



# INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS OF KENYA

Credibility

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Professionalism

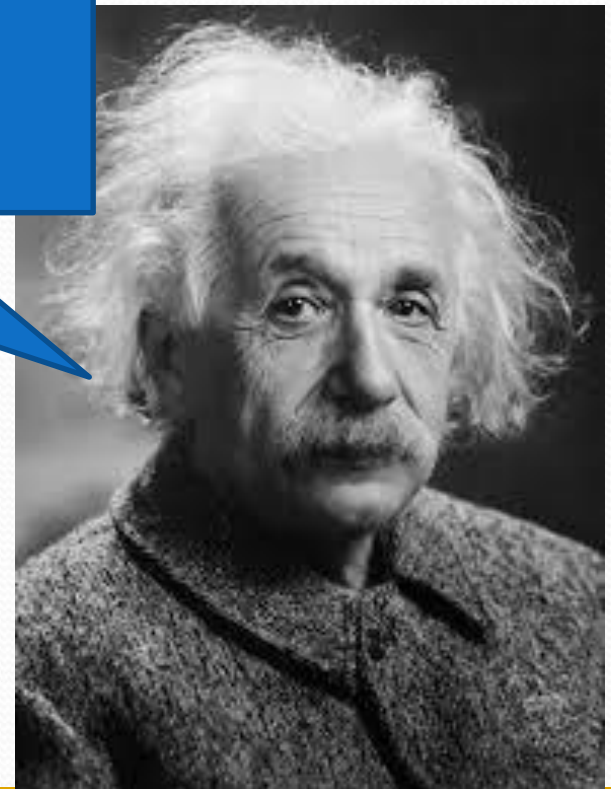
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AccountAbility

# Communication Tips for the Management Accountant

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**“I speak to everyone in the same way,  
whether he is the garbage man or the  
president of the university.” – Albert  
Einstein**



# Accountants as Communicators: Contextual Background



- The fact is, many accountants prioritize technical skills over communication skills
- That is a mistake and you will find out communication skills are every bit as essential as technical skills if accountants want to be fully effective in their jobs and have successful careers .
- The reality is that in the accountancy fields that effective communication skills are crucial to success in the workplace.

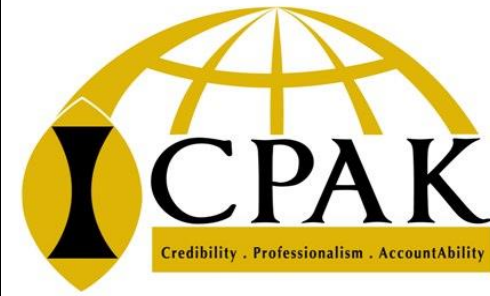


# What is Communication?



- What does it mean to you?
- *The process of communication is what allows us to interact with other people; without it, we would be unable to share knowledge or experiences with anything outside of ourselves. Common forms of communication include speaking, writing, gestures, touch and broadcasting.*
- Wikipedia definition

# The Communication Equation

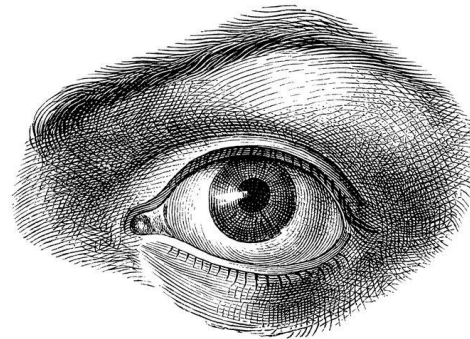


- What you hear
- Tone of voice
- Vocal clarity
- Verbal expressiveness



40% of the message

- What you see or feel
- Facial expression
- Dress and grooming
- Posture
- Eye contact
- Touch
- Gesture



