



Module 19

COMMUNICATION

PERSONAL AND GROUP COMMUNICATION



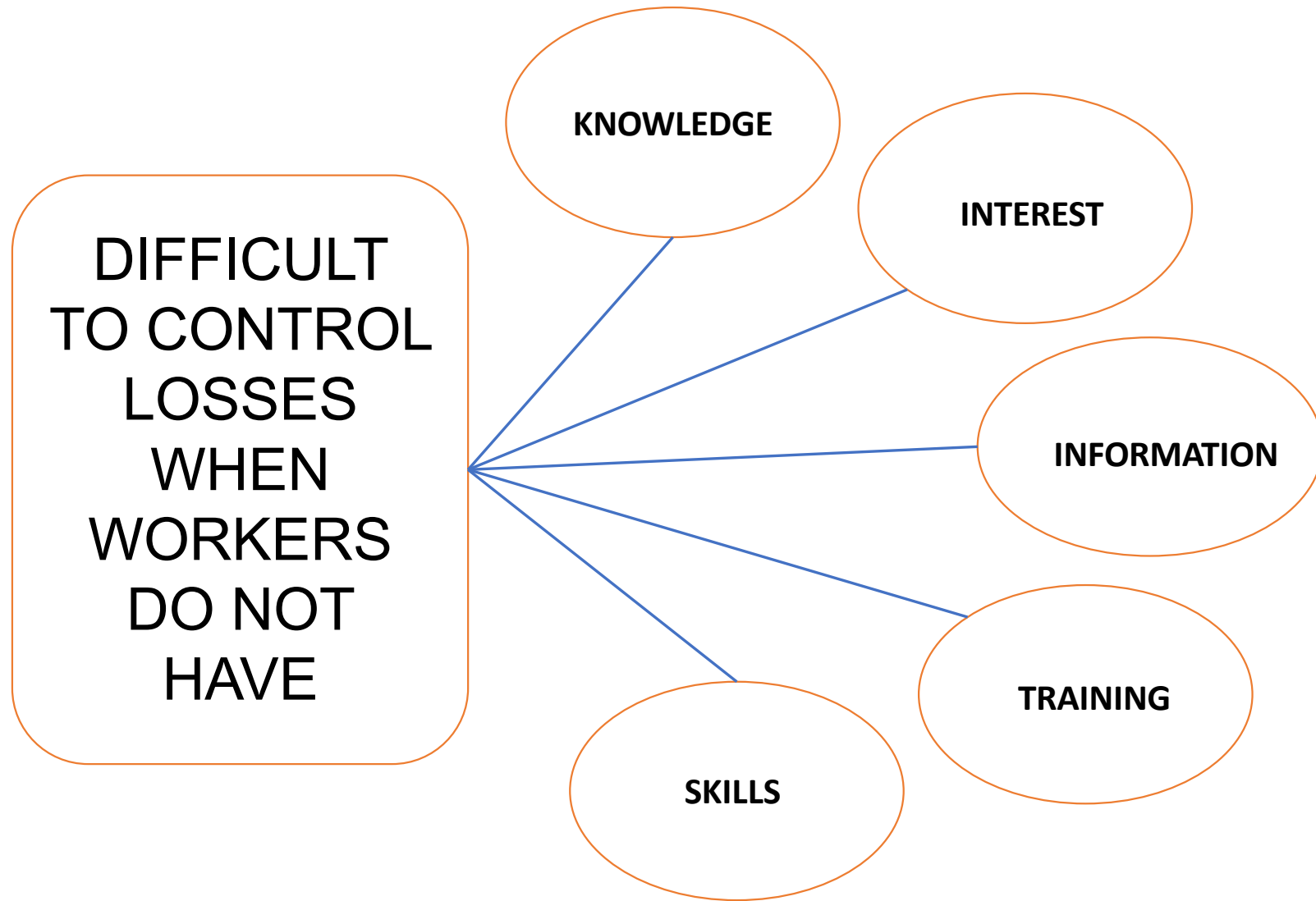
Person to Person



Group of Individuals

BOTH ARE NEEDED TO CONTROL
COMPANY LOSSES



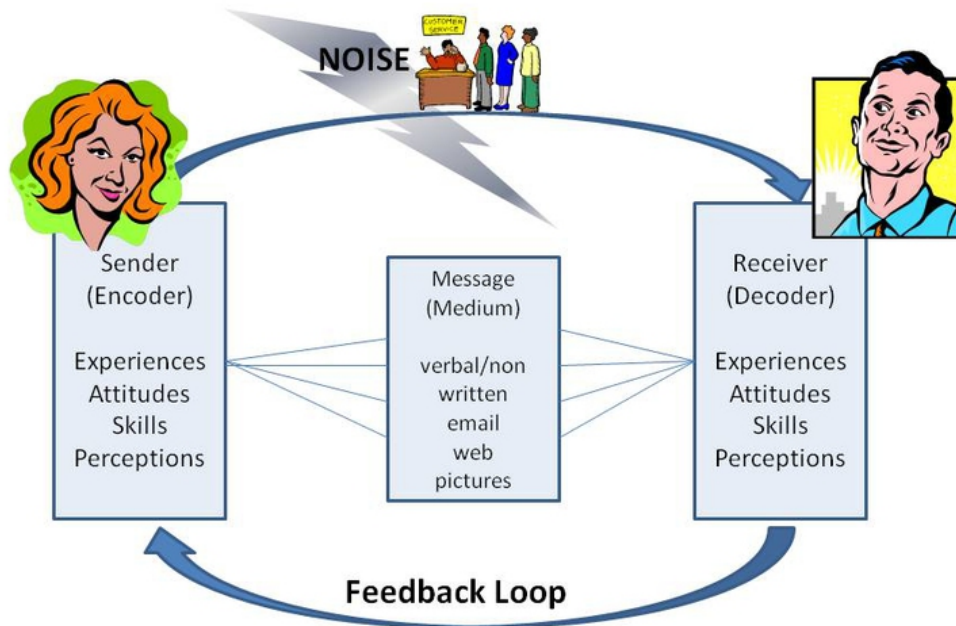


ISO (IMS)

5.2.2	Communicating the quality policy (<i>ISO 9001:2015</i>)
7.1.6	Organizational knowledge (<i>ISO 9001:2015</i>)
7.3	Awareness (<i>ISO 9001:2015; ISO 14001:2015; ISO 45001:2017</i>)
7.4	Communication (<i>ISO 9001:2015; ISO 14001:2015; ISO 45001:2017</i>)
7.5	Documented information (<i>ISO 9001:2015; ISO 14001:2015; ISO 45001:2017</i>)
8.2.1	Customer communication (<i>ISO 9001:2015</i>)
8.4.3	Information for external providers (<i>ISO 9001:2015</i>)



