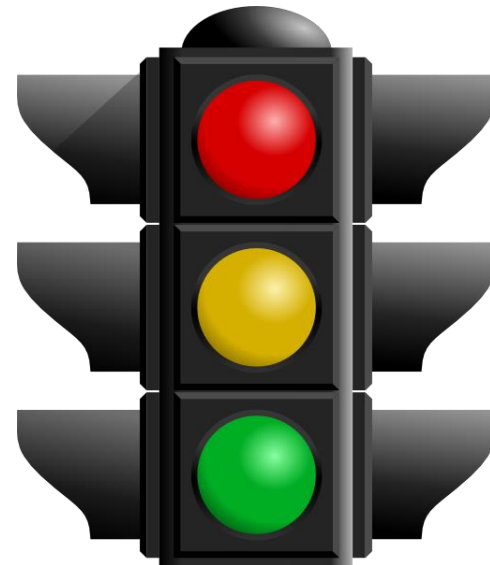


# COMMUNICATION TIPS FOR ACCOUNTANTS

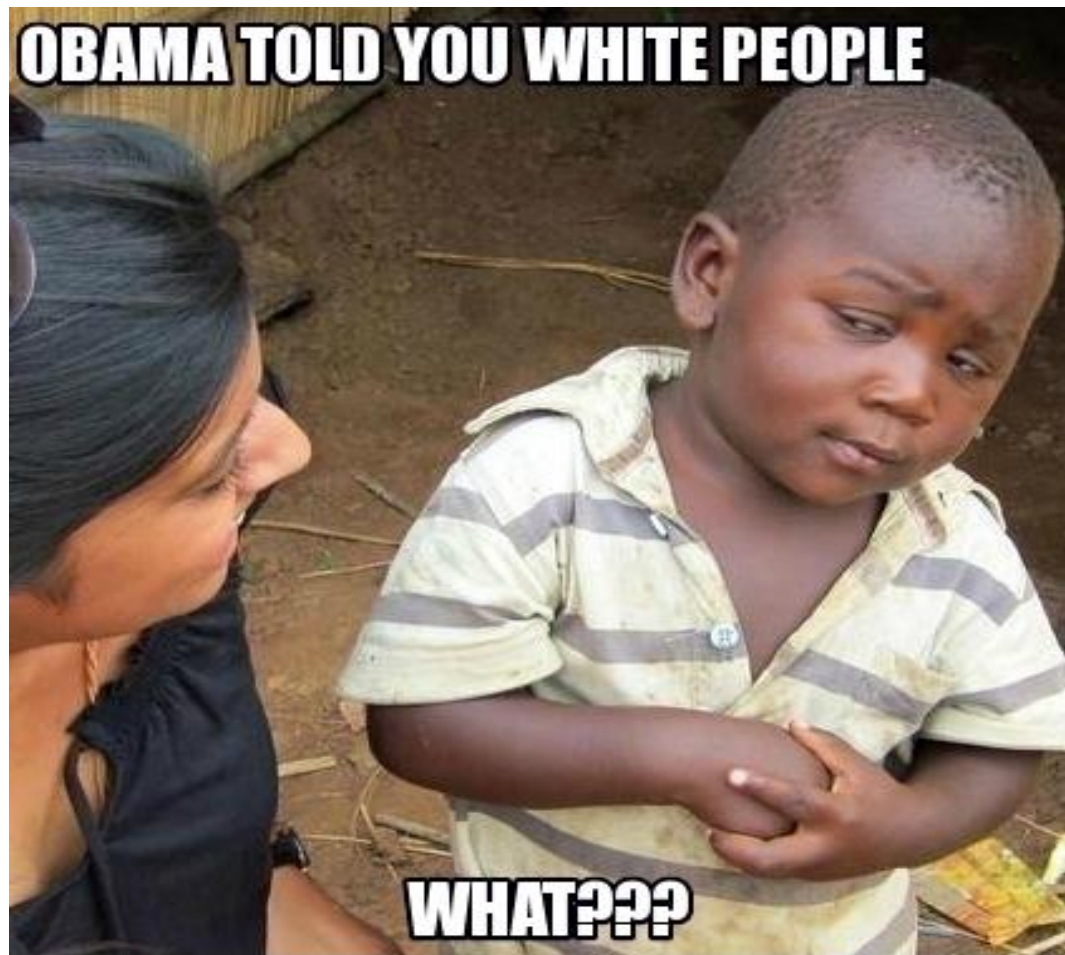
# Communications Def...



- The exchange of thoughts, messages, or information, as by speech, signals, writing, or behavior.



