

Business Communication and SWOT Analysis for an Entrepreneur

W3L3 - Business Communication Part 3

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Hello friends, in our previous class, we were discussion about various misconceptions about communication and what are the ingredients of effective communication. So in today's class, we will be discussing about one important part of communication that is the process of listening. Now you must be thinking that is it a topic to be discussed. Is it that we need to develop the skills in listening? Obviously you need to develop the skills for listening and how important the process of listening is and why we should listen and how we can improve upon our process of listening that we will be discussing in this particular class. There is another concept that you all are aware about hearing. So do you find any difference in listening and hearing? Because when you are concentrating on a piece of work, so there are various noises that you keep on getting but you don't pay any attention to. Sitting at home doing some work, or watching your mobile if a bus passes, and if your vehicle hangs, definitely you don't pay much attention to that, but that you are getting that sound so that is what is the process of hearing. But listening is conscious hearing because you were making a deliberate attempt to involve all your senses in the process of hearing so then it becomes listening, then it becomes listening, and listening is basically for understanding. If you are hearing it means you are not understanding if you are listening, you are understanding it means I said it previously you are making deliberate attempt and you are trying to involve all your senses in the process of hearing so that is how you are understanding for which you need to exercise your will power otherwise you cannot listen. What is that will power? So you need to have that courage or you need to develop that yes, I must listen to this. Why, I must listen this because if I am going to miss I am missing something important. So then you can enter into the process of listening Then, listening to the any speaker is a courtesy. Also because a speaker has come with some preparations with lot of preparations to present the ideas before you. So that's why you may deliberate attempt to listen to. Then do not be distracted by the speaker manner, dress etc., most of the time we all only or unknowingly do such mistakes. What is that? We start commenting on their shirt, pant or color of that and the design of that and how he how he behaves in the class and all these things. So we start discussing about that in in that particular process, we are missing a lot of content. So instead of that we need to concentrate on the main ideas what the speaker is trying to present before you and in that process we need to control the physical factors also may it be hot or may it be cold or may it be severe winter, summer, rainy, whatever. There are number of physical factors that we keep on facing so we need to control over them.

In the context of listening, So what is the message from this particular photograph of Lord Ganesha? What we can understand? So the different parts of Ganesha have been presented with different purposes here but as a source of communication so there are two important aspects that I need to recognize here. So if you look into the mouth, it is mentioned here as small mouth which is giving us the message that talk less and if we look into the ear, if you look into the ear, the large ears, so it is already mentioned there listen more means to be an effective communicator I should talk less and I should listen more. That less does not mean that you should not talk wherever it is essential, and whatever it is essential to present that you can do it but try to avoid unnecessary things. Most of the time, unknowingly or knowingly, we are part of such systems but another important aspect is we do not listen to others, we don't have patience and you don't want to listen others, so that is what we need to understand from this photograph.

Then coming to the emphatic listening, what do you mean by this emphatic listening? Emphatic listening is non-critical or active listening. Most of the time, we become critical about the speaker critical about the speaker. We try to correlate his past experiences with you, or you might have read about him, written by somebody, or you might have experienced some issues with him previously all these things make you more critical in the process of using but the idea is that what he or she is sharing with you are more important than what kind of experiences that you had or what kind of quarrel that you had, or what kind of goodness that you spent with him so that's a different aspect that's your personal aspect. But the professional aspect is when he is sharing some ideas with you, you have to be non critical or you have to be an active listener which we call it as the emphatic listening. So some suggestions for this emphatic listening is realize that people are all individuals. So you might have had some quarrel with him or some good moments with him in either way, that what we can think of, let us keep it apart we are here in a professional interaction. So because he is also an individual and I'm also an individual and we have a definite role to play here so this is what we need to understand. Try to see others point of view also. After going through certain books and lot of literatures and all those things I have come to this particular conclusion. But this is not ultimate in itself. So contrary to that, you might be having certain counter points or certain arguments that may indicate your understanding about the answer so let us listen to them so that is more important, listening to others is more important. Then encourage, the audience or your co communicators fully to express fully so that you will try to understand their point of view so then you can counter it and you can answer to those queries in an appropriate manner, then paraphrase their concepts. Whatever the things that they try to share with you, so you try to make a comprehension of that so what are the things emerging out of that discussion that you need to paraphrase so that they will come to know that, yes, this was my

understanding, I might be wrong or I was wrong, but no, this is the right perspective that I am getting from this particular professional. Then only then you need to speak yourself means, before becoming an emphatic means, before taking this emphatic listening, I need to undergo all these processes.