Communication

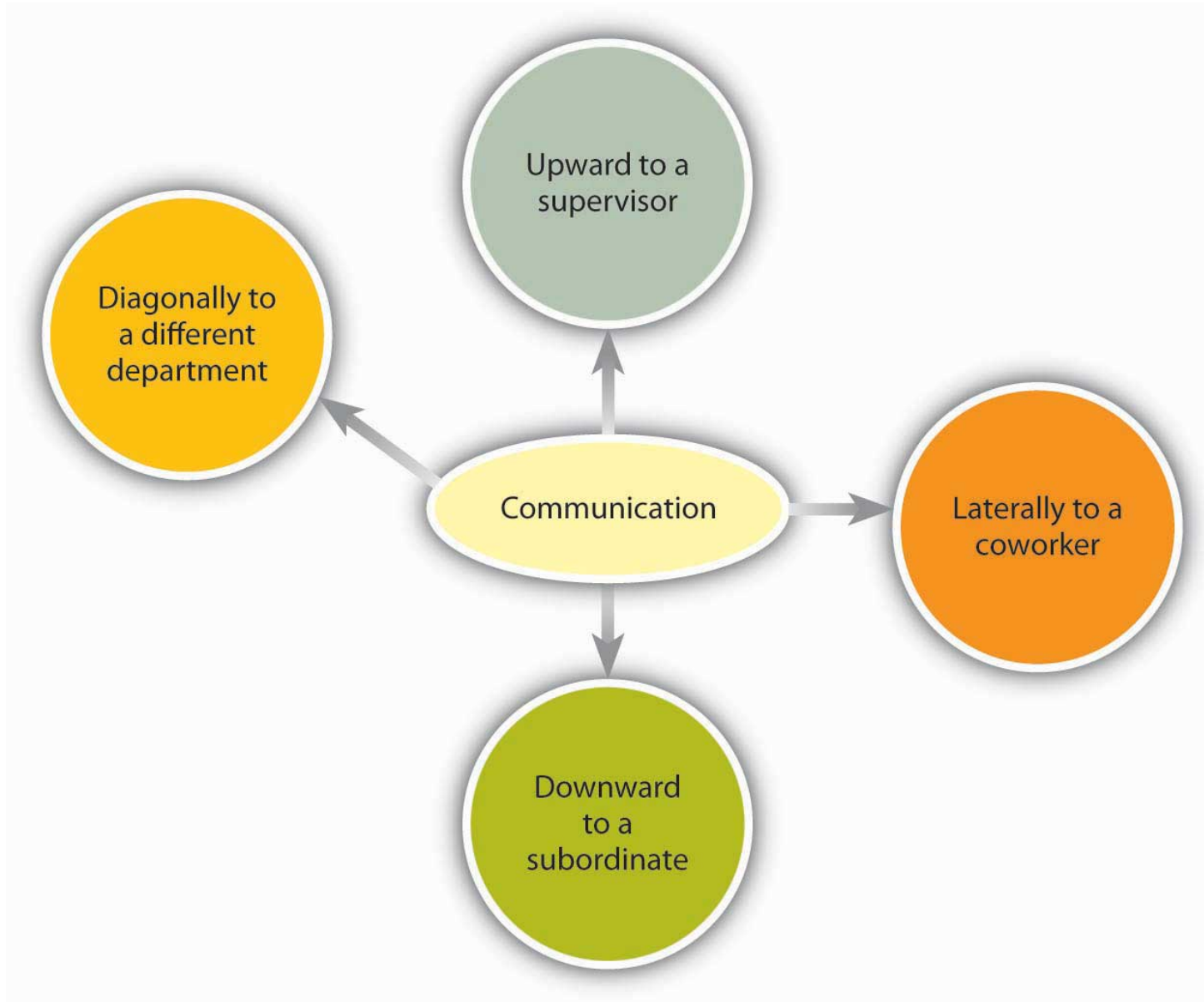


Effective in linking ideas of management and workers

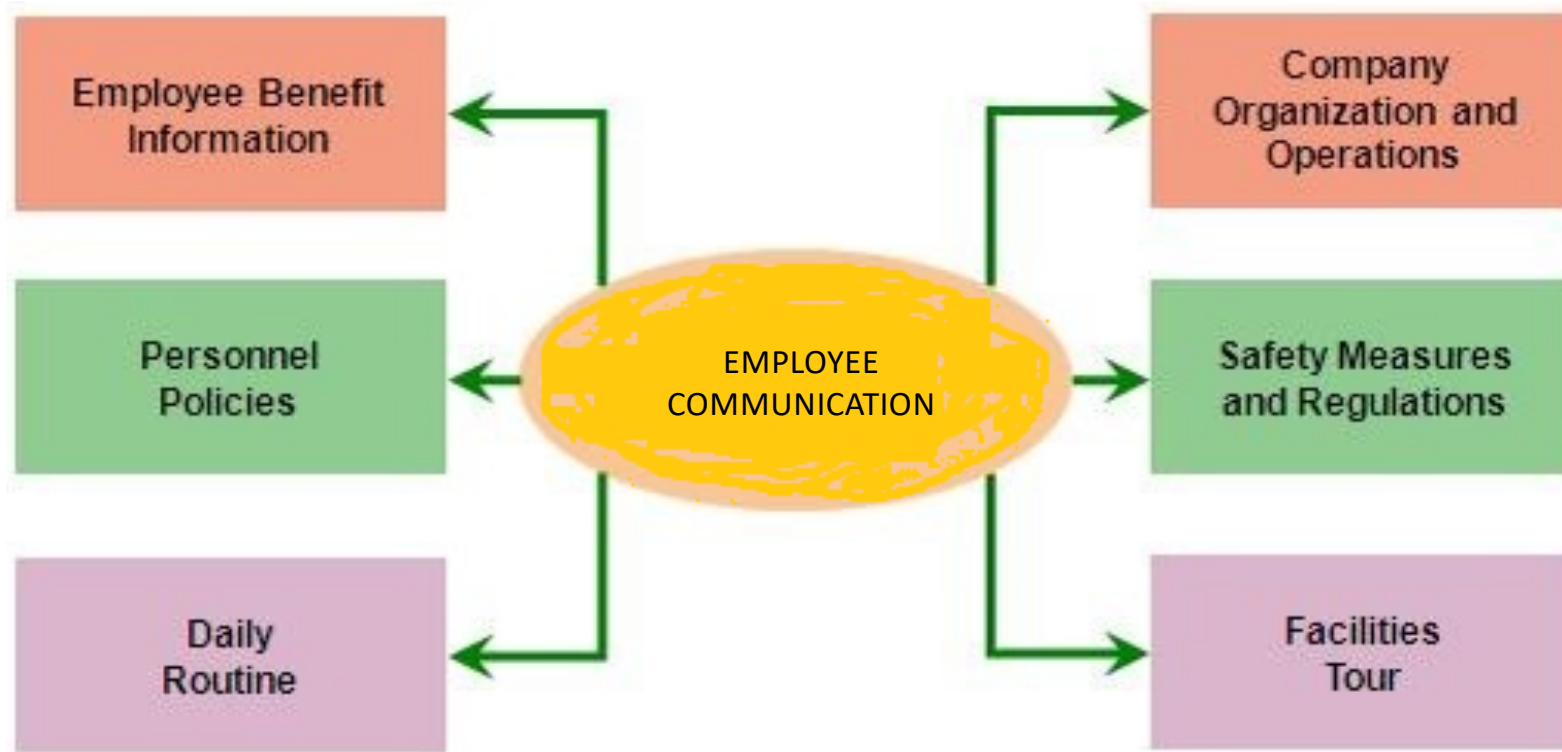
Must be a two-way process

The Communication Process



