



# Program

My communication



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## Your way of communicating it says who you are

Communicating is an action that we continuously carry out every day. When we work together with a colleague or discuss what is best to do, writing news on social media or answering a phone call, explaining our position to a customer or supplier, in a remote meeting or during a work session, talking with colleagues and solving a problem on the phone or with a message. It is so frequent that we automatically use the method most suited to us, easiest, but perhaps not always the most correct. Getting an idea or refreshing our way of communicating brings advantages in what you do every day. Clean, linear and simple communication for the people you interact with, which gives you the desired feedback and limits misunderstandings. That it doesn't have to be repetitive and that it doesn't constantly interrupt you. Be as organized as possible and improve the quality of your working time. Communication that allows you to better manage the many activities you carry out every day, indeed, that is the engine of your performance.

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## Short description

The course addresses the importance of effective communication, analyzing different methods (emails, short messages, calls, verbal, etc.) and their impact on time and productivity. The factors that influence the perception and interpretation of messages are explored, emphasizing the need for clear and targeted communication to achieve the desired results. Finally, strategies are proposed to optimize written communication, suggesting techniques for effective drafting and managing interruptions.

It offers a complete overview of the dynamics of communication, highlighting that the choice of medium, time management, understanding the context and awareness of one's own communication methods are essential factors for effective communication. The advice and reflections proposed aim to guide the participant towards greater awareness and a more targeted use of the different communication methods in the digital world.

## Key Points

### **The Ubiquity of Digital Communication**

Communication with the different means at our disposal can weaken our ability to concentrate and be effective. Communication is not an isolated activity, but is intrinsically linked to almost everything we do. This centrality makes it essential to consciously manage times and methods.

### **Impact of Communication on Quality, Quantity and Times**

Communication skills directly influence the quality of results, as well as the time needed to achieve these results. Choosing an appropriate communication method is therefore crucial for work efficiency and time management.

### **Communication Methods and their Characteristics**

Being aware of the different means at our disposal and their characteristics. The importance of choosing the most appropriate means depending on the situation, keeping in mind that effective communication is not just a transmission of information, but also a question of context and interpersonal dynamics.



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## **Evolution of Communication: From Delay to Immediacy**

Going through the evolution of communication, being aware of the real dynamics and necessary prerequisites.

## **Critical Factors for Effective Communication**

Identification of the three key elements for choosing the communication medium: degree of communication, degree of interaction, time required.

## **The Circular Nature of Communication and the Importance of Perception**

How much to communicate means putting the interlocutor in the best conditions to act or make decisions. Every communicative act generates a consequence, an action or a decision on the part of the interlocutor. Perception influences the reception of messages, and is an integral part of the communicative act itself.

## **Written Communication Process: Thinking, Writing, Reading**

Three fundamental steps are identified for effective communication: Thinking - Writing - Reading what we have written

## **Managing Interruptions and Optimizing Time**

Considerations on interruptions caused by short messages, chat messages and audio messages, which although they appear as dynamic communications, end up slowing down the pace of work, especially if they arrive during a meeting.



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|   | Any role | Intermediate   | Manager  |
|---|----------|--|--|
| 1 |          | To communicate<br>A bonding activity<br>Incidence in daily life<br>Impact on results<br>The means available<br>The importance of choice            |  |
| 2 |          | Communication path<br>Evolution<br>Communication skills<br>Need to communicate   |  |
| 3 |          | Degree of communication<br>Degree of interaction<br>Necessary time   |  |
| 4 |          | The dynamic<br>The elements at play<br>Communication and result<br>The perception<br>Circular need<br>Batman effect                                |  |
| 5 |          | The writing process<br>Thinking, writing, reading<br>Means and Result<br>Martini structure   |  |
| 6 |          | Which medium to use?<br>Short/voice messages<br>The context<br>The interruptions<br>Email rules<br>Scheduled phone calls                           |  |
| 7 |          | The importance of communicating well<br>Make sure it's clear<br>Check the resulting actions<br>Ask for feedback<br>Check whether the actions match |  |
| 8 |          |  | Communicate the vision<br>Keep it alive in everyday life<br>Direction and priority of action |
|   | Any role | Intermediate   | Manager  |

