



**STANDARDS**  
MALAYSIA



# WHO PATIENT SAFETY GOAL: EFFECTIVE COMMUNICATION

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# What is Communication?

What does it mean to you?

*The process of communication is what allows us to interact with other people; without it, we would be unable to share knowledge or experiences with anything outside of ourselves. Common forms of communication include speaking, writing, gestures, touch and broadcasting.*

Wikipedia definition

# Verbal vs Non Verbal

Can we communicate without words?

## Voice attributes

What are they and how do they affect communication?

## Physical attributes

What could be considered here and how do they affect communication?

## The power of touch

What and when is OK?

Which is better, verbal or non verbal?

# Personal Presentation

Does personal presentation make a difference to the way we are perceived?

Does it matter?

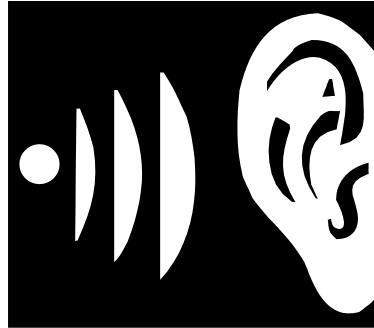
What can we do about it - do we have to look bland and boring?

What if our organisation has a dress code?

# The Communication Equation

## What you hear

Tone of voice  
Vocal clarity  
Verbal expressiveness



40% of the message

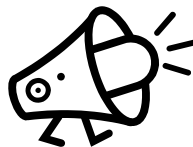
## What you see or feel

Facial expression  
Dress and grooming  
Posture  
Eye contact  
Touch  
Gesture



50% of the message

WORDS ...



10% of the message!

# Understanding Communication

We are going to consider:

The 2-Way communication process

Effective communication skills

Barriers to effective communication

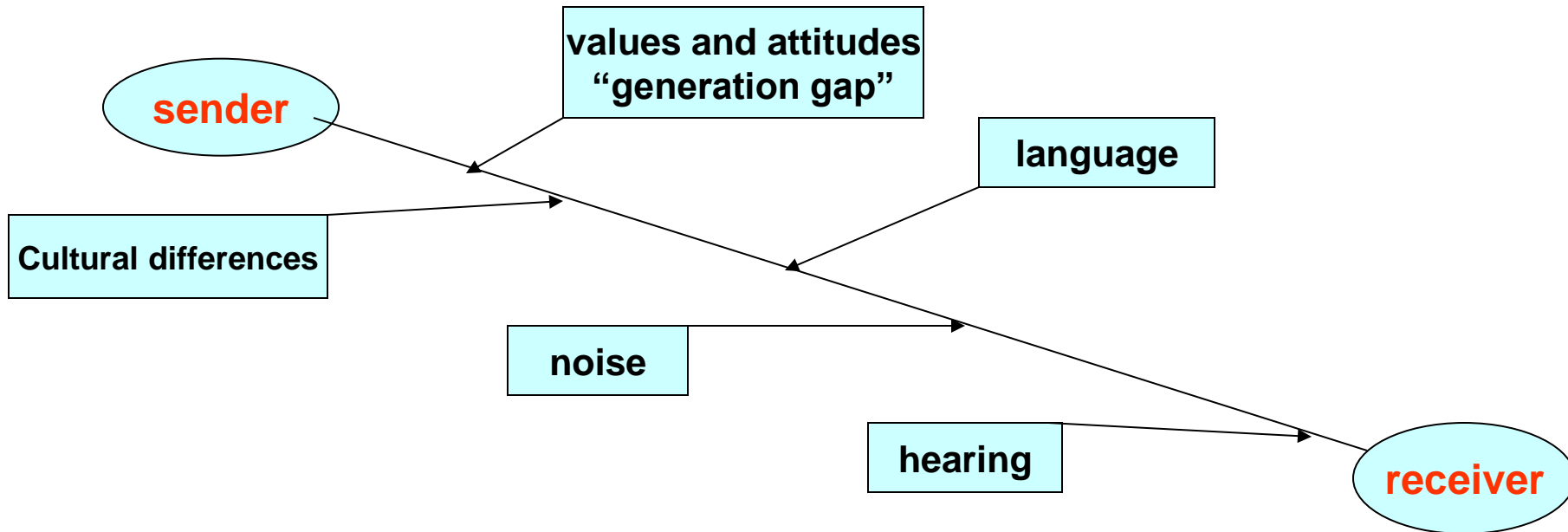
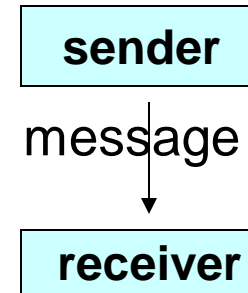
# Communication is a 2-way process

