



WAYNE STATE
UNIVERSITY



Communication Skills Workshop

Facilitated by
Adrienne Kozlowski



EXECUTIVE & PROFESSIONAL DEVELOPMENT

business training | executive education | consulting

Moving **YOUR** Organization *Forward*



Measure Skills

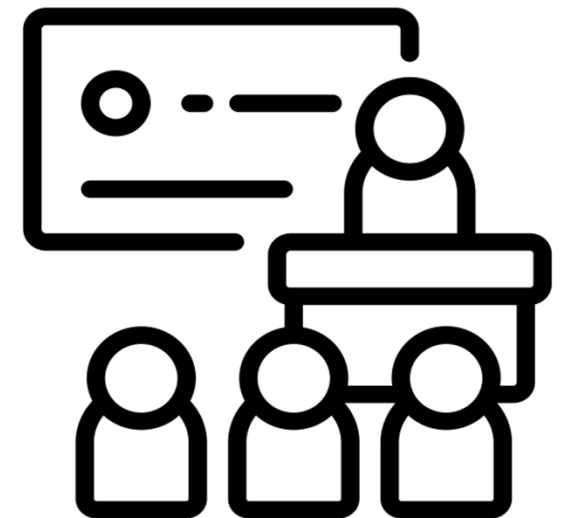
Communication Effectiveness – Self Assessment





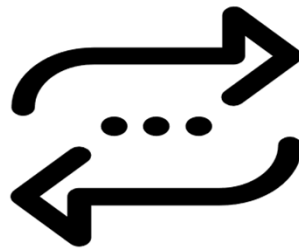
Learning Objectives

- Describe the communication process.
- Explain the communication needs of different audiences that you encounter in the workplace.
- Use a five-part process to deliver bad news sensitively.