Now coming to why we don't listen or why we are the poor listen listeners. So again I'm sharing with you by becoming aware of these factors or these causes you can improve upon your communication skills, the thumb rule of communication says that a good communicator is a good listener, a good communicator, is a good listener. You all want to be a very good communicator for which you have to be a good listener also. So the common causes of poor listening include not concentrating on the topic or on the deliberations by the source. Then listening to how this is physical in nature, this is kind of a natural factor with very few people on this earth that what becomes one of the barrier but the most important aspect for poor listening is jumping to the conclusion. What do you mean by this? When you come to know that so and so is going to address you, you jump to the conclusion. Yes, he is a very good speaker, on the contrary, another extreme he is a very bad speaker. He doesn't know how to teach or he doesn't know how to speak but you are there out of certain compulsions. So these are the conclusions that you are deriving on your own. So many times it happens that your previous experience might not be that good, but this time he might have made certain deliberate attempts to improve upon his performance but your conclusion is not good communicating, so then you are missing a lot of things. So that is why don't jump to the conclusion, don't judge the book by only its cover page, so there are many things that are written in the books, so that is what is the effort that what we need to make and this is one of the most important cause of poor listening. Another important aspect is we have already discussed about this in our previous class, also focusing on the delivery and the personal appearance and commenting on that so that also leads to poor listening which we try to avoid. So if you look at this listen silent, are spelt using the same letters, but their positioning is different. So if you are silent, then only you can listen. If you want to listen, you have to be silent. So what kind of silence that what we are talking about? Is it the physical silence? It is not only the physical silence you have to enter into the mental silence also. Physically you are all sitting here in a silent mode but your mind is moving somewhere because it is so quick traveller by sitting at this place, you might travel different countries within a moment and come back to the same position again mentally. In that process, whatever the time that he was spending in moving one country to a different country, one step to different state, one city to another city, so you are missing a lot of things, then you will be losing the chance to establish the relationship between the concepts that what he has said or the communicator is sharing with you and the efforts that what he is making.

Then with this, now we are moving to another important aspect, how this listening and the communication is going to influence the interactions in the group. So there are a series of personality types that we observe in our own communication situations. So we need to keep in mind that the things that I'm sharing with you now you might have behaved in this way at some point of time, this is possibility number one. Number two, you might have observed somebody behaving in this direction, this is number 2, but with all these things we need to keep in mind that so we need to adopt certain things and we need to reject certain things and by becoming aware of this with deliberate attempts, I can improve upon my communication skills so that is what is very, very important. Number one is the nature of the people like gabbers, what is their nature is they try to present all they know in the beginning itself and they try to dominate the process of communication means they think that I know everything, I know everything and I should be given the first chance, so that's why they want to grab the opportunity as a gabber.

The second personality type that we come across is the strayers. These people, they never contribute in an useful manner. It is not that only one person is there in the group behaving like this all the time No, that depends on the situation. At some point of time, I might have behaved like a grabber, or I might have behaved like a Strayer or other personality types that what we are discussing in in the subsequent slides. So by becoming aware of this so I can avoid such roles or such things in in my behaviour they take the Group of the track. If you talk of problem they talk of solution means they always talk of the opposite things. What they should talk they are avoiding that but what they should not talk they are speaking about and we call them as the Stayers and this we often we come across such situations in our day-to-day life also, I need to observe, I need to identify such behaviors and I need to be careful that I am not behaving in that way if everyone of us are thinking in that direction, almost all the problems can be solved in a very simple manner.

The next category is the silent ones, so this is what we need to adopt in our behavior. What is that these kind of people they contribute verbally, wherever it is essential and in whatever the quantity it is essential they are delivering those things and they are cooling down themselves so this is what is very, very important.

The next one is the intellectuals. What they do is they stress on the rational procedures. What is that? What I should speak and with what reference that I should speak and what are the supporting points that I have? What are the reference points that I have? They will be emphasizing on these procedural aspects and the discount the affection, anger and the personal feelings. This one that you are my good friend, even though you are doing some, you are telling something wrong and I am going to support you, no, this is what is discounting the affection and the personal feeling. You might be my good friend, but when

you are telling something wrong, I should say that say that you are wrong, my dear friend try to make this correction so this is what is the role of intellectual? Then the rivals. This is the most dangerous category in the communication situation that what we can say. So they try to divide the group and they try to win. Means when we are into communication situation, if you are not accepting his ideas because it is wrong, they try to divide the group, maybe on many factors on many factors, and they try to dominate over you and because the group is not accepting or his listeners are not accepting his ideas, they become hostile easily. The next idea is the conformist. They don't have any original contribution. So there is a debate that is going on, one group is supporting that and another group is opposing that in that debate also they agree to both the points whose over supporting whose over opposing that. Then what is your role there? You have to counter the points whether it is agree with agreement or with this agreement so then your ideas will be listening to, but there is a kind of behavior that what we come across, especially in case of communication situations, They say that you are also right and he is also right. How can it be possible? When I come to arguing him, so he must have done something wrong. So that's what I need to emphasize upon, and another category is know it all. They say that they do everything. If you talk of rocket science, they are very well aware of if you talk of sociology, they know it also, if you talk psychology, they know it also and if you talk normal technology they are experts in that how it is possible. So I might be having some superficial knowledge about that but I cannot be master of everything. But there are certain people categories of people that we come across, they try to present in that particular way that they know everything so that is also wanted, that is creating unwanted situations in the process of communication. And because of this behavior all the time, they are uncomfortable in the group. With this what we can say is so there are different types of personalities that what we come across behaving in seven different ways, so I should avoid such behaviors and there are two important things maybe it is the intellectuals or the silent ones, I should adopt those two behaviors and avoid the remaining 5 behaviors so that I can emerge as the good communicator. And in addition, we discussed about the concept of listening. So that is more important. Now I need to practice that and I need to develop the skill of listening so that I can be an effective communicator. With this we are closing today's the discussion.

Thank you.