Communication skills involve:

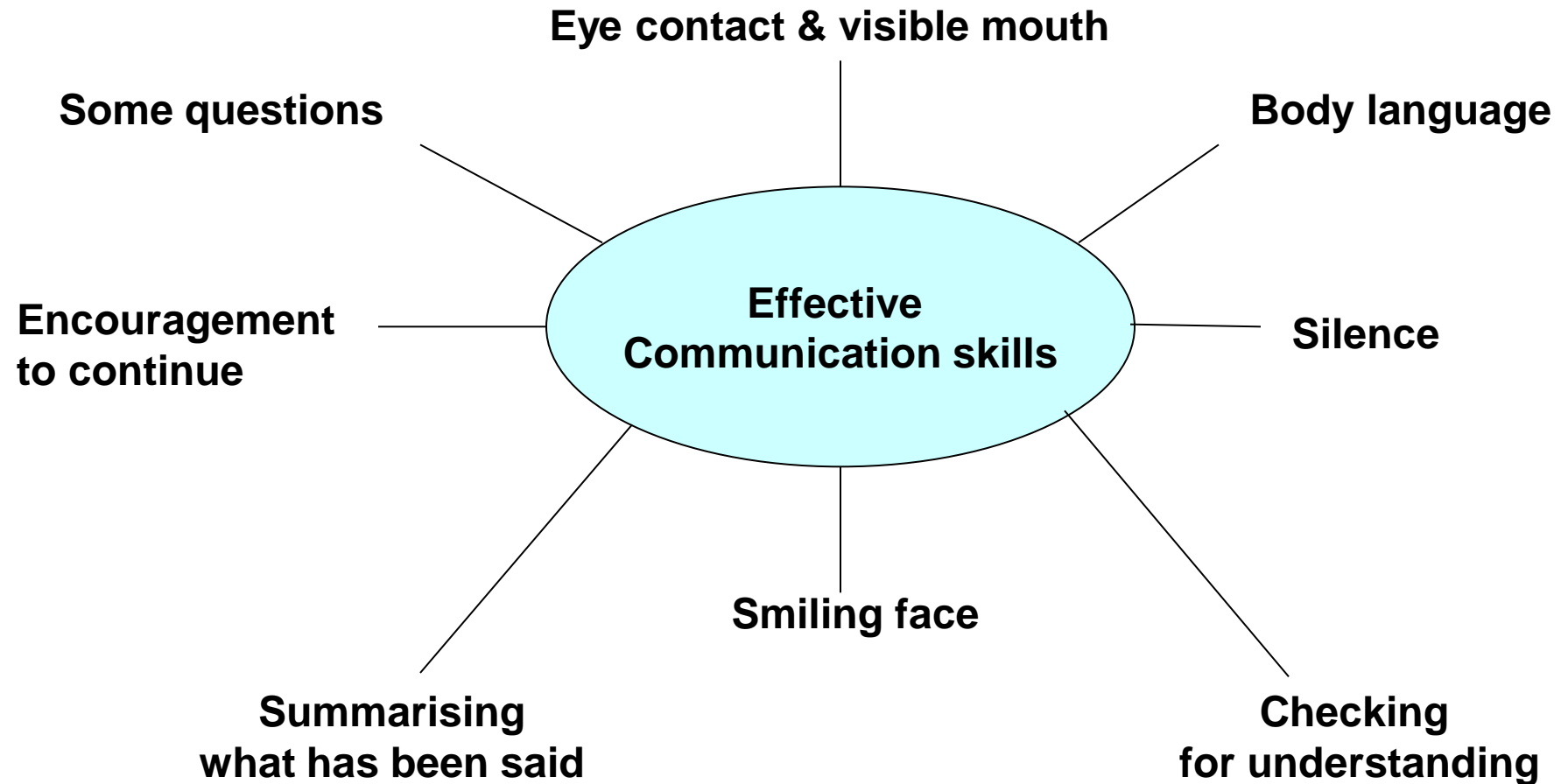
Listening to others (Receiving)

Asserting/ Expressing (Sending)