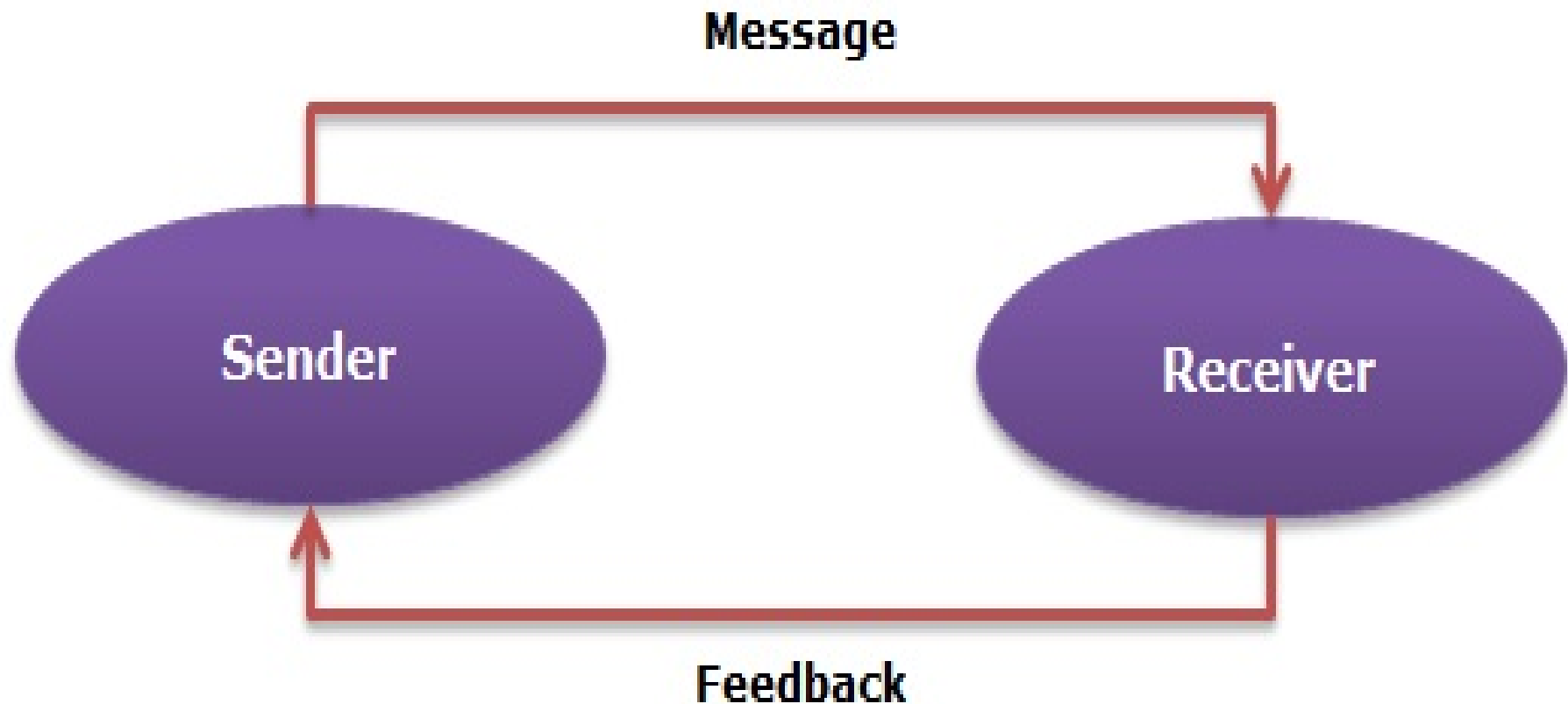
Lesson #1 Communication Process



- Communication is the process of exchanging and interpreting information and meaning between or among individuals through a system of symbols, signs and behavior.



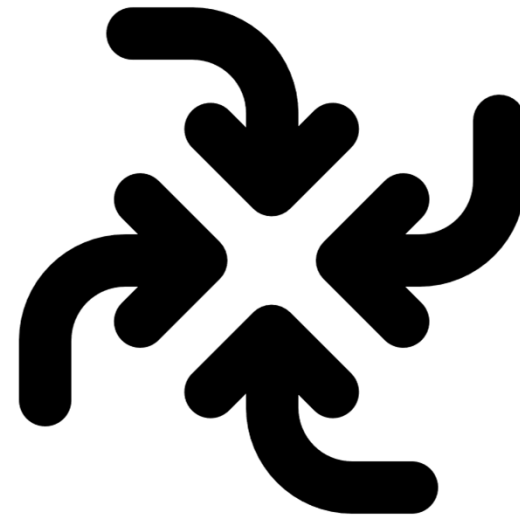
Communication Process





Lesson #2 Audience Centered

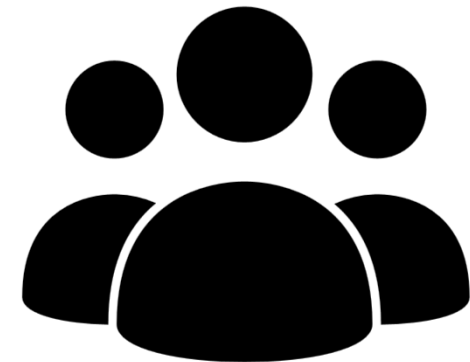
- Envision
- Needs and Concerns





Understanding Your Audience

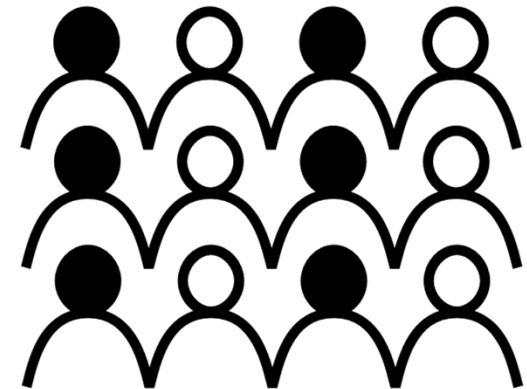
- Who are they?
- Why are they here?
- What is the expected outcome?
- How do you proceed?





Audiences

- Customers/Residents
- Employees
- County Commissioners
- Media
- ?