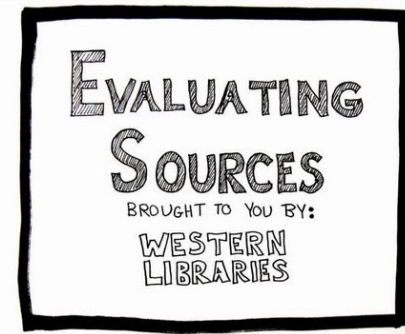


Employee Communication



Communication breakdown

We hear
what we
expect to
hear



We evaluate
the source



Communication breakdown

The author's words

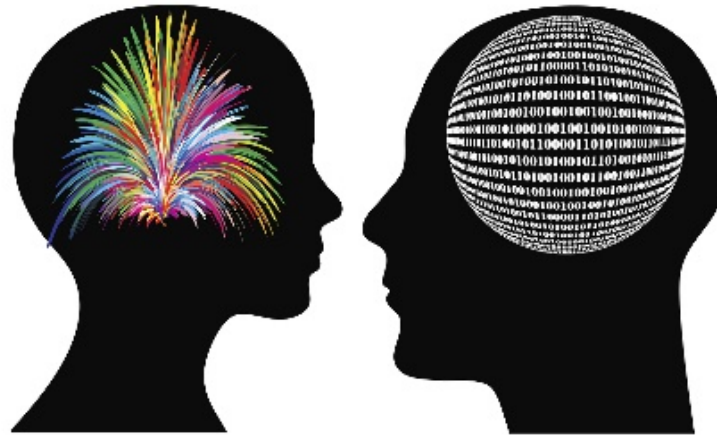