50% of the message

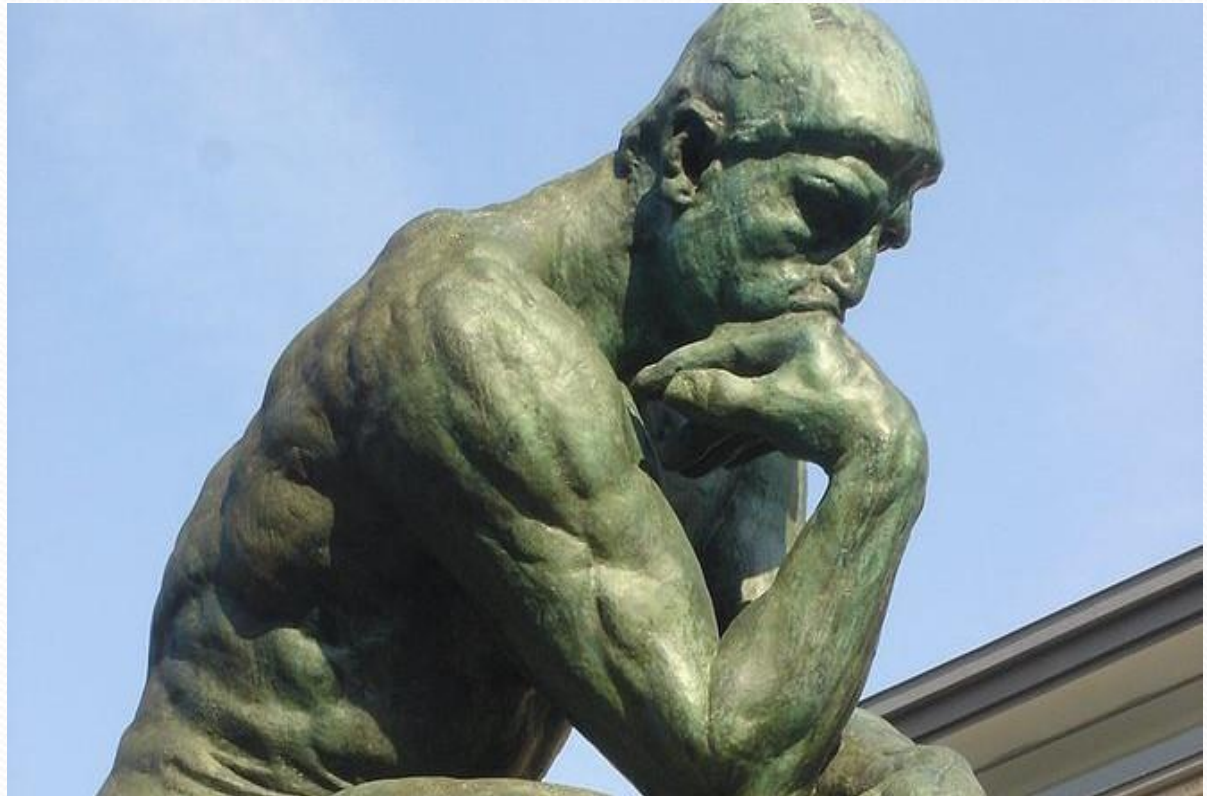
- WORDS ...

10% of the message!



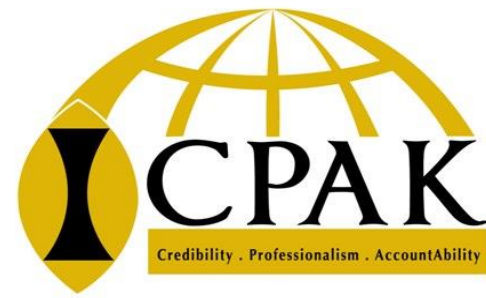
# Types of Communications

**Intra-personal Communication**  
Intra-personal Communication — is the kind of communication that occurs within us. It involves thoughts, feelings, and the way we look at ourselves.



The Thinking Man sculpture at Musée Rodin in Paris (Photo credit: Wikipedia)

# Interpersonal-Communication



Interpersonal communication occurs when we communicate on a one-to-one basis— usually in an informal, unstructured setting. This kind of communication occurs mostly between two people, though it may include more than two.





# Public Communication



In public communication the sender-receiver (the speaker) sends a message (the speech) to an audience.