Barriers to communication can lead to misunderstanding and confusion

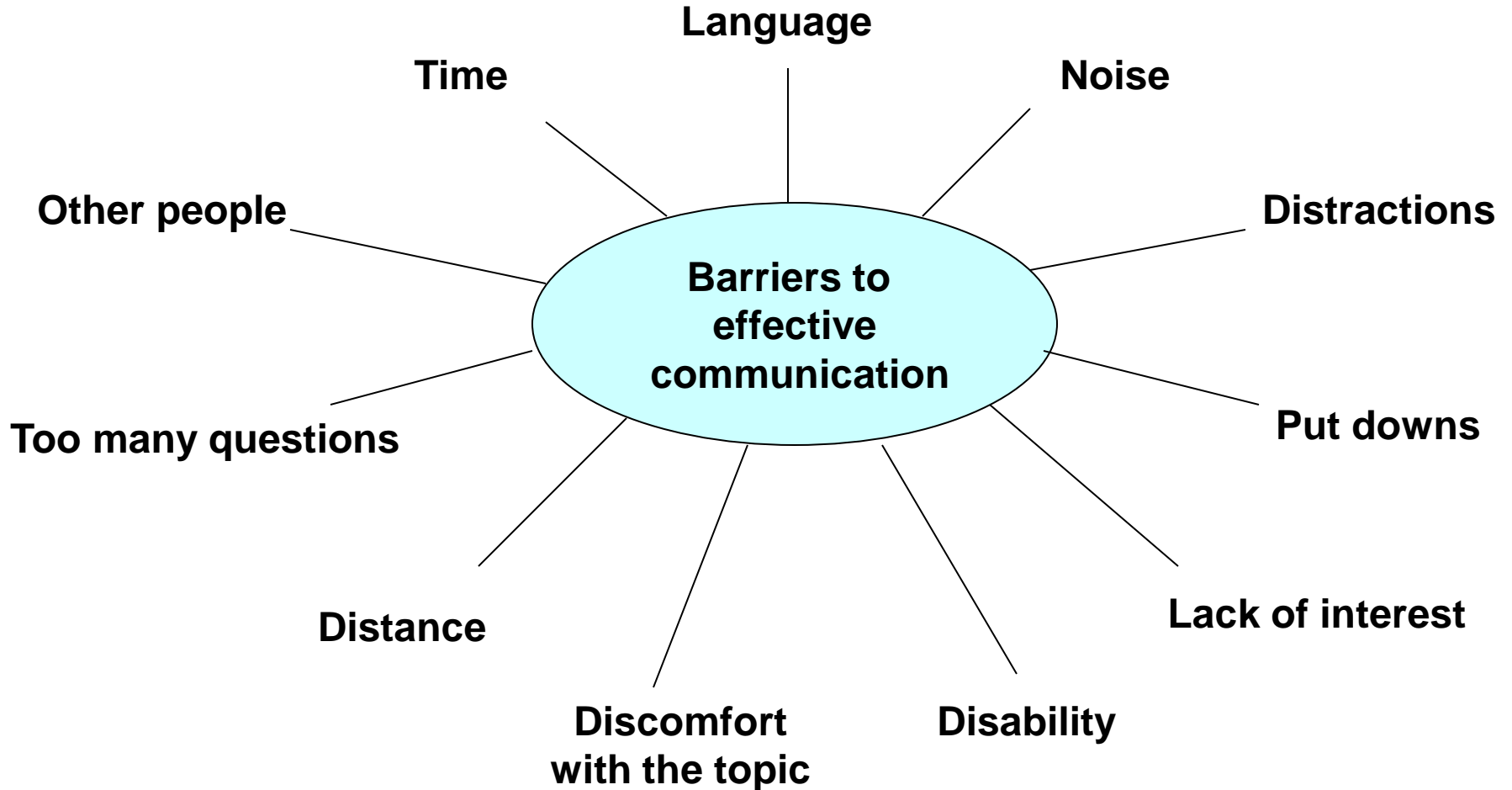


# Effective Communication Skills





# Barriers to Effective Communication



# The Art of Listening

“If we were supposed to talk more than listen, we would have been given two mouths and one ear.”

Mark Twain

# Listening Skills

Active Listening

Responding

Paraphrasing

Asking questions for clarification

Mirroring the other person's language

# Responding

Responses to check that your perceptions are correct

Responses to encourage further communication

# Questioning Techniques

Open ended and Closed questions

Diverse Questioning techniques

# Individual Differences

What individual factors could affect the way a person “sends” or “receives” a message?

Is gender/ age a factor?

How can we adapt if :-

we have a problem ourselves or

the other person seems to have a problem?

# Cultural Diversity

What do we know about the communication styles of different cultures?

Consider verbal and non verbal, including dress constraints, language difficulties, taboos.

## Group Processes

In groups there are obviously more people, so good communication skills are paramount.

Be mindful to practise:

Observing non verbal cues

Listening, responding, clarifying, paraphrasing and summarising

Identifying barriers to communication

Remember, silence is golden

AND

No one is perfect!



# Constraints on Communication

Legal Obligations

Anti Discrimination

Privacy Laws

Code of Conduct of Organisation

Confidentiality and Gossip

Seeking Advice



**THANK YOU**

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