

**Module #3:  
Leadership Through Quality  
Communication: A Foundation for  
Personal and Professional Effectiveness**

**Module Objectives**

- Identify the advantages and disadvantages of one-way and two-way communication,
- List five active examples of communication in order to achieve certain results, and
- Practice the use of effective communication to resolve a problem.

**Module Description**

This **Leadership Through Quality Management Development Module** focuses on developing managers understanding of the use of Effective Communications in the workplace. This module introduces the concepts of Linear and Interactive Communication. In addition, a Communicating With Intention model is presented, which adds the dimension of intention, goal or purpose to the communication exchange. An emphasis is placed on individual and small-group “hands-on” activities which apply and reinforce the concepts.

**“Communication is the use of words and other symbols to achieve various outcomes”**

**“Communication, the exchange of information and opinions, is the key to all relationships”**

## Personal Communication Styles

A. List three of your best communication qualities. (Continue)

- 1.
- 2.
- 3.

B. List three communication qualities that you don't have now but would like to have. (Start)

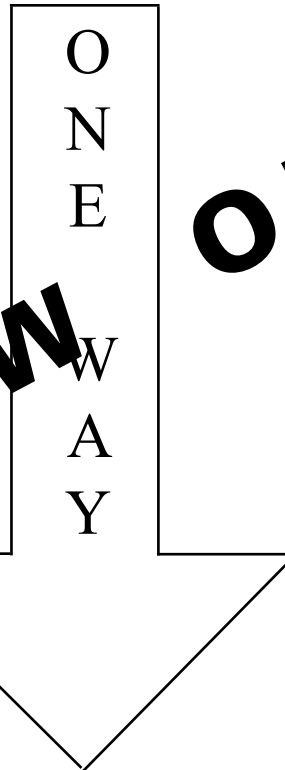
- 1.
- 2.
- 3.

C. List three of your behaviors that block effective communication. (Stop)

- 1.
- 2.
- 3.

**Through Effective Communication, the sender and the receiver both share responsibility for mutual understanding**

**SENDER**



**PREVIEW ONLY**

**RECEIVER**

*Linear or one way communication involves only one speaker and one or more listeners. The speaker is usually giving commands or direction. This type of communication is effective in situations which require no discussion, no feedback.*

**List some examples of how linear communication is used in the work place:**

- 1.
- 2.
- 3.

**Advantages of linear communication:**

- 1.
- 2.
- 3.
- 4.