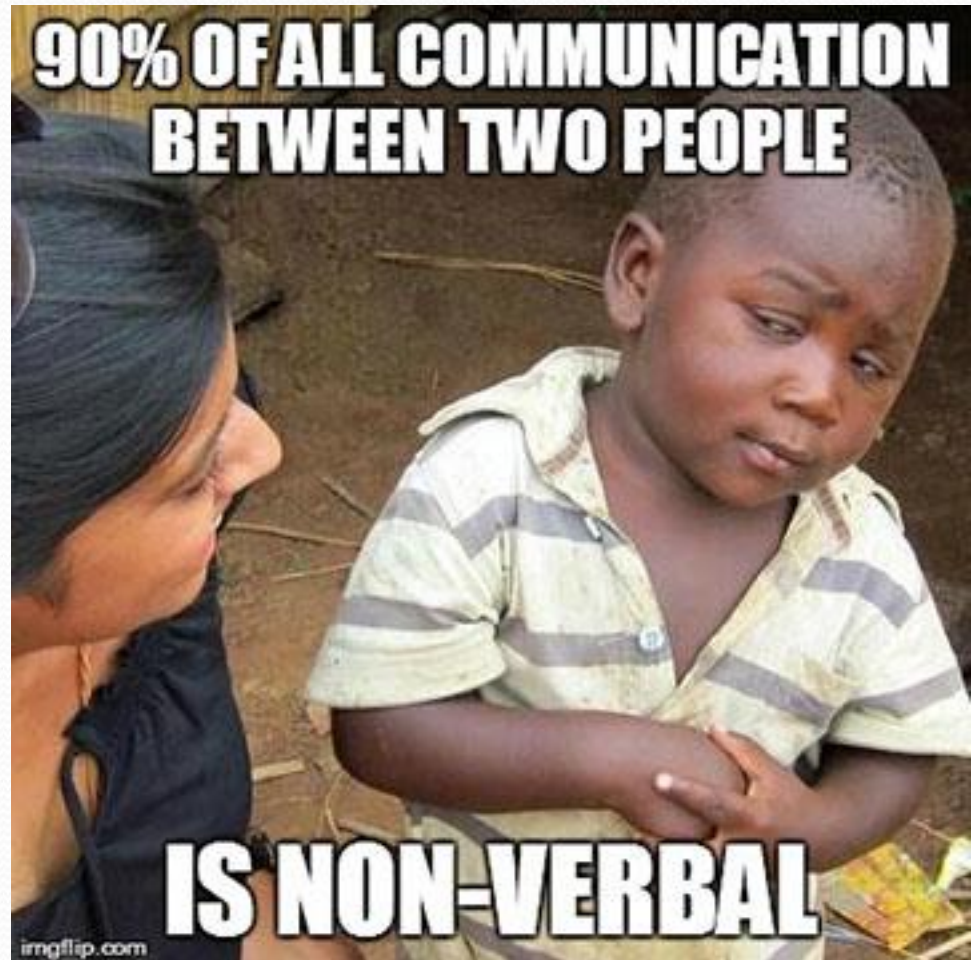
In public communication, however, the channels are more exaggerated than in interpersonal communication. The voice is louder and the gestures are more expansive because the audience is bigger.



Martin Luther King's 'I Have A Dream' speech, 1963. (Central Press

# Non Verbal Communication

Non-verbal communication includes the gestures, facial expressions, movements of arts, etc., which make our communication more effective.





# Paralanguage



Paralanguage concerns how something is said, not what is said. We have all developed some sensitivity to the clues people give through their voices.

## Voice Qualities

The four major qualities or characteristics of voice are pitch (highness or lowness of tone), volume (loudness), rate (speed), and quality (the sound of the voice).

## Vocal Interferences ( vocalization)

Sounds that interrupt or intrude into fluent speech, causing distraction and occasionally, total communication breakdown are termed vocal interferences. The most common interferences are the “uh’s”, “er’s”, “well’s”, and “Ok’s” that creep into our speech, as well as that nearly universal interrupter of thought, “you know”.



