

Introduction to communicating effectively

There are so many ways we can communicate with our customers today – face-to-face, by phone, online or by email – yet the basic skill of knowing how to communicate effectively underpins them all. As well as providing you with techniques for improved communication, this topic will encourage you to think about your audience's specific needs and how your communication skills can help satisfy those needs.

Description

Our ability to influence people is directly related to our ability to communicate. However, effective communication isn't just about talking or writing. Being an effective listener is just as important. Within this topic, you'll find out about 'active' listening and how this can lead to more productive conversations. You'll also learn how to plan and structure communications in order to ensure a successful outcome. Such outcomes will involve you understanding your customer's needs, communicating the relevant information appropriately and helping them to help themselves.

If you are in a customer-facing role, this topic provides a strong grounding in the principles of effective communication and how they translate into positive customer interactions.

What does it involve?

This topic begins with a short questionnaire, allowing you to assess your own communication skills. Three online tutorials will then introduce you to techniques for active listening and communicating more effectively, whether that be face-to-face or remotely. These are followed by an active listening check and tasks on assessing your team's communications.

All learning activities take no longer than 15 minutes each, allowing you to fit them around your day-to-day work. Afterwards, you'll revisit the self-assessment of your communication skills and implement a plan for deploying the skills you've developed.

What's the outcome?

By the end of this topic, you will have a better understanding of the impact that effective communication can have. Plus, in acknowledging that not every conversation can be an easy conversation, you'll learn how to communicate complex or challenging messages with greater ease and influence. If we can improve the way in which we communicate with our customers – allowing us to better understand their requirements – our ability to deliver the services expected of us should also improve. As a direct result, we should see an increase in our customer satisfaction ratings.

Learning activities



Online
resources



Online
tutorial



Action
plan

Estimated learning time:
2 hours 50 minutes

How to book

learn.civilservice.gov.uk

0203 640 7985
support@governmentcampus.co.uk

Price: Free