



# THE ART OF EFFECTIVE COMMUNICATION

From the moment we're born we  
communicate with those around us

Edited by Jacqueline Rose

# The Art Of Effective Communication

Research by: Sarah Chapman, James Morgan, Katerina Smith, Gregory Blackman and Olivia Cartwright.

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Sharing Some Quotes From The Contributors

“Once communicated, the original message can’t be replaced.  
So we must carefully select what we say, in order to communicate effectively”

*Leanne Rogers*

Marketing is not  
“The art of tricking people into buying stuff they don’t need”, but rather “The art of understanding  
what people need, and opening a window into a world where those needs are met.”

*Åsa Christina Magnusson*

Don’t make negative assumptions of people before you speak with them and hear their story.  
If everyone would assume the best rather than the worst,  
the world would be a very different place.

*Arna van Goch*

## The Art Of Effective Communication

To communicate effectively you need a voice and  
a message that will resonate with the crowd.

*Tabitha Jean Naylor*

Next time you are feeling insecure about your conversation abilities,  
consider picking up a book; you may be pleasantly surprised to find that  
the communication tactics you find within will transcend the pages.

*Laken Brooks*

When we talk about language, it is also important to understand  
that the majority of our language and communication is unspoken.

*Ian Ugarte*

We do live in an age of information overload.  
Fortunately, you don't have to absorb everything at once.  
Life is a process and we can all celebrate it by achieving one small thing each day.

*David Black*

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Give yourself the permission to be the best speaker you can be today, no matter what stage you're at and know with each attempt and each speech, you'll be improving.  
You can be a great speaker – go hard with the clarity and practice.

Kate Norris and Thomas Krafft

If you are in business you started out with a passion for what you do.  
You need to let other people see and share that passion.  
All it takes is one small change.

*Marcus Grodentz*

As humans, we are relational beings. We need to be able to communicate to exist and to survive.  
This interaction with others involves Connecting and Communicating.

*Mrs Jay Anderson*

A lot of people believe that becoming a “great” presenter is merely a result of a lot of practice.  
The question is, what are you practicing?  
If you are practicing bad habits, you may get more used to giving presentations,  
but not necessarily better at it.

Deborah Ostreicher

## The Art Of Effective Communication



The Art Of Effective Communication



*The thought leaders who contributed to this book:*

*Leanne Rogers      Åsa Christina Magnusson*

*Arna van Goch      Tabitha Jean Naylor*

*Laken Brooks      Ian Guarte      David Black*

*Mrs Jay Anderson      Kate Norris and Thomas Krafft*

*Marcus Grodentz      Deborah Ostreicher*



***Contents Page***

<b><i>Welcome To The Art Of Effective Communication</i></b>	<b><i>11</i></b>
<b><i>How Understanding Yourself Leads to More Effective</i></b>	<b><i>13</i></b>

## Welcome To The Art Of Effective Communication



From the moment we're born we communicate with those around us.

In our ever changing world and with modern technology reaching more corners of our planet, communication in the 21st century has taken on a whole new meaning. With the use of mobile phones, tablets and computers many are reverting to the use of pictures to express feelings and emotions instead of relying on the written word.

Sometimes communication can take the form of a combination of pictures and an abbreviated version of language as we know it within the dictionary. The question here is do we need to learn new skills to equip us with the tools we need to communicate?

The Art of Effective Communication examines why communication is a vital element of our everyday lives. It explores how effective communication impacts on our personal relationships and businesses. It asks the question how does effective communication work in practice? Also, what happens when communication breaks down?

## The Art Of Effective Communication

If you're looking to expand and improve your communication skills then keep turning these pages. Here you'll find a wealth of knowledge brought to you by contributors from around the world.

