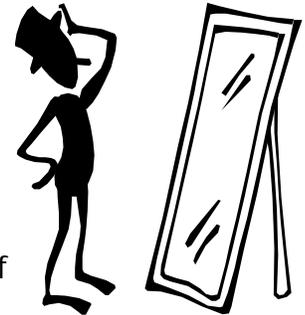


# COMMUNICATION: EFFECTIVELY SENDING AND RECEIVING THE MESSAGE

**Individual differences are important, but gender and culture differences greatly affect the effectiveness or misunderstandings in communication processes between individuals and within groups. +90% of the message “heard” has nothing to do with the words themselves!**

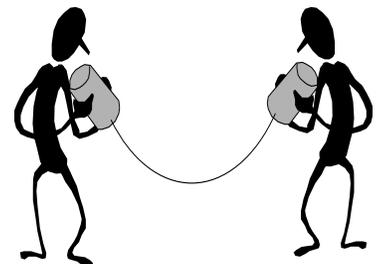
## **Nonverbal communication:**

- Body language (how we move and how we posture)
- Touching (who, when, how we touch others)
- Facial expression (gender differences especially in amount of smiling)
- Personal space (the individual “bubble” around an individual that must not be invaded)
- Body posture (amount of space, relaxed or formal, types of movements, restless or at rest)
- Gaze (where our eyes are during communication)
- Decoding abilities (the ability to figure out other’s feelings based on nonverbal clues)



## **Verbal communication:**

- Talkativeness (how much one talks, how long one holds the floor)
- Voice quality (intonation, pitch, accent)
- Content of speech (what we talk about & our vocabularies to do it)



We each need to be aware of the messages we send ourselves and those we send others through the way we behave, sit, stand, look. We each need to be aware that the message we send may not be the message others hear and that the messages we hear may not be what the sender really intended to communicate.

**What one specific thing might you do to improve your ability to communicate effectively with others as a part of your leadership development plan?**