Words mean different things to different people.



A fat cat



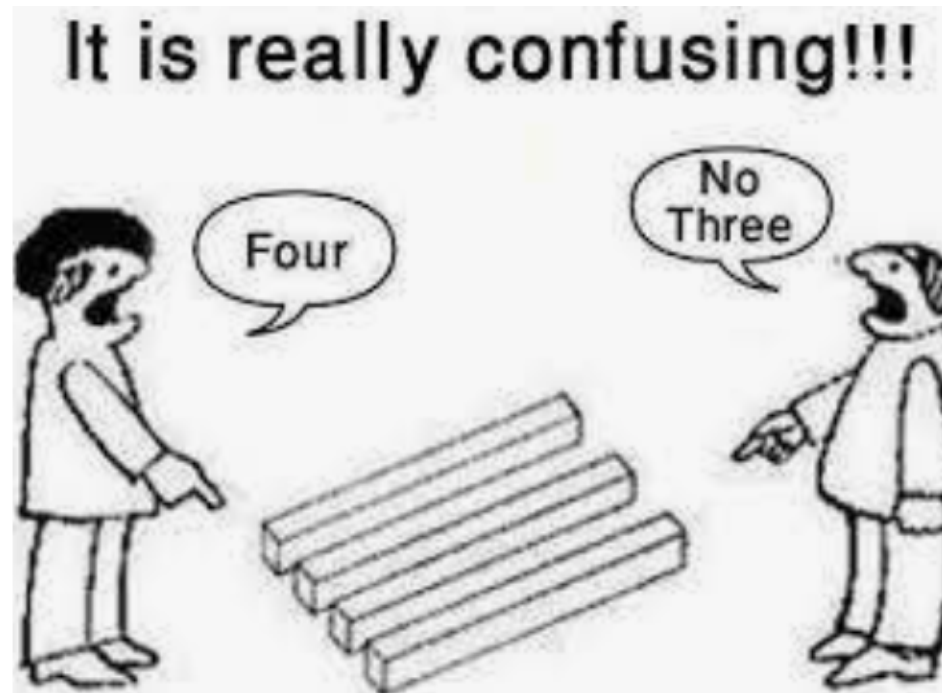
Communication breakdown



We have
different
perceptions



Communication breakdown



Perspective

◆ What do you see?