The insightful and thought provoking topics covered in The Art of Effective Communication include: Communication within the work place i.e. How to roll out an action plan to your employers to achieve your business goals. What's the best way to market your business to new clients, how and why should they work with you? Public speaking, how do you keep your audience interested and get them to take something away from your presentation? How does effective communication make your community a better place to live in? What role does communication play in counselling relationships? How does communication help patients see there is a purpose to life after a serious illness or accident? How does communication assist us in caring for others through the human-animal connection? And finally, has modern technology helped us to communicate better using social media both socially and for business?

The tools and skills needed to communicate with each other represent more than a choice of words strung together. Often it can be the tone of our voices or the body language we are using that can change the whole meaning of our spoken words.

Often we need to make a conscientious decision and take a look at the way we communicate to change the habits of a lifetime to get better results. Words are powerful so we should all think before we misuse them.

When discussing the powerful impact of communication on our daily lives, this quote often comes to mind:

*"The wounds given by a sword can be healed  
but nothing can heal a wound given by words"*

We hope you really enjoy the thought provoking chapters within The Art Of Effective Communication and that by learning new ways of communicating, your life will be taken to some amazing places...

*Jacqueline*

Jacqueline Rose  
Lovely Silks Publishing

## How Understanding Yourself Leads to More Effective Communication

Communication truly is an art. With so many factors at play, including language, culture, tone and feedback, it can often be difficult to strike the right balance and say what we want to say in a clear, concise manner. Add to that the exponential rise of communication technologies and the novel challenges that they bring. It's no wonder that we turn to books such as *The Art of Effective Communication* as a means to inform and indeed, strengthen, the way we interact with others.

The key to effective interpersonal communication lies in the strength of one's intrapersonal relationship. That is our ability to understand our thoughts and actions, through careful consideration of our experience. Another way to describe the intrapersonal is to see it as a means of communicating with oneself, or how we engage in 'self-talk'.

Developing self-awareness through introspection will enable you to see yourself in a more objective light. And the understanding a perspective like this can lead to will make it much easier for you to communicate successfully. That's because it brings an awareness of your personal experience and the specific biases you're operating without into the open. Seeing yourself in this light will enable you to interact with others with a lot more empathy and humanity. Therefore, in a world of accelerating complexity, it is critical that we 'think before we speak'.

This notion is far from new. Knowing yourself to advance your communication with others was the focus of Plato's maxim "know thyself." In a similar vein, Aristotle believed that "knowing yourself is the beginning of all wisdom." More recently, semantic scholars have dedicated much time and effort to researching the links between intra- and inter-personal communications. Albert Einstein wrote that "it has become appallingly obvious technology has exceeded our humanity." And just a few years ago, Tony Robbins said "to effectively communicate, we must realise that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others."

If the likes of ancient philosophers, modern academics and new-age gurus all praise the benefits of self-awareness on communication, there must be something to it.

As human beings, we each have a unique perspective on life. Much like our thumbprint, or our DNA, we all have our preferred way of understanding the information that comes in via our senses. For

## The Art Of Effective Communication

example, nobody sees exactly what you see or hears exactly what you hear. That's why spending time on understanding how communication works is beneficial.

I had a moment of truth when I first started writing my book, *Inward & Upward: Using Introspection to Elevate Your Experience of Everything*. My mentor introduced the concept of writing to address various learning styles as a way of broadening the appeal of my book. We then went on to unpack each of my chapters, from the point of view of 'why' learners, 'what' learners, 'how' learners and 'what if' learners.

Although it seems obvious enough, before she urged me to do it, I hadn't thought about the fact that I needed to use the words that would resonate with learning styles other than my own. This would help me more effectively communicate my message to as many people as possible. It's not something that can be taught overnight. Rather, it comes with first acknowledging different perspectives and then seeking to understand them better. This is embodied in the maxim 'walk a mile in someone else's shoes'. Unfortunately some never begin this journey, while others dedicate time to master the craft of communication. In reading this you are well on your way to becoming better at interacting with others.