# Communications

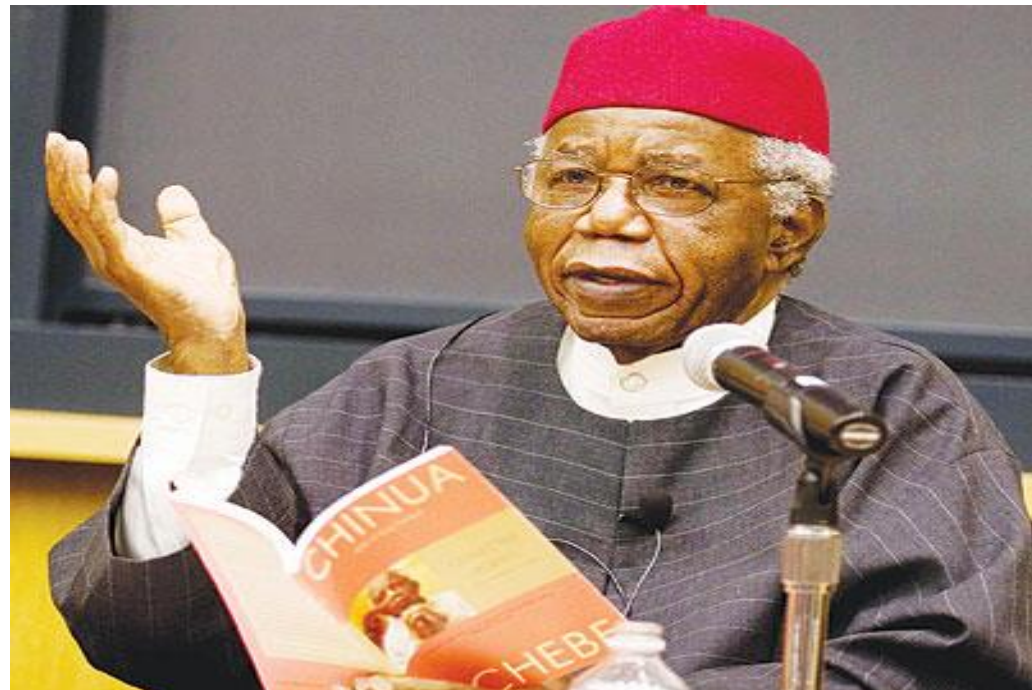


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# Communication Def..



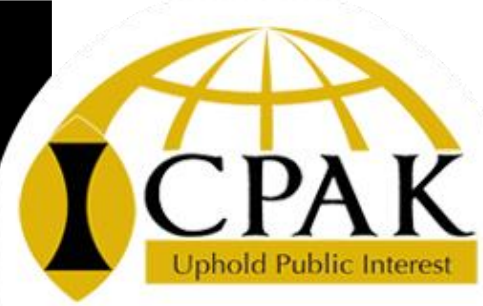
- The art and technique of using words effectively to impart information or ideas.



Among the Igbo the art of conversation is regarded very highly, and proverbs are the palm-oil with which words are eaten.



# Communication Process



## The Communication Cycle



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# Types of Communication

## Verbal Communication



- Use of words, numbers and symbols.
- Tone, pitch, quality and rate of speech carries more weight than the words
- The latter convey the emotions and meaning, regardless of the content of the message.

# Written Communication



Choosing the word with the right meaning and impression is important in order to get the correct message to the reader.

- Avoid jargons, technical words e.g. 'pro bono'
- Gender-free language should be used instead of masculine or feminine words; men and women should be treated equally.
- Racially and ethnically unbiased language should not be used so that no member of the audience is offended. Identification of racial or ethnic origins should not appear in writing unless it is pertinent to the message.

# Written Communication



Check on your mechanics e.g. use of punctuation marks, syntax etc

Example 1

'A Woman without her man is nothing.'

What is your reaction to this statement?



# Written Communication



Check on your mechanics e.g. use of punctuation marks ,  
syntax etc

Example 2

'A Woman. Without her, man is nothing.'

What is your reaction to this statement?