Perspective

◆ Now what do you see?



Perspective

◆ What do you see here?



◆ This one is quite tricky!



Perspective

◆ What do you see?

◆ You probably read the word ME in brown, but.....



Communication breakdown



We ignore information that conflicts with what we know

FEATHER



stands for hope, balance, and good luck

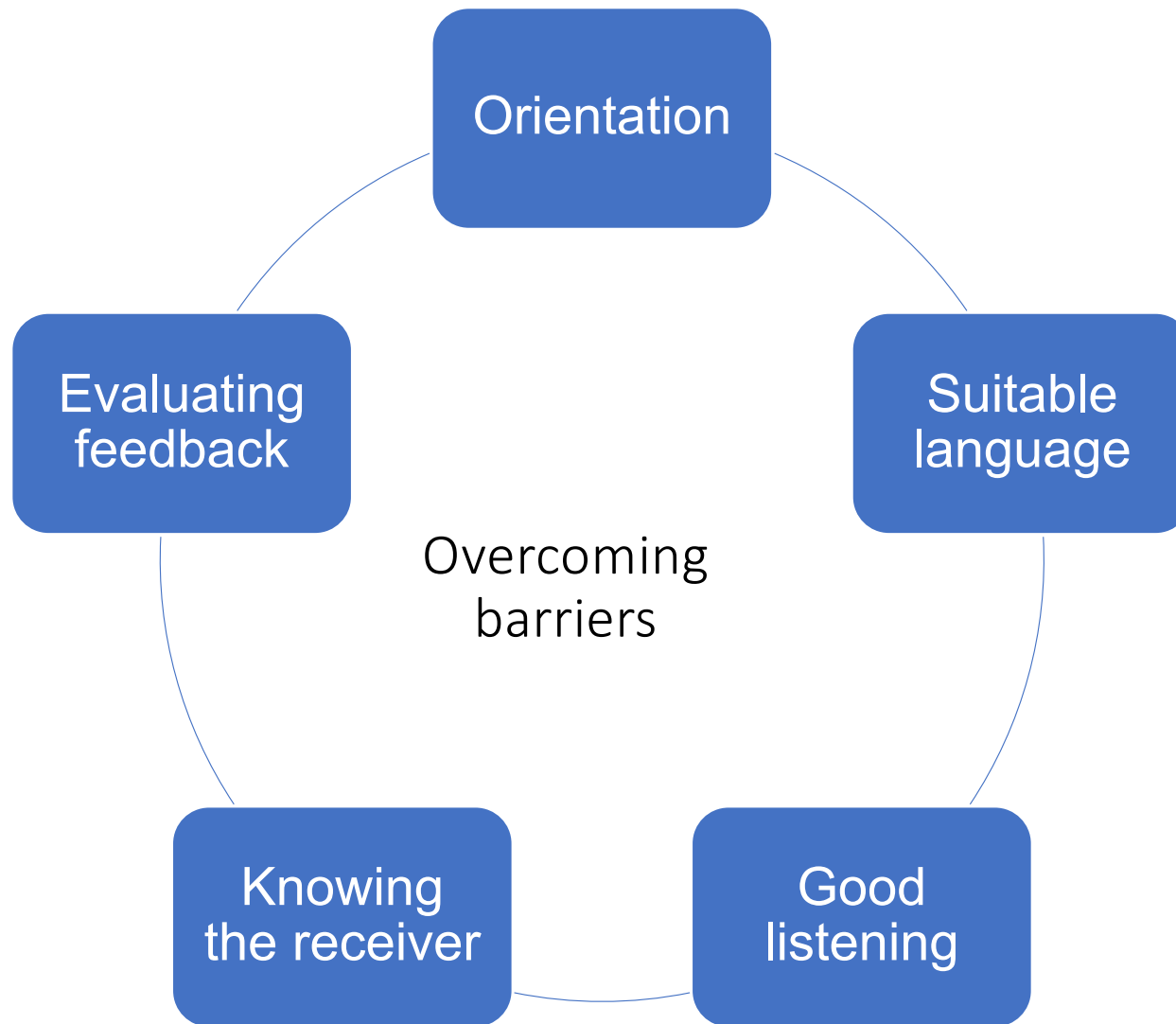


Words have symbolic meaning



Grammar matters





Feedback

information given to an individual or a group about their behavior and its impact (Braksick, 2007)

