



**Module 19**

**COMMUNICATION**

**PERSONAL AND GROUP COMMUNICATION**



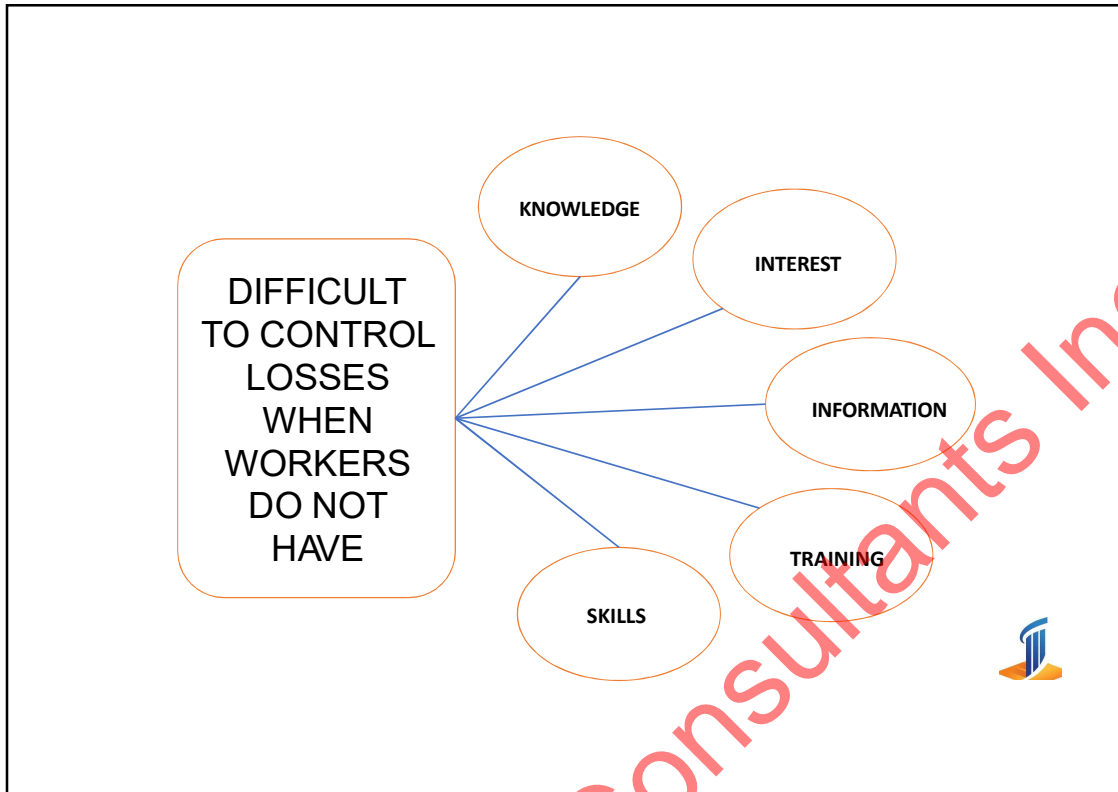
Person to Person



