

# EFFECTIVE COMMUNICATION

*A TOOL FOR POWERFUL RELATIONSHIPS*

BY: EZE-BASIL CHINWENDU OLUO

---

“The single biggest problem with communication is the illusion that it has taken place.”  
- George Bernard Shaw

## Definitions

**Communication** is the act of conveying intended meaning to another entity through the use of mutually understood signs and semiotic rules.

**Effective communication** refers to the process of sharing information between two or more entities which leads to the desired outcome. The information shared is conveyed and received efficiently without the intended meaning being distorted or changed.

It includes skills like non-verbal communication, attentive listening, ability to understand and to control one's own emotions and managing stress.



Communication is an integral part of life; without it, we would not survive.

Verbal and non-verbal communication begins at birth and ends at death.

We need communication not only to transmit information and knowledge to one another, but more importantly, to relate to one another as human beings around the world in the context of relationships, families, organizations, and nations.

The work of Community Health Workers is easier when and where there is a relationship between service providers and patients/end users.

Effective communication helps build relationships



Adapting Kathleen A. Vertino's opinion

The professional responsibility of community health workers embodies a lot of care. CAREfulness for processes, CAREfulness in diagnosis, CARE for patients.

When ill, patients may be unable to speak or advocate for themselves. Vulnerable patients need our voices to speak for them.

Due to constant exposure to other human beings who are suffering, community health workers are perfectly positioned to utilize effective interpersonal communication, and in doing so, support their own emotional, psychological, and spiritual development.



# PROCESSING INFORMATION

Effectively processing information requires accurate understanding of perspectives.

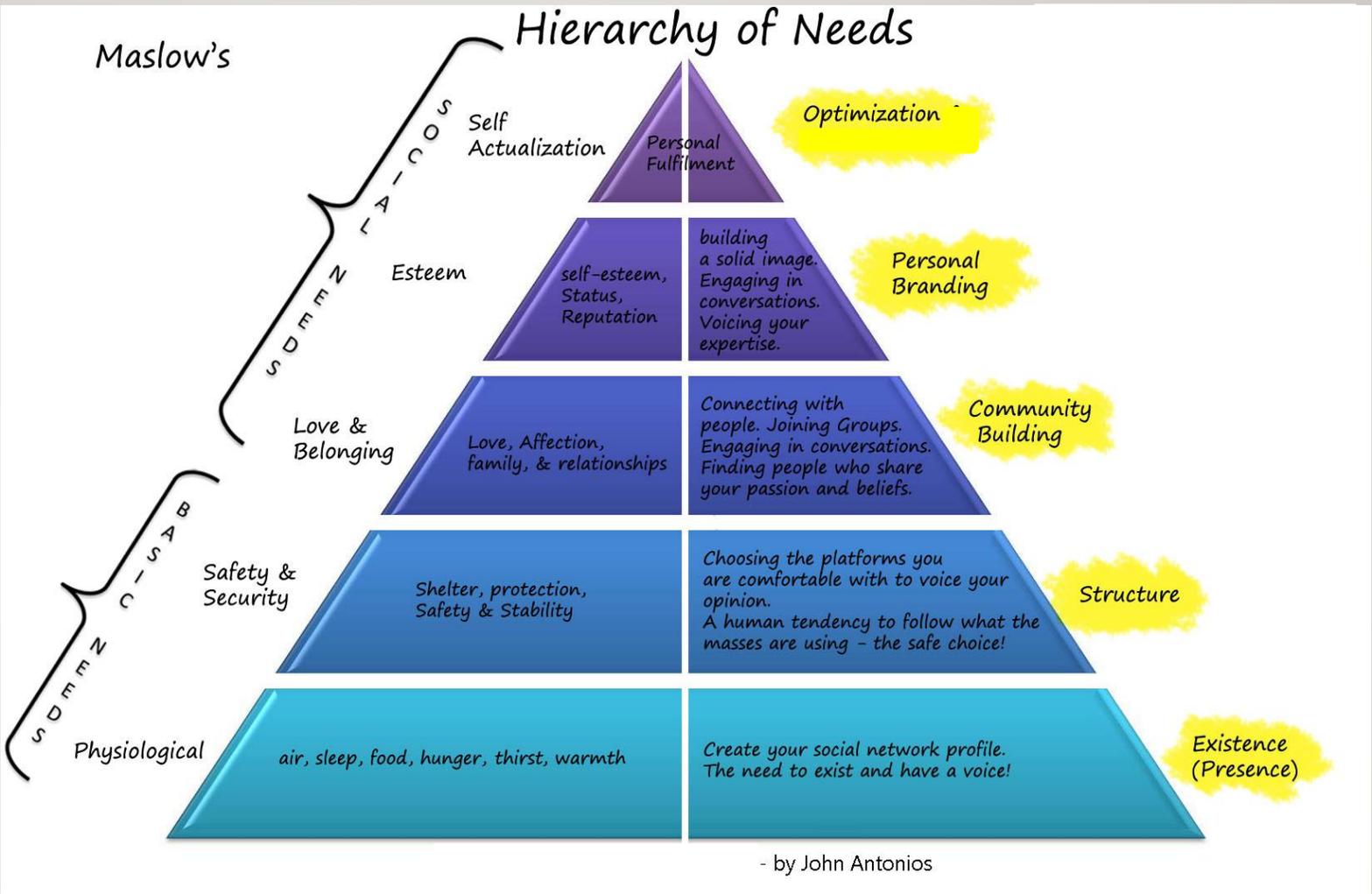
Every information transmitted from one person to another has three filtration elements that automatically shape the conversation-

WHAT was said,  
HOW it was said, and  
WHY it was said.

