



Training Solutions, Delivered!

# COMMUNICATING EFFECTIVELY

**Leader's Guide, Fact Sheet  
& Quiz**

**Item Number: 5234**  
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***This easy-to-use Leader's Guide is provided to assist in conducting a successful presentation.***

## **PREPARING FOR THE MEETING**

Here are a few suggestions for using this program:

- a) Review the contents of the Fact Sheet that immediately follows this page to familiarize yourself with the program topic and the training points discussed in the program. The Fact Sheet also includes a list of Program Objectives that details the information that participants should learn from watching the program.
- b) If required by your organization, make an attendance record to be signed by each participant to document the training to be conducted.
- c) Prepare the area and equipment to be used for the training. Make sure the watching environment is comfortable and free from outside distractions. Also, ensure that participants can see and hear the TV screen or computer monitor without obstructions.
- d) Make copies of the Review Quiz included at the end of this Leader's Guide to be completed by participants at the conclusion of the presentation. Be aware that the page containing the answers to the quiz comes before the quiz itself, which is on the final page.

## **CONDUCTING THE PRESENTATION**

- a) Begin the meeting by welcoming the participants. Introduce yourself and give each person an opportunity to become acquainted if there are new people joining the training session.
- b) Introduce the program by its title and explain to participants what they are expected to learn as stated in the Program Objectives of the Fact Sheet.
- c) Play the program without interruption. Upon completion, lead discussions about your organization's specific policies regarding the subject matter. Make sure to note any unique hazards associated with the program's topic that participants may encounter while performing their job duties at your facility.
- d) Hand out copies of the review quiz to all of the participants and make sure each one completes it before concluding the training session.

## 5234 COMMUNICATING EFFECTIVELY FACT SHEET

**LENGTH: 5 MINUTES**

**PROGRAM SYNOPSIS:**

This program discusses the art of effective communication, what leads to conflict and the power of actions and words. One of the most difficult skills to acquire is the art of effective communication. Words create impressions, images and expectations. They influence how we think. Words can inform, words can hurt and words can reassure. Poorly-chosen words can hamper enthusiasm and affect self-esteem. Well-chosen words can motivate and encourage thinking and creativity. What you write and what you say can have a lasting impression on others.

**PROGRAM OBJECTIVES:**

After watching the program, the viewer will be able to explain the following:

- Why what you say and write can have a lasting impact on others;
- How to communicate effectively when writing;
- How to communicate effectively when speaking;
- Why it is important to actively listen to others.

**PROGRAM OUTLINE:**

**THE WORDS WE CHOOSE CAN MAKE POWERFUL IMPRESSIONS**

- Words create impressions, images, and expectations. They influence how we think. Words can inform, words can hurt and words can reassure.
- There's a powerful connection between the words we use and the results we get. Poorly-chosen words can hamper enthusiasm and affect self-esteem. Well-chosen words can motivate and encourage thinking and creativity.
- You are important and have great impact, whether you realize it or not. What you write and what you say can have a lasting imprint on others.

**UNDERSTANDING WHAT IS BEING SAID DIFFERS FROM PERSON TO PERSON**

- One of the most difficult skills to acquire is the art of effective communication. Listeners and readers will use their own ideas of what words mean.
- Understanding what is being said differs from person to person. For example, two people can be arguing about a concept, referring to it in the same words, arguing because these particular words mean something different to each of them.
- Be understanding of these differences. Be calm and clarifying.

**HOW TO COMMUNICATE EFFECTIVELY**

- Always remember: the truth is what occurred, with nothing taken away and nothing added. It is the editorial that can lead to conflict.
- When writing, use words and phrases you would use naturally in conversation. Use simple words and few of them. Keep paragraphs short.
- After completing your draft, always wait before sending.
- When speaking, think first, use eye contact and deliver words in a precise and respectful manner.
- To ensure clarity, ask the listener in their own words to repeat what you have said.
- Be careful of judgments, stereotypes and bias that may block openness.
- Verify the information you speak is not based on false assumptions or misleading information. Trust is important.
- Use eye contact to confirm you are actively listening. Do not let your mind wander or become distracted.
- Repeat your understanding of what you think they said. If something is unclear, ask for clarification.

**NONVERBAL MESSAGES AND JUDGING CONTENT**

- Listen for the nonverbal. Many messages are communicated nonverbally by the tone of the voice, facial expression, posture and level of energy.

- Judge the content of the message and not the speaker. Most important, avoid making judgments, interrupting or jumping to conclusions while the person is talking. Listen to the full story.
- To effectively communicate, agreeing with someone's point of view isn't necessary, but understanding them is.

## **CONCLUSION**

- Care about words and thoughts. When management doesn't care about the staff, employees don't care about the customers, customers don't care about the products and profits are lost.
- Assumptions distort facts, employees create chaos and apathy replaces care. No one wins.
- Very few have the benefit of knowing your life story. Often, what people know is what they see, what they hear and what they read. It's up to you to communicate your ideas and thoughts and words in a way that is positive and well meaning.
- If you don't believe me, ask yourself, "What's in a word?"
  - Watch your thoughts, they become actions.
  - Watch your words, they become actions.
  - Watch your actions, they become habits.
  - Watch your habits, they become character.

## COMMUNICATING EFFECTIVELY

### ANSWERS TO THE REVIEW QUIZ

1. a

2. b

3. a

4. a

5. b

**COMMUNICATING EFFECTIVELY**  
**REVIEW QUIZ**

*The following questions are provided to determine how well you understand the information presented in this program.*

Name \_\_\_\_\_ Date \_\_\_\_\_

1. Understanding what is being said differs from person to person.
  - b. True
  - c. False
  
2. When writing, you should use sophisticated words that you wouldn't use during conversation.
  - a. True
  - b. False
  
3. You should use eye contact to confirm you are actively listening to someone else.
  - a. True
  - b. False
  
4. To effectively communicate, agreeing with someone's point of view is NOT necessary.
  - a. True
  - b. False
  
5. Watch your words, they become \_\_\_\_\_.
  - a. Habits
  - b. Actions
  - c. Character