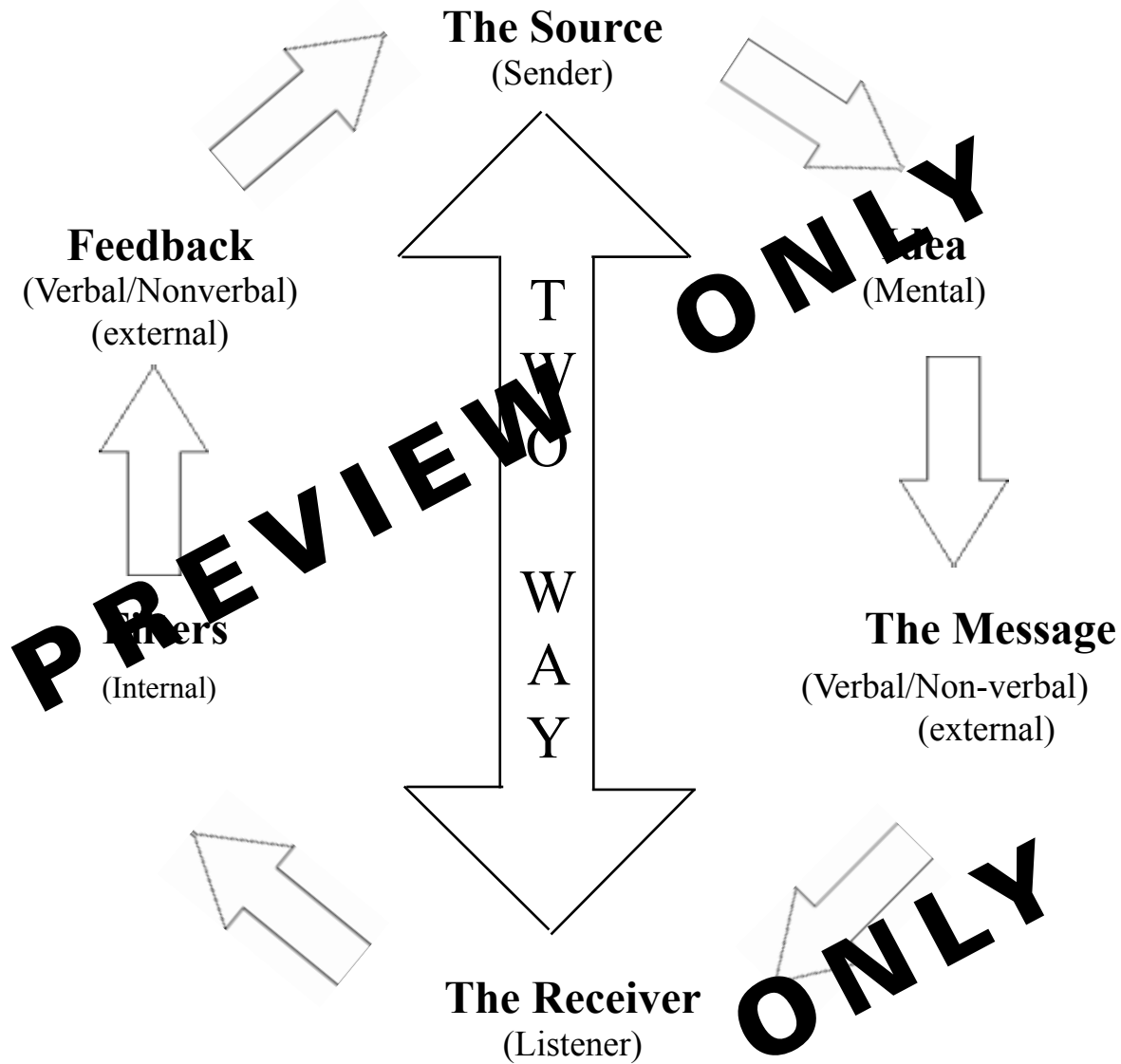
**Disadvantages of linear communication:**

- 1.
- 2.
- 3.
- 4.

**PREVIEW ONLY**

# Communicating to Understand: Two Way/Interactive

4



\*In this model, communication is viewed as dynamic and interactive-The path of communication is circular and each element is set in motion and the process ends where it started.

\*The external, visible, observable actions are focused on the interaction between the **SENDER** (source) and the **RECEIVER** (listener). However, the source or sender begins the exchange as a result of an internal process of an **IDEA** (thought, information) which is encoded in the form of a **MESSAGE** (words, gestures, tone of voice, and perhaps visual aids).

# Two Way Communication (continued)

5

\*The **MESSAGE** travels through a medium or means of communication to the **RECEIVER** (listener).

\*The next step in the communication process is when the Recipient of this message internally processes the message by making meaning from the information and extracting value from ideas.

\***FILTERS**, internal to each individual, are important at this stage because they can both assist or impede communication. Because filters “screen” how we perceive a message, they can unconsciously reinforce our existing thoughts/views which may prevent us from viewing people, an event, or concept more objectively.

Examples of filters include:

- |                     |                      |
|---------------------|----------------------|
| -Emotional Feelings | -Age                 |
| -Economic Status    | -Cultural Background |
| -Gender             | -Language            |
| -Education          | -Life Experiences    |

\***FEEDBACK**, both verbal and non-verbal, is the receiver's external, visible observable actions which are designed to demonstrate the listener's ability to hear, understand, evaluate, and respond to the sender's idea. This phase generally allows the listener to become the speaker and the cycle continues.

## Communicate Quality

**IN BUSINESS, ABSENCE... doesn't make the heart grow fonder. No news isn't good news. Business relationships thrive on constant communications - communications that will be all the more effective if they're planned, conducted, checked, and reviewed in keeping with an underlying quality imperative.**

**What kind of quality messages are you really sending to others?**