



Master Family & Consumer Sciences Volunteer Program

Toolkit for Volunteer Development

www.masterFCSvolunteerprogram.info



Effective Communication

Lesson Objectives

After participation in this lesson, you will be able to:

- Determine appropriate methods to effectively communicate both verbally and in writing
- Identify strategies for effective verbal communication
- Identify strategies for effective listening



Know Your Audience

Audience Analysis:

- Who is my audience?
- What do they need to know?
- How best should I relay this message to this audience?



A
U
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Audience Analysis



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A U D I E N C E

Analysis

**Who is my audience?
What is the purpose of my message?**



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Understanding

What is my audience's knowledge and
understanding of the subject?



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Demographics

What are my audience's demographic characteristics,
for example, age, gender, family, and education?



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Interests

**What are my audience's interests?
Why are they reading my document or listening to my
presentation?**



Environment

A U D I E N C E

What are elements of the environment that I should consider?

What are their hearing abilities, language differences, and cultural sensitivities?



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Needs

What are my audience's needs associated
with the topic?

What do they need to know, learn, do?



Customization

A U D I E N C E

**What do I need to do to customize my message
to my specific audience?**

What specific needs/interest should I address?



Expectations

A
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What are my audience's expectations?

**What does my audience expect to see,
hear, and learn?**



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Analysis – Who is my audience?

Understanding – What is the audience's knowledge and understanding of the subject?

Demographics – What are my audience's demographic characteristics?

Interests – What are my audience's interests?

Environment – What are elements of the environment that I should consider?

Needs – What are my audience's needs associated with the topic?

Customization – What do I need to do to customize my message to my specific audience?

Expectations – What are my audience's expectations?



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Communication



- Sending and receiving messages
- Building trusting relationships
- At the heart of everything that we do



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How We Communicate

Verbal

A woman in a dark blue polo shirt is standing in front of a whiteboard, gesturing with her hands. The whiteboard has a checklist with items like 'Visit the...', 'Send out...', 'least 7 w...', 'Invite par...', 'Decide b...', 'Assign s...', 'Prepare...', and 'Check ite...'.

- Phone calls
- One on One
- Presentations
- Webinars
- Video-conferencing
- Leader of Meeting
- Part of a Group

Written

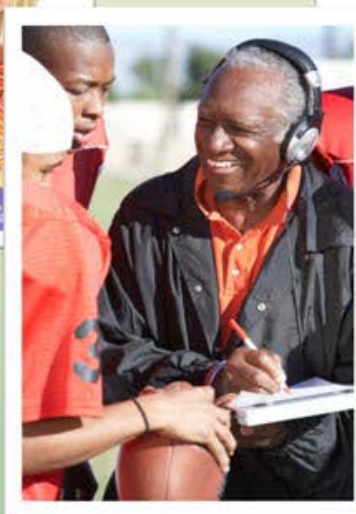
A spiral-bound notebook with a silver ring is open on a wooden surface. A black pen lies on the right page. The notebook has a checklist on the left page with items like 'Visit the...', 'Send out...', 'least 7 w...', 'Invite par...', 'Decide b...', 'Assign s...', 'Prepare...', and 'Check ite...'.

- Emails
- Letters and flyers
- Newsletters/brochures
- News articles
- Social media
- Blogs
- Websites



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Communication Fundamentals



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Be Attentive!



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Active Listening Elements



- Acknowledge speaker's thoughts and ideas
- Repeat in your own words
- Ask open ended questions
- Summarize
- Give your opinion when appropriate



Communication Strategies

Eye Contact



Communication Strategies

- Allow others to finish their thoughts
- Do not assume that you know what the person is going to say
- Use plain language that is clear and simple, but not simplistic or patronizing
- Use examples, when appropriate



Communication Strategies

Consider A or B – Which language is more direct and easier to understand?



A: Volunteer as a family. Show your children how important it is to help others.

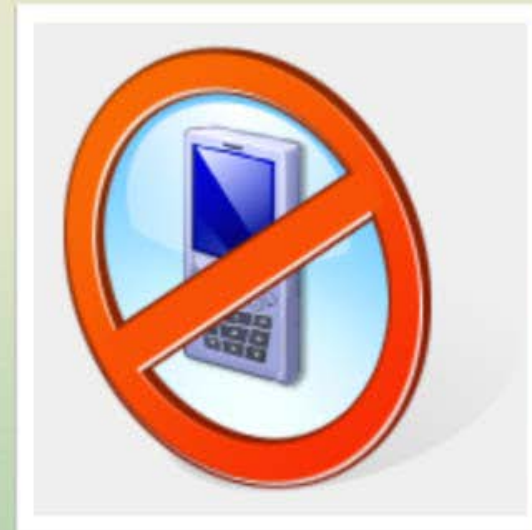
B: Undertake community activities with your children and family members. Demonstrate to them the significance of assisting others.



Communication Strategies

Train your mind to focus!

- Keep your attention focused
- Remove distractions:
 - Music
 - Cell phones
 - Electronic devices
 - Word puzzles



Communication Strategies

- ✓ Learn to listen
- ✓ Maintain appropriate eye contact
- ✓ Be polite
- ✓ Consider the opinions of others
- ✓ Allow speaker to finish
- ✓ Talk or write simply
- ✓ Focus



Written Communication

- Use plain language
- Watch punctuation and tone
- Keep messages and sentences simple
- Avoid jargon and abbreviations
- Stay focused and to the point



Form, Font and Style

Consider the presentation of your written materials:

- Typed, paper or electronic view
- Handwritten
- Font Size and Style

Always consider the recipient!



