



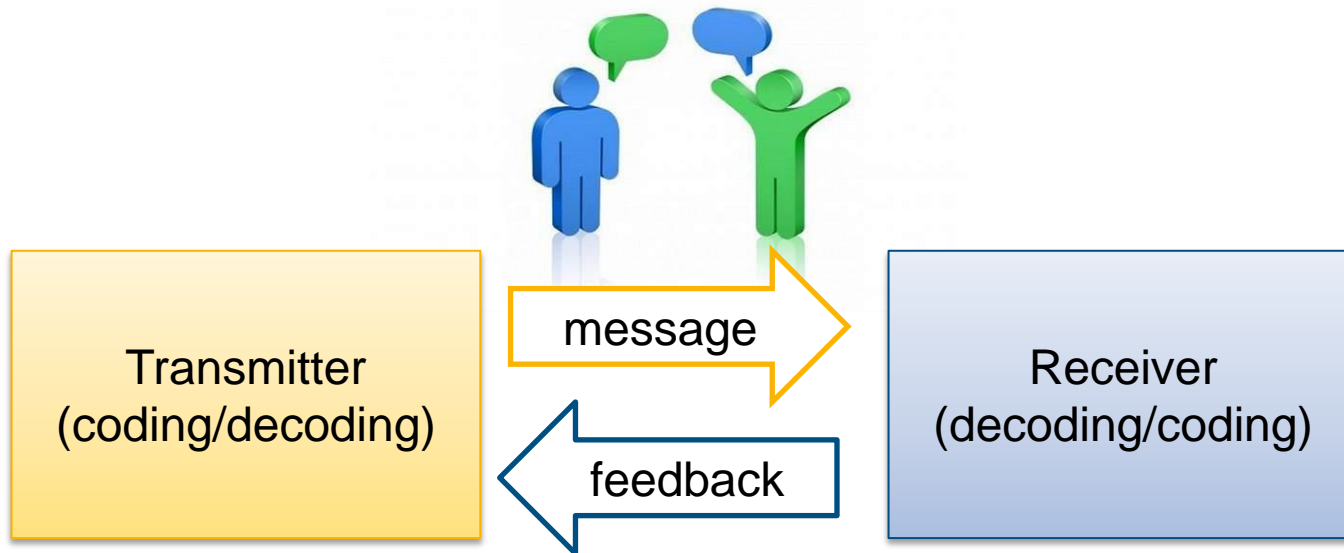
Communication Techniques

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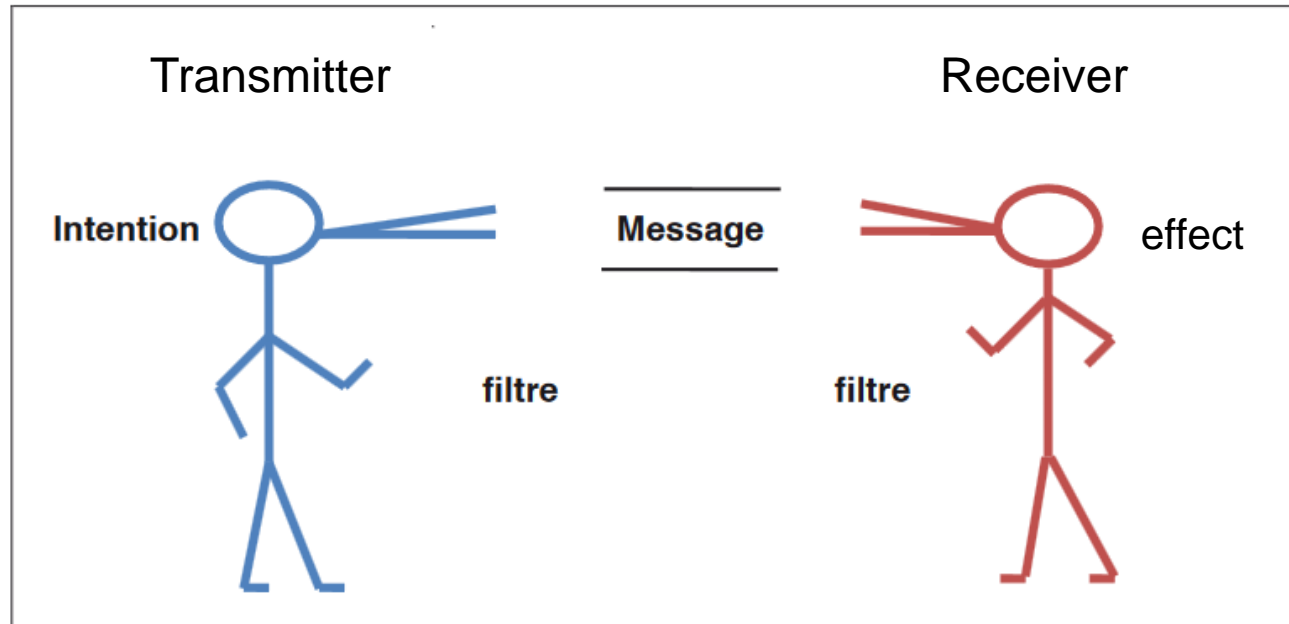


What is communication?