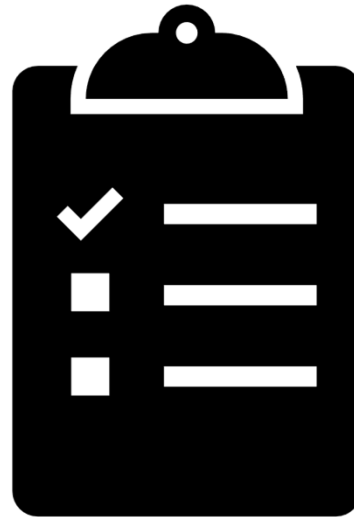


Break – 15 minutes



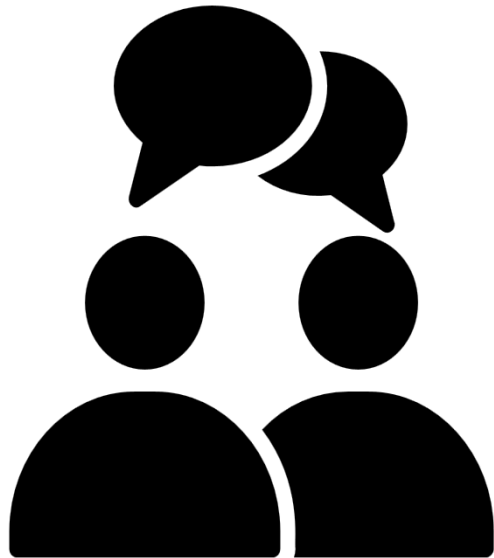


Recap & Lesson #3





How to deliver bad news?



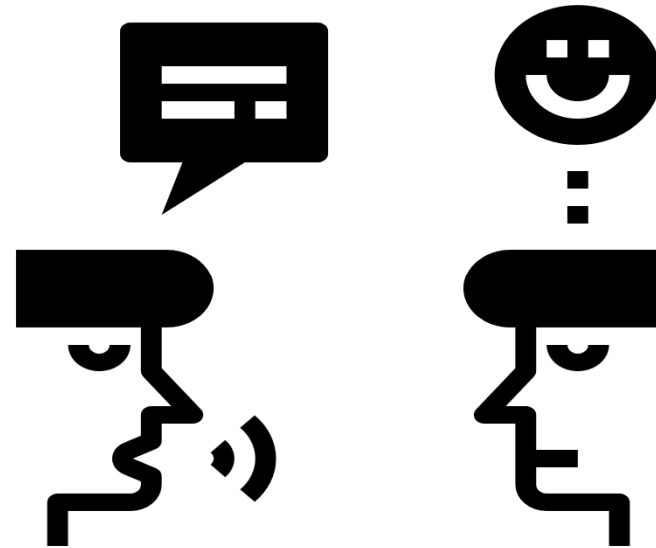
Five Parts:

- 1) Neutral idea
- 2) Facts, analysis and reasons
- 3) Bad news in a positive tone
- 4) Silver lining (optional)
- 5) Ideas that shift focus to positive relationship



1) Neutral Idea

- Compliment
- Point of agreement
- Good News
- Review
- Gratitude





2) Facts, analysis and reasons

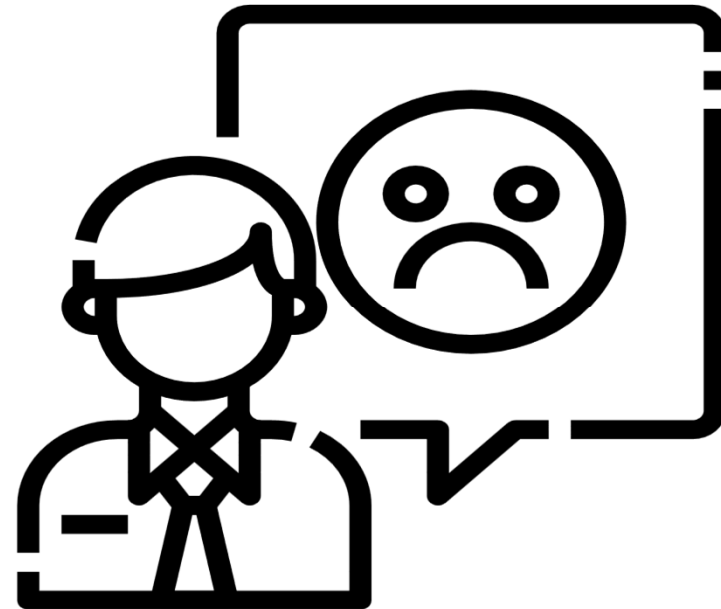
- Set the tone for logical movement
- Concise discussion of one or more reasons that are logical
- Show benefit or consideration
- Avoid “company policy”