These elements can either bring us harmony or conflict, as individuals, cultures, religions, and governments of countries, as we attempt to coexist. **What** we say, **how** we say it, and **what we mean** by it are extremely important, and can be life-changing

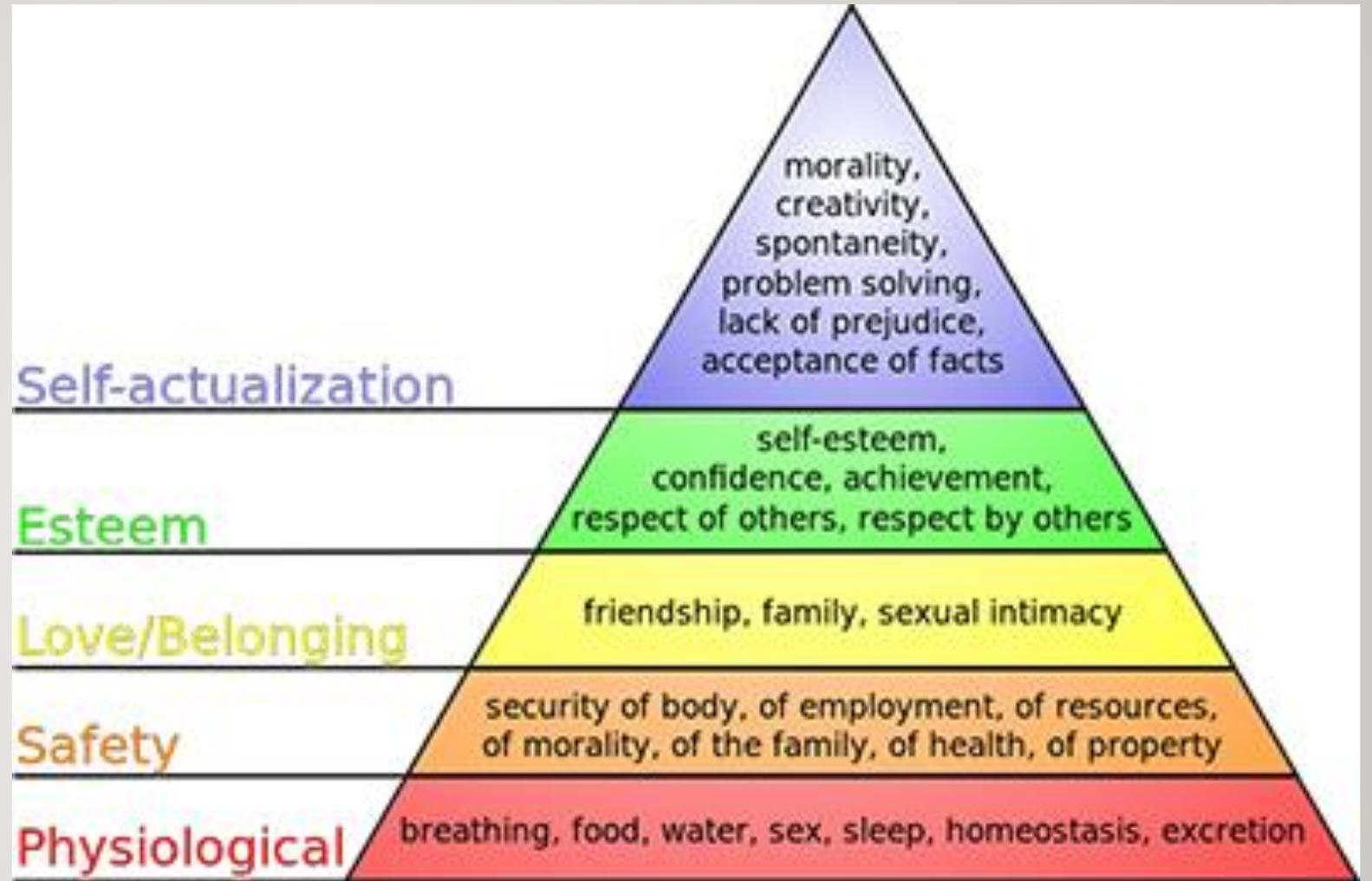


# Understanding communication and relationship through Maslow's Hierarchy of Needs Theory



Relationship

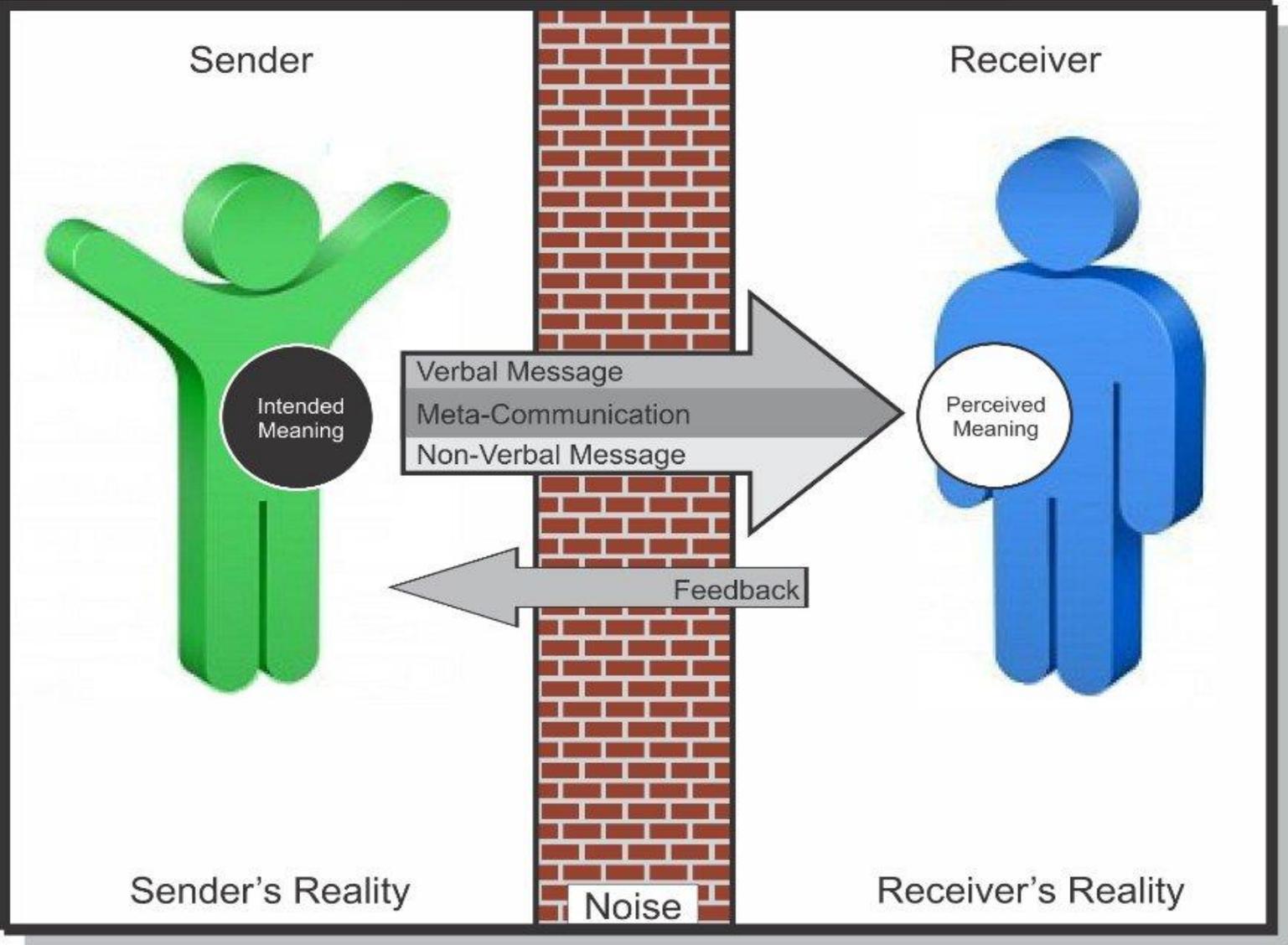
# A mental and emotional health view of Maslow's Hierarchy of Needs Theory



Personal variables can affect communication



# EFFECTIVE COMMUNICATION MODEL



# ELEMENTARY STEPS TO EFFECTIVE COMMUNICATION

- Listen
- Validate, rather than invalidate, the individual
- Focus on the message not the messenger
- Be descriptive not evaluative
- Be specific not global
- Be conjunctive not disjunctive
- The communication is based on congruence not incongruence
- The communication is owned not disowned

# Effective communication

Body language  
Role playing activities  
Social media – precision  
Continuous reading and  
practice  
Questions  
Paraphrasing  
Using stories to pass your  
message  
Feedback



1. Clear.
2. Concise.
3. Concrete.
4. Correct.
5. Coherent.
6. Complete.
7. Courteous.

## Examples of communication tools

- One on one
- Email,
- Phone system
- A user friendly website platform
- A file-sharing system
- A customer relationship management platform
- Social networks
- Instant messaging and conferencing platforms
- A project management system – dashboards, charts, graphs, etc.

**Questions ?**