- Communication is the set of strategies put in place by a person or a group of people to exchange resources and representations/ information with others.



What is communication?




Types of Communication

We distinguish 4 types of communications

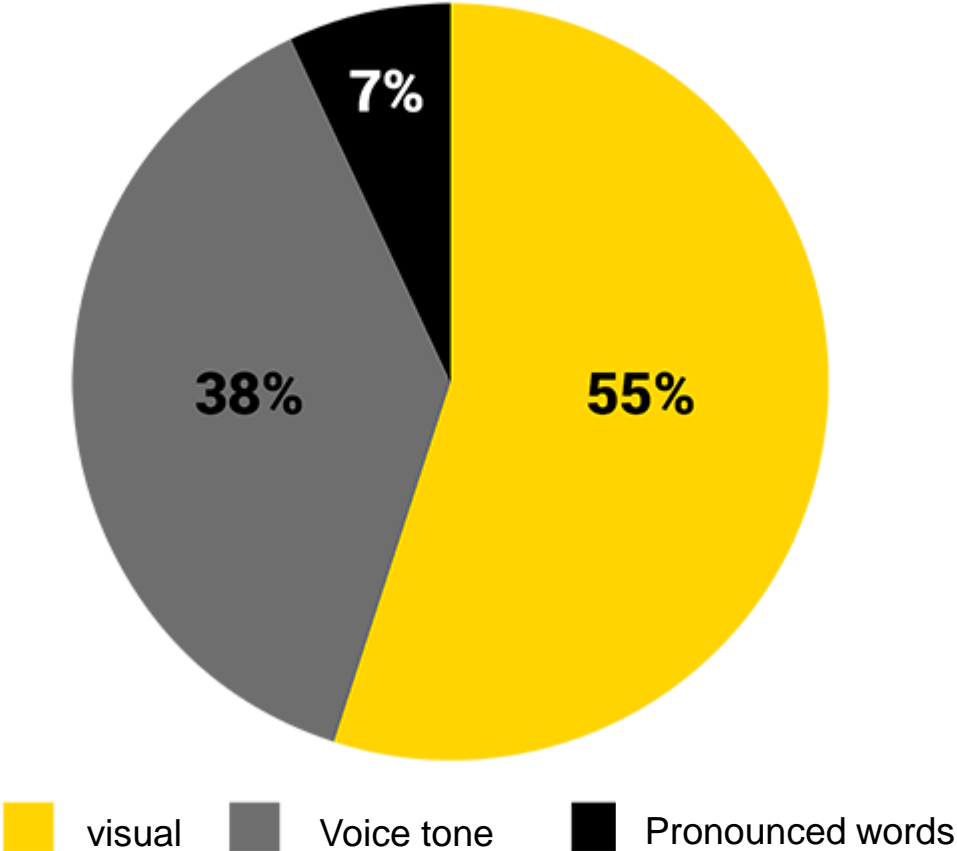
- **Visual communication** involves using signs, gestures or codes to quickly convey a simple message to a large number of people, to an interlocutor beyond voice range, or in a context that requires silence. Visual communication enables a message to be conveyed without the use of words.
- **Written communication** involves producing a text, mainly using e-mail or pen and paper. This type of communication requires a good command of spelling and grammar, as well as the ability to think clearly and precisely. clear and precise thinking




Types of Communication

- **Verbal or oral communication** uses spoken language in the presence of selected interlocutors. This is the most common form of communication, especially on construction sites. But that doesn't mean we shouldn't be careful when communicating. An idea expressed orally without care, or too quickly, is bound to miss its target.
 - **Non-verbal communication** is the unconscious communication of the body and face. It expresses our emotions and is often perceived without our knowledge. It is important to observe this communication when interacting with others, as it often enables us to detect whether the message we are trying to convey has been correctly understood, or whether we need to explain or clarify it.
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Body language represents 93% of the communication




Ways To Grab Your Audience's Attention

- A – Ask questions to get your audience thinking.
 - T – Tell personal stories.
 - T – Tailor your message to your audience.
 - E – Establish credibility.
 - N – Nonverbal communication will be your best friend.
 - T – Time your delivery just right.
 - I – Incorporate humor.
 - O – Offer something of value.
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Ways To Grab Your Audience's Attention

Other tips:

- Relate to a recent event.
 - Ask a provocative question.
 - Show a compelling visual image.
 - Explain your own interest in the topic.
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Questions?