# Barriers to Communication



**Physiological Noise**-e.g. *a sick man*

**Semantic noise**-e.g. *different interpretation say for a word weed (marijuana/undesirable plant)*

**Psychological noise**:- e.g. *a significant anger or sadness may cause someone to lose focus on the present moment.*

**Cultural noise**: making stereotypical assumptions, such as unwittingly offending a non-Christian person by wishing them a "Merry Christmas," can also detract from communication.

**Syntactical Noise**: Communication can be disrupted by mistakes in grammar, such as an abrupt change in verb tense during a sentence.

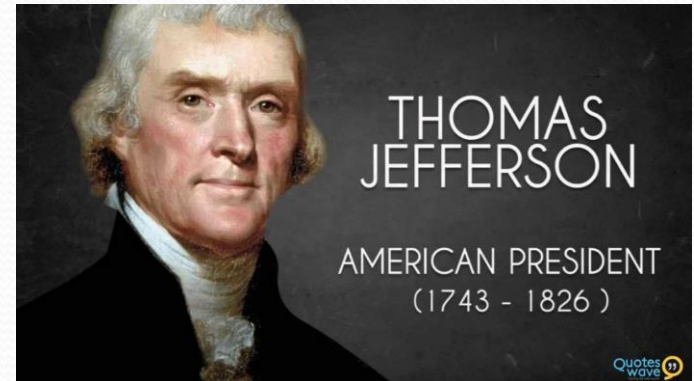
**Environmental Noise**: Environmental noise is noise that physically disrupts communication, such as very loud speakers at a party or the sounds from a construction site next to a classroom.

# Essentials of Communication



★ **Do not instantly react and mutter something in anger.**

“When angry count to ten before you speak. If very angry, count to one hundred.” **Thomas Jefferson**



**Do not use technical terms & terminologies not understood by majority of people.**

“Any intelligent fool can make things bigger, more complex, and more violent. It takes a touch of genius — and a lot of courage to move in the opposite direction.”

**Ernst F. Schumachar**





# Conti....



## Do not speak too fast or too slow.

“Speak your truth quietly and clearly; and listen to others, even to the dull and ignorant; they too have their story...)

## Desiderata

Do not assume that every body understands you.

### *Desiderata*

**GO PLACIDLY** amid the noise and the haste,  
and remember what peace there may be in silence.

As far as possible, without surrender,  
be on good terms with all persons.  
Speak your truth quietly and clearly, and listen to others,  
even to the dull and ignorant; they too have their story.

Avoid loud and aggressive persons;  
they are vexatious to the spirit.  
If you compare yourself with others,  
you may become vain or bitter,  
for always there will be  
greater and lesser persons than yourself.

Enjoy your achievements as well as your plans.  
Keep interested in your own career however humble;  
it is a real possession in the  
changing fortunes of time.

Exercise caution in your business affairs,  
for the world is full of trickery.  
But let this not blind you  
to what virtue there is;  
many persons strive for high ideals,  
and everywhere life is full of heroism.

Be yourself.  
Especially do not feign affection.  
Neither be cynical about love,  
for in the face of all aridity and disenchantment,  
it is as perennial as the grass.

Take kindly the counsel of the years,  
gracefully surrendering the things of youth.  
Nurture strength of spirit to shield you in sudden misfortune.  
But do not distress yourself with dark imaginings.  
Many fears are born of fatigue and loneliness.

Beyond a wholesome discipline,  
be gentle with yourself.  
You are a child of the universe no less than the trees and the stars;  
you have a right to be here.

