-5 personal key points on **what differentiates a good communicator?**

1. Person A meets Person B
 - Introductions
 - A is interested in person B's views on what makes a good communicator, asks explorative questions
 - B shares his/her perspectives
 - A is listening actively
 - There is friendly interaction
 - At the end A thanks B and summarizes briefly what he/she heard
2. Roles are switched / there may be an observer
3. Reflection on observations, learnings, how did it go

Class room discussion on key findings

Home assignment 1



Introducing a topic of interest

1. Think of a topic that is of interest to you
 - Perhaps a hobby, book, type of music, study interest
 - Your goal is to raise interest to the topic or to explain why you like it
 - You can also teach about the topic
 - Make a call to action – how to get engaged
2. Prepare a short introduction on the topic
 - Duration 3-5 minutes + brief discussion
 - Max 3 slides, if presentation style is used
 - Your slides OR your introduction outline in bullets
3. Read the HBR article on Leadership

Deadline on Monday Apr 29th 20:00 in MyCo