3) Bad news in a positive tone

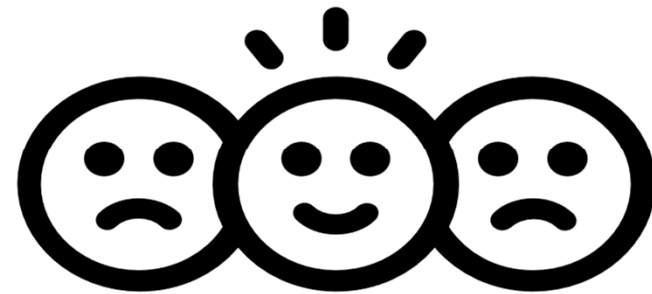
- Position after logic as a buffer
- Consider voice, terms, nouns
- Positive language





4) Silver lining (optional)

- Offering a counterproposal
- Alternative action





5) Closing Positively

- De-emphasize the unpleasant
- Unifying the message
- Positive, forward-looking idea
- Expression of willingness to assist in other ways

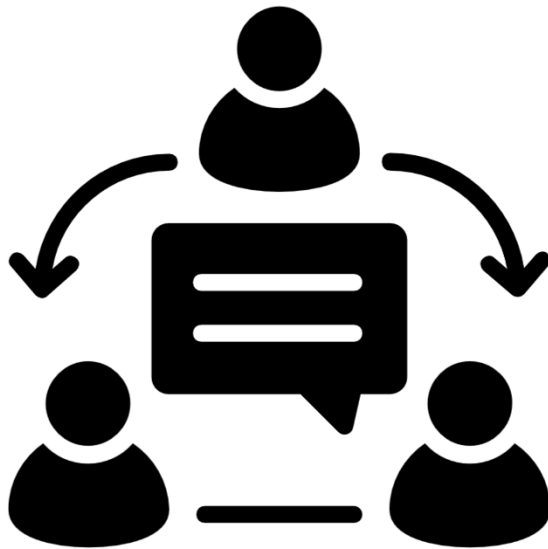




Group Discussion

Group Activity

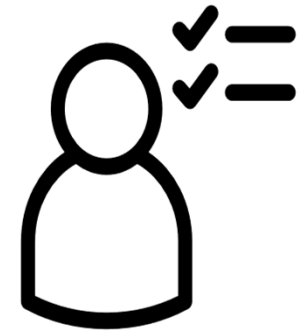
– scenario review





Learning Objectives Summary

- Describe the communication process.
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Answer these:

- 1) I came here thinking...
- 2) I'm leaving here thinking...
- 3) I'm committed to doing ...





Resources

LinkedIn Article – Self Awareness

<https://www.linkedin.com/pulse/why-self-awareness-crucial-your-communications-charley-swords>

How good are your communication skills? Speaking, Reading, Writing and Reading Effectively

https://www.mindtools.com/pages/article/newCS_99.htm

BCOM 10 Business Communication, Lehman + Dufrene

Chapter 1 Establishing a Framework for Business Communication & Chapter 7 Delivering Bad News Messages

New York Times – Phone Booth Article

<https://www.nytimes.com/2022/06/11/briefing/phone-booths-communications-containers.html>

Icon Graphics

<https://thenounproject.com/>



Thank You

Executive & Professional Development

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