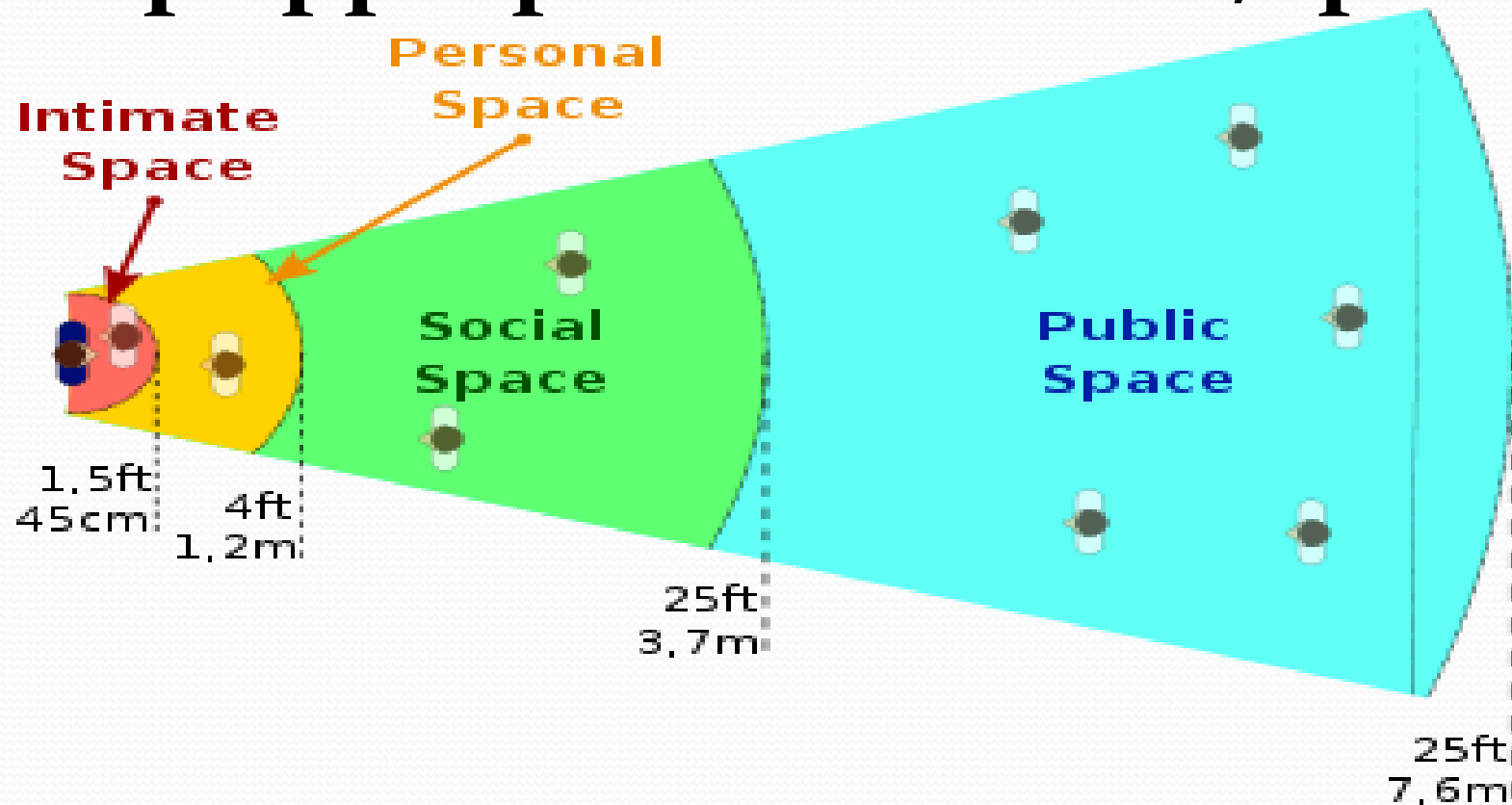
And whether or not it is clear to you,  
no doubt the universe is unfolding as it should.  
Therefore, be at peace with God, whatever you conceive Him to be.  
And whatever your labors and aspirations,  
in the noisy confusion of life, keep peace in your soul.  
With all its sham, drudgery, and broken dreams, it is still a beautiful world.  
Be cheerful. Strive to be happy.

by Max Ehrmann (1927)



# Conti...

- Keep appropriate distance/space



# Cont...

- Take care of your appearance



# Cont....

- **Maintain eye contact**





# Success for you



in the new global and diverse  
workplace requires  
excellent communication skills!



# Feedback...



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