Group of Individuals

**BOTH ARE NEEDED TO CONTROL  
COMPANY LOSSES**

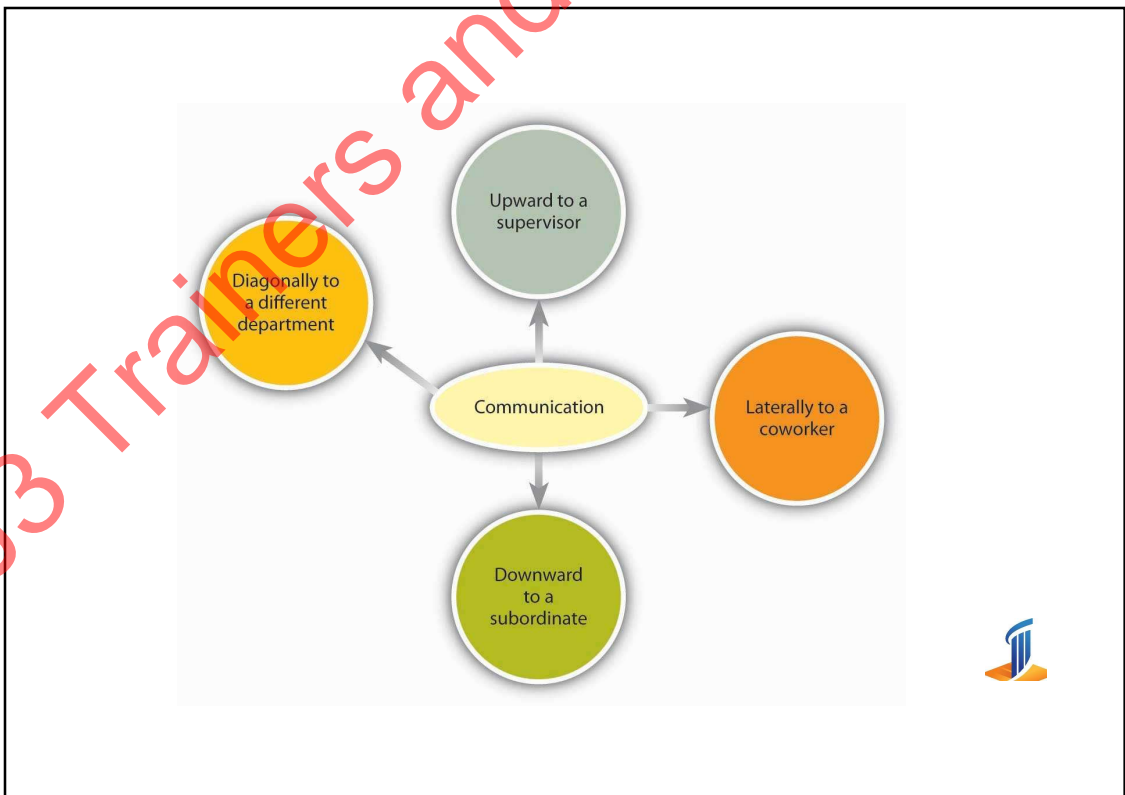
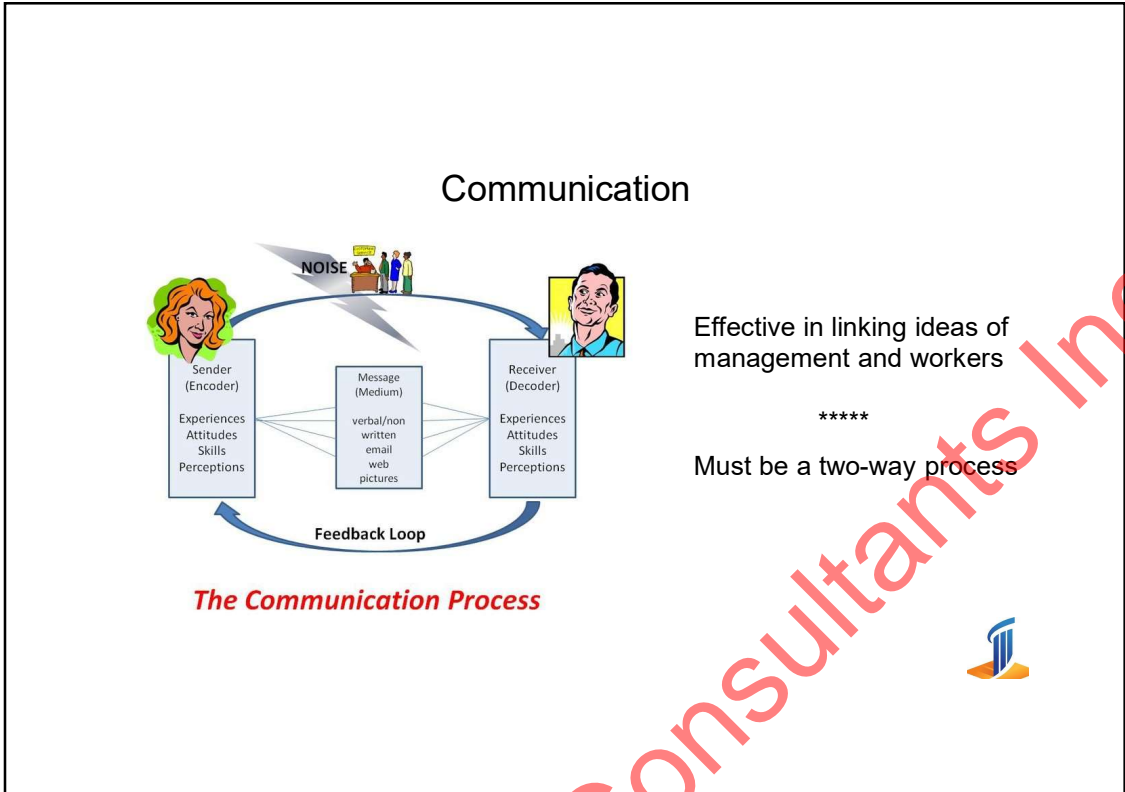