While we may not all subscribe to academic literature as a means of explaining tricky concepts, it can be a useful starting point. I share some broad theory with you now because communication is a widely researched area. It is a vital aspect of everything we do as human beings, yet it is far from simple. By giving you some insight into a few of these concepts, I hope that you begin to consider different perspectives within your own communications.

In the context of this book, *The Art of Effective Communication*, it is implied that communication occurs in the interpersonal sense (dialogue). Other categories include intrapersonal communication, or communication with oneself (monologue) and mass communication.

There are numerous theories that seek to explain aspects of the meaning and process of human communication, with scholars describing the differences as 'profound' (Dainton and Zelley, 2015). At its core is the flow of information. As far back as 1976, it was reported that there were 126 published definitions of the term '*communication*' (Dance and Larson, 1976). I daren't think about how many theories there are today.

Broadly speaking, communications theories can be split into groups. Common sense approaches consider an individual's personal experience as the basis of their communication decisions. These are the personal philosophies that usually come up in a stimulating conversation after a glass of wine (or two).

## The Art Of Effective Communication

Meanwhile, scholarly theories provide more abstract explanations for communication, because they have undergone systematic research. Because of the amount of theories and how complex they are, they are often broken down into sub-groups. A couple of examples of these sub-groups are theories that are relational in nature, and theories that are rhetorical in nature. For those wondering, relational approaches focus on communication as a 'transactional' event, whereas rhetorical approaches consider subjective factors such as influence and persuasion. These factors are generally harder to measure.

And just to make things even more complicated, most scholarly theories do not fit neatly into one sub-group. They overlap in some way or another, or they exist on a spectrum. Going back to the examples above, there are very few theories that are absolutely relational in nature, just as there probably aren't many theories that are 100% rhetorical. The majority sit somewhere in the middle.

For the most part, this chapter adopts a relational, common sense approach. What I mean by that is: I want this chapter to resonate with you. Even though I sometimes refer to scholarly theory, I really want to communicate with you as effectively as possible. I hope the examples I provided are helpful. If not, try to think of similar conversations that you have experienced in your own life. What observations might you make about them? Can you think of any useful reasons to explain these events?

For me, 'effective communication', is about understanding. To put that in more academic terms, the ultimate goal is the transfer of information in an accurate manner, conveying mutual awareness of a topic. To do this successfully, we need to first develop self-awareness. And the way to do that is through introspection.

Introspection is a process of internal communication. In my book, I link it to 'intrapersonal' relationships, i.e. the relationship we each have with ourselves. It is our mind's daily monologue, or the nightly images in our dreams. It's also the personal meaning we might attach to situations.

Many of us choose not to engage with this stream of consciousness. Some of us do it inadvertently, as if on autopilot. Others might be deliberate in trying to ignore their thoughts. Often, we shrug off good dreams and nightmares alike, sighing "ah, it was only just a dream..."

*Leanne Rogers*

***To find out more pick up your copy of *The Art Of Effective Communication* today.***

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**About The Author**



Leanne J Rogers is a proud ‘multipotentialite’ with a background in Law, Communications, Marketing, Media and Teaching.

She holds a Bachelor of Communications (Business) with majors in Marketing and Advertising and a Bachelor of Laws with Honours, both from Bond University.

She grew up in the UK, Oman and Cyprus prior to moving to Australia, and currently lives in Sydney with her partner Sam and several slightly-wilted houseplants.

Her first book, *Inward & Upward: Using Introspection to Elevate Your Experience of Everything* is due to be released in early 2018. In it, she discusses the importance of developing a strong understanding of your own story and embracing your unique experiences to inform your perspective on life.

Ultimately, she doesn’t know what she wants to be when she grows up... But she’s realised that no one else has either.

You can learn more about Leanne and her work at:

[www.leannejrogers.com](http://www.leannejrogers.com)

and follow her creative journey on her:Instagram: @leannejrogers.

## The Art Of Effective Communication