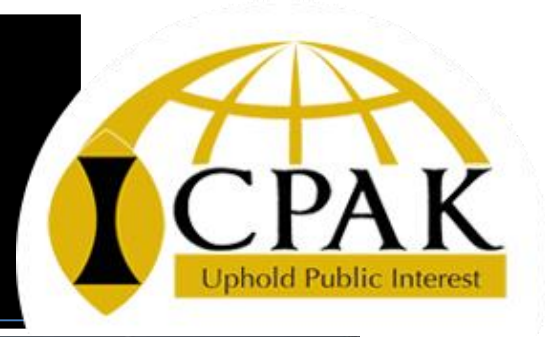
# Non Verbal Communications



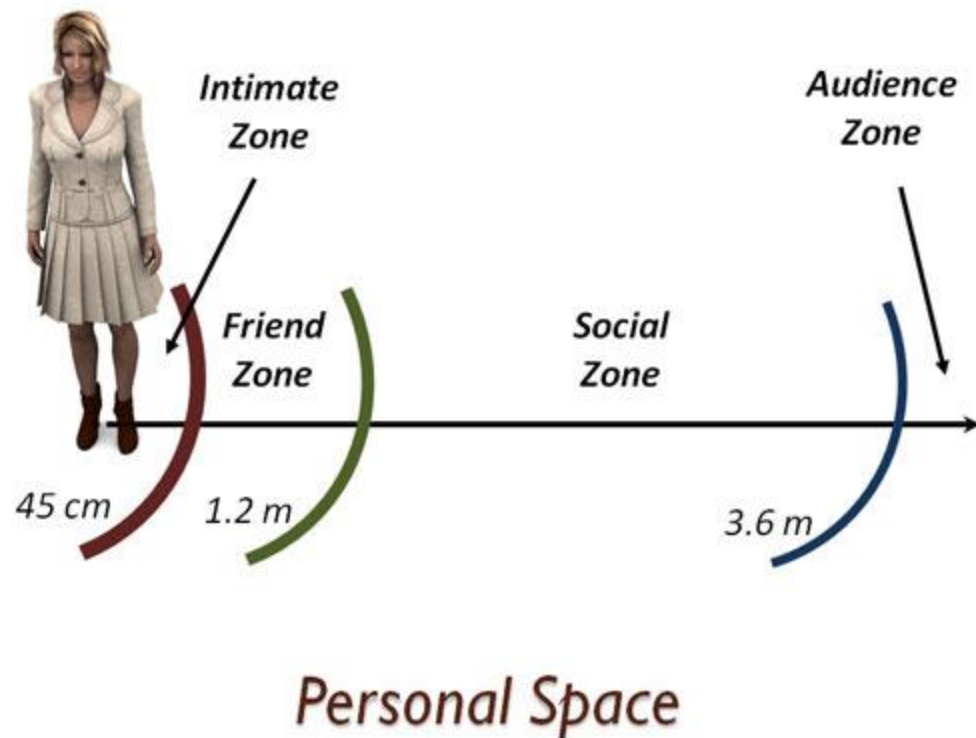
- Facial expressions
- Eye contact, pupil dilation
- Gestures
- Body language and posture
- Proximity and touch

**Most of our communication is non-verbal**  
(which is missing in emails and tweets)

# Non Verbal Communications



# Eye contact/Proximity and personal space



# Body Language/Kinesics



- A great deal of your (true) message can be communicated by your body use and posture
- To work effectively with others  
you need to read body language and ensure you  
are not conveying the wrong signals





# Your Appearance



# Active Listening



- Letting a person know you have heard them, both literally and emotionally
- Encourages further discussion and checks accuracy of message
- Active listening expresses empathy

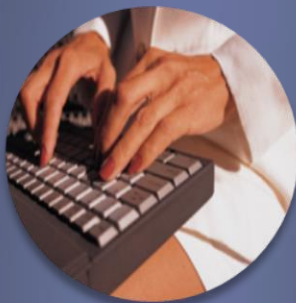


# Use of Social Media



- ▶ Social media is the collective of online communications channels such as facebook, whatsapp, instagram, and twitter dedicated to community-based input, interaction, contentsharing and collaboration.

# Use of Social Media



## Knowledge Sharing

- Blogs
- Microblogs
- Ex. Twitter, Wordpress, Blogger



## Life Sharing

- Photos
- Videos
- Ex. YouTube, Flickr



## Social Networking

- Connect
- Interact
- Ex. Facebook, MySpace



## Business Networking

- Connect
- Interact
  - Ex. LinkedIn



## Community Building

- Collaborate
- Collect
- Ex. Ning (social networking communities)





# Social Media Platforms



YouTube

**“ Multiple platforms,  
multiple audiences,  
infinité opportunités”**





# Content is Key

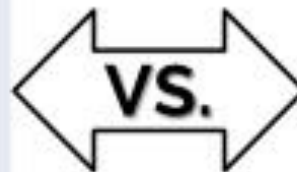


1. What type of content am I sharing?
2. Am I using photos & videos?
3. Is my content valuable and relevant?

# Social Media Platforms



**"Content shared together with images, videos or additional media is found to result in more response and interactions."**

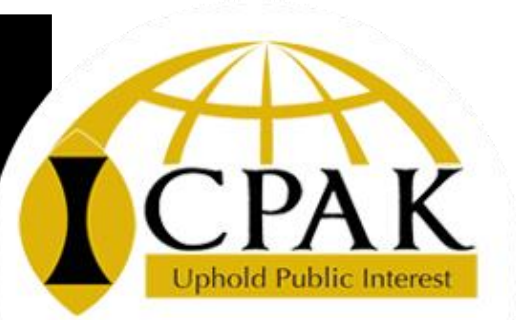


# Communication Barriers



- Language differences
- Poor listening skills
- Distractions
- Physical barriers
- Insufficient warning
- Individual differences
- Lack of feedback
- Inference
- Insecurity
- Inattention
- Poor expression
- Premature evaluation
- Emotions
- Inconsistency

# Communication Barriers



These actors have been depicting my father as eating people, ... I was with him for many years, but I never saw any human flesh.

QUOTEHD.COM

Idi Amin





**“Wise men speak because they have something to say;  
Fools because they have to say something. Plato  
”**

**Thank You.**

**Credibility**

**Professionalism**

**AccountAbility**