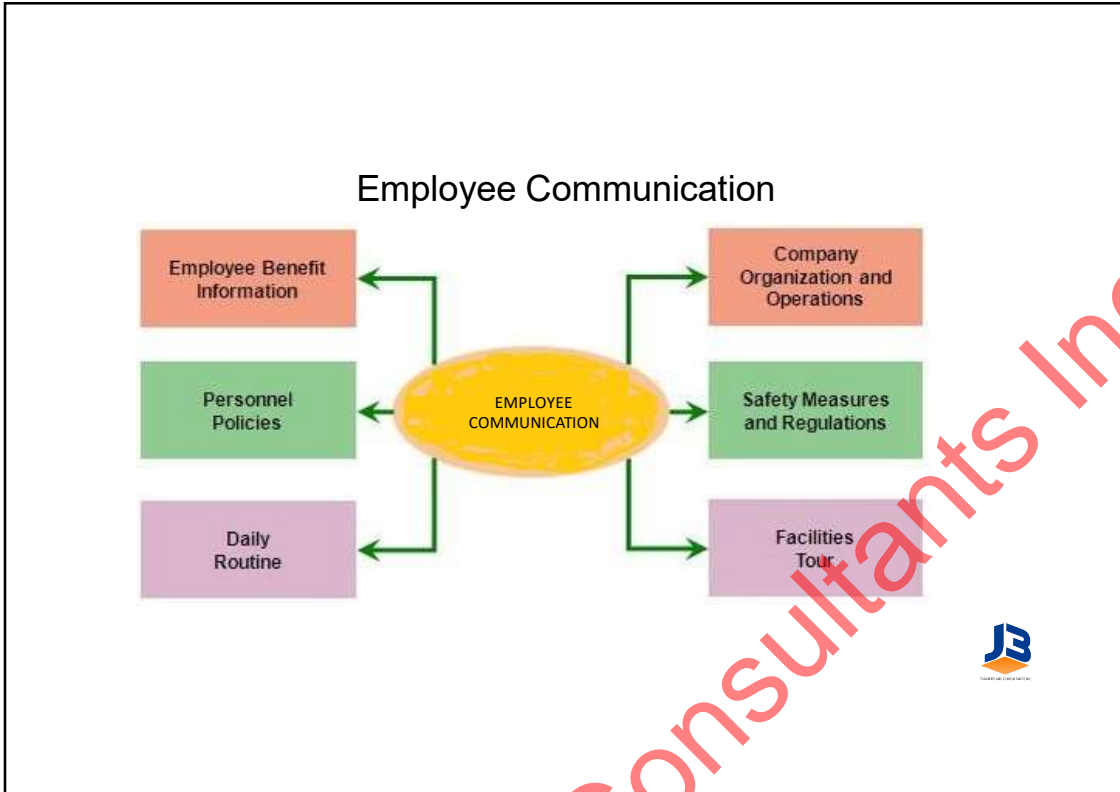


### ISO (IMS)


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> )

A small logo is visible in the bottom right corner of the table area.