Written Communication Activity

Use your background knowledge about written communication to review an example email from an extension volunteer.

On the following slides, consider: *What would you change about Darlene's communication?*



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Written Communication - Email

Date: Mon, 21, May
From: Darlene Aget daget@mmm.org
Address Book
To: My Friends
Subject: CANCELLED

HELLO EVERYONE....

THE PROGRAM FOR SATURSDAY IS
CANCELLED. NOBODY SIGNED UP IN TIME SO I
CANCELLED IT. THOUGHT YALL WOULD LIKE IT
BUT I GUES NOT.

BBFN,
DARLENE



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Written Communication - Email

Date: Mon, 21, May
From: Darlene Aget daget@mmm.org
Address Book
To: My Friends
Subject: CANCELLED

Use both upper-
and lower-case
letters.

Fully list email
recipients or
listserv

HELLO EVERYONE....

Avoid jargon and
abbreviations

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CANCELLED. NOBODY SIGNED UP IN TIME SO I
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Always
proofread

Write with a
positive tone

Keep your language
professional and offer
solutions or alternatives.



Written Communication

- Use descriptive words
- Use active voice versus passive voice
- Use a professional, yet friendly, conversational tone



Written Communication

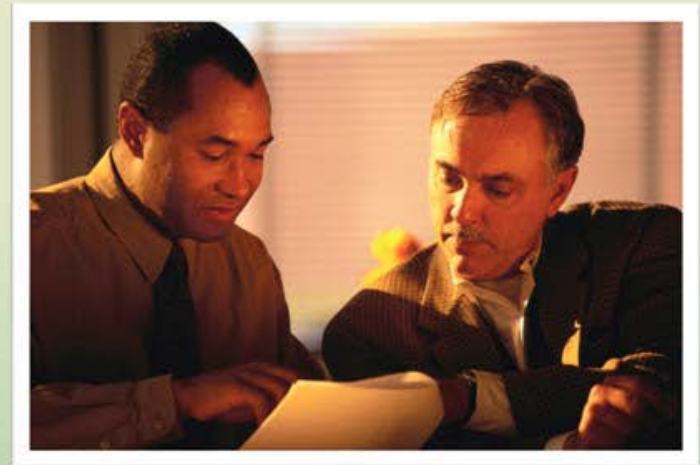
- Avoid long sentences
- Be gender neutral
- Write with a positive tone
- ALWAYS, “aLWAYz” proofread



Written Communication

Seek expertise when developing:

- Brochures
- Flyers
- Announcements
- Formal letters



Verbal Communication Phone Calls



Verbal Communication Phone Calls

- Speak clearly and directly into receiver
- Use a pleasant tone of voice
- Identify your name and organization
- Ask before placing a caller on hold



Verbal Communication Phone Calls

- Return calls as promised
- Allow speaker to finish thoughts
- Avoid eating and chewing gum while on the telephone



Verbal Communication Phone Calls



- Be sure to minimize background noise
- Be prepared to leave a detailed voice mail message that provides necessary information
- Make sure that your message is accurate and spoken slowly and clearly



Verbal Communication Phone Calls



- If you dial a wrong number, explain your error to the caller
- Taking messages: record date, time, caller's name and phone number



Public Speaking

- Practice, Practice, Practice
- Practice in front of a mirror, a mock audience or using a video camera
- Contact a local organization to aid in the development of your public speaking skills



Verbal Communication Presentations



- Get audience attention (humor, story)
- Include introduction and summary
- Maintain eye contact



Verbal Communication Presentations

- Use examples and visual aids, when possible and appropriate
- Use short sentences
- Speak slowly, clearly, use a pleasant voice



Verbal Communication Presentations

RULE OF 3S

- Use the Rule of 3s
- Involve the audience
- Make sure you can be heard



Verbal Communication Presentations



- Read your audience for cues
- Avoid filler words; silence is acceptable
- Be prepared for and use a variety of approaches



Verbal Communication Presentations

- Show your personality, try not to read
- Handle issues with poise and grace
- You do not have to know all the answers...just be willing to find them



Nonverbal Communication



Eye Contact
Facial Expressions
Interpersonal Space
Tone of Voice

Body Gestures
Posture



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In Review

Written Communication

Verbal Communication

Non Verbal Communication



Activities & Post Test



Please proceed to the next slides to complete the activities and post test.

Activities

Observe two people communicating for 5-10 minutes and complete the observation check sheet of listening skills.

Observe someone giving a short (5-10 minute) presentation and complete the observation check sheet of speaker strategies on the next slide.



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(Please print screen to complete)

Observe two people communicating for 10 minutes and complete the following observation sheet of listening strategies.

Yes/No

Listener repeats what speaker is saying in their own words	
Listener asks open ended questions (Beginning with what, how, please explain, etc.)	
Listener clearly is paying attention. Uses nods or verbal cues	
Listener does not interrupt the speaker	
Listener maintains eye contact with speaker	

Observe someone giving a short (5-10 minute) presentation and complete the following observation check sheet of speaker strategies.

Yes/No

Speaker maintains eye contact	
Speaker gets attention of audience	
Speaker puts energy and personality into presentation (Variety in tone, loudness, movement, etc.)	
Speaker speaks clearly and can be understood	
Speaker does not give impression they are always right	
Speaker is polite	
Speaker makes only 2 or 3 points	
Both speaker and listener stay focused	



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Activities

- Back-to-Back
- Telephone



References

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