one of the **most important communication tools in helping people stay healthy and safe**

positive feedback can act as a **consequence** that increases behavior (reinforcement)

lets us know that we are performing the **correct behaviors**



Be specific

Example:

“Nice job Bill”

Versus

“Bill, your housekeeping skills are so impressive. My path is always clear walking through your workspace”



Reinforcement as feedback

Antecedent	Behavior	Consequence
Housekeeping program	Followed the HK guidelines	Positive reinforcement “Bill, your housekeeping skills are so impressive

Can we TRY?



Goal-setting and feedback

Antecedent	Behavior	Consequence
Set a specific and measurable goal	Goal-directed behavior	Positive reinforcement
“do your best” vs “email to 50 prospects today”	Hit the target	?



Safety - a priority

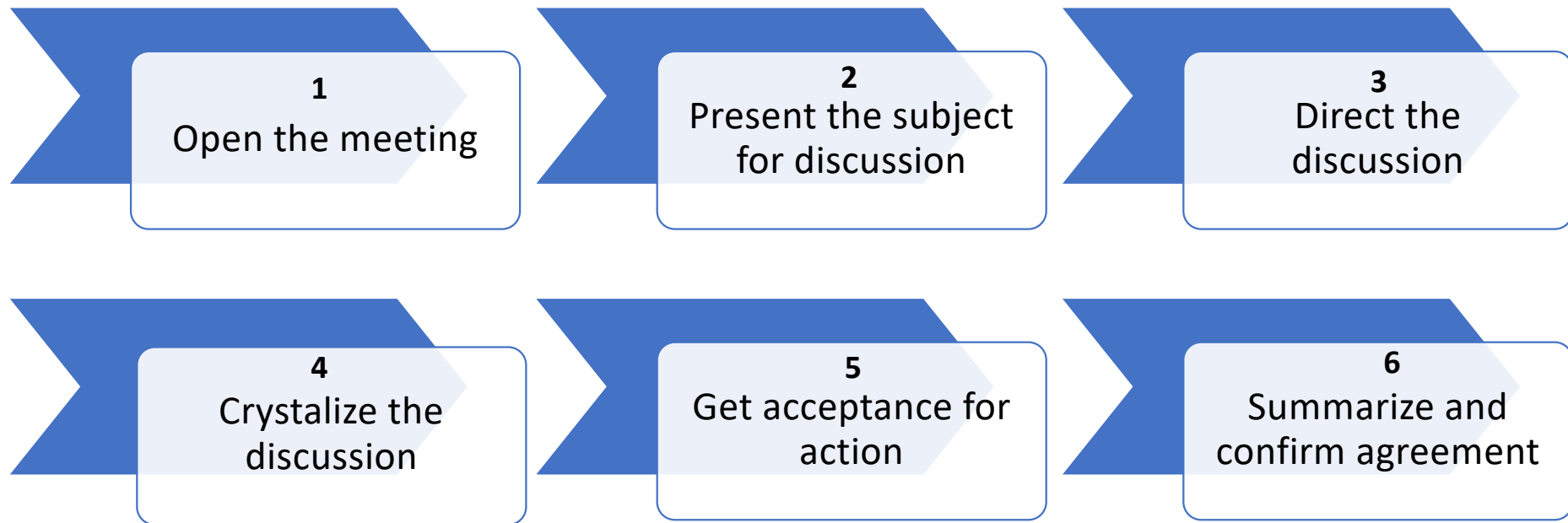
‘Do it by Friday but do it safely’

Vs

‘Do it safely but do it by Friday’



Leading the discussion



NUCLEAR COW

(Decision by consensus)

You imagine yourselves as the only human survivors of a nuclear holocaust. The only other living creature that survived is a cow.

The task of your group is to generate as many ideas possible on what to do with the cow and list these in a paper.

From out of the list, agree which idea to take using consensus.
You have 10 minutes.



“The best way to be heard is to listen”

-International and Corporate Communicat