### Communication breakdown



We hear what we expect to hear



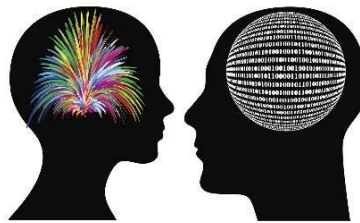
We evaluate the source



## Communication breakdown



## Communication breakdown

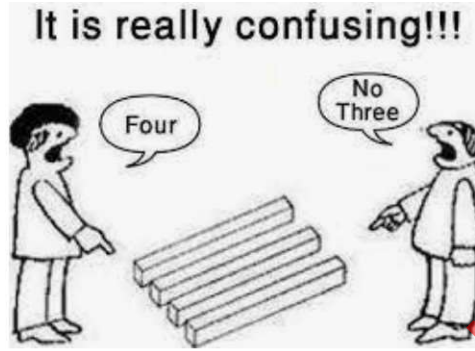


We have different perceptions



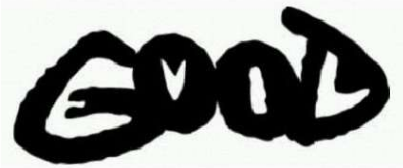
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### Communication breakdown



### Perspective

What do you see?



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# Perspective

◆ Now what do you see?



# Perspective

◆ What do you see here?



◆ This one is quite tricky!



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# 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



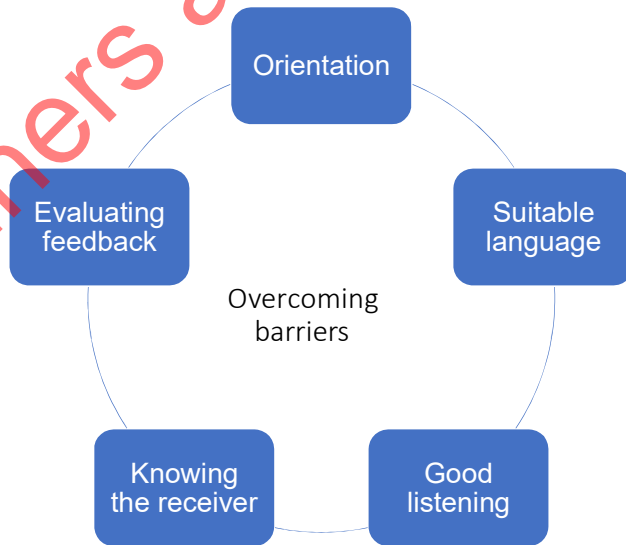
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# Grammar matters



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## 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

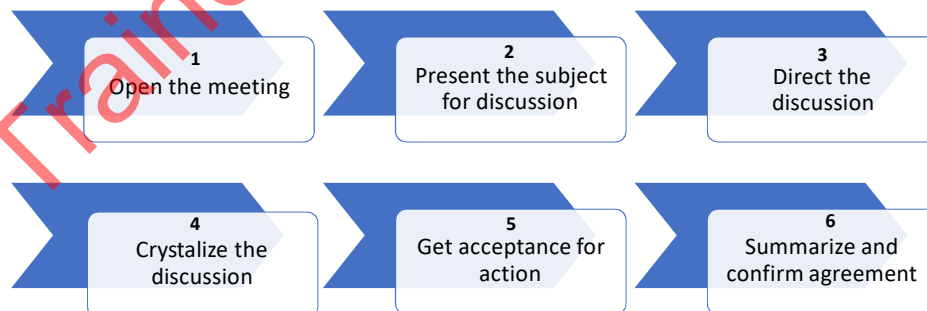
'Do it by Friday but do it safely'

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*

