



DELVE TRAINING LTD.

Training for Transformation!



COMMUNICATION SKILLS



**The ABC's of outstanding
Communication**

The Biggest silent Killer

Speed kills poor communication kills even more
: Serial killer no 001

Careers

Families.

Dreams & Hopes

Organizations

A is For Attitude

Attitude

**Think you can or think
you can't—either way,
you'll be right.**

—Henry Ford



Kagan

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Matatu culture vs Plane Culture



- **Personal attitude : An individuals tone, body language and appearance.**
- **Jack Ma – Ali Baba**
- **Sanders of KFC**



The Semco Way



Organizational Attitude

- Semco – Ricardo Semler Brazil

Advantages and drawbacks of his style

- He started by firing all the top managers of the company
- Introduced young innovative minds
- Introduced great changes in the working environment
- With a turn over of less than \$ 4 million at his entry he led the company to an annual turnover of \$ 212 million in 2003.
- Encouraged employees to rate themselves

FOOL – A.Lincoln



**The only disability in life
is a bad attitude.**

Scott Hamilton

B is for Business Knowledge



- **Business knowledge** is a **business** owner's extensive reservoir of understanding on customers' needs and preferences, **business** environments and their dynamics, staff skills, experiences and potentials, and the **business**' overall foreseeable direction.



C-Customer Oriented Service



Trail Blazers



Mission is to be “a service company that happens to sell shoes. And handbags. And more...”,

Game Mechanics in **STARBUCKS**

'My Starbucks Rewards'

• Badges

- Reach the gold level, get A personalized Gold Card.
- You can engrave your text.
- Gold card is not for sale.
- Shows that you are **STARBUCKS VIP!!**





✓ Apple has crafted an image of their brand that is approachable, relatable, and accessible to everyone.

✓ Apple promises to deliver a product that will not only compliment your lifestyle but enhance it, and these promises go a long way to making people feel special and included.



✓ For Amazon, it's about innovating in ways that directly impact their customers.

✓ Amazon drones are able to deliver packages to customers faster than ever, and their success means that things like half hour delivery are hovering on the horizon.

Local companies ?



Effective Communication skills at the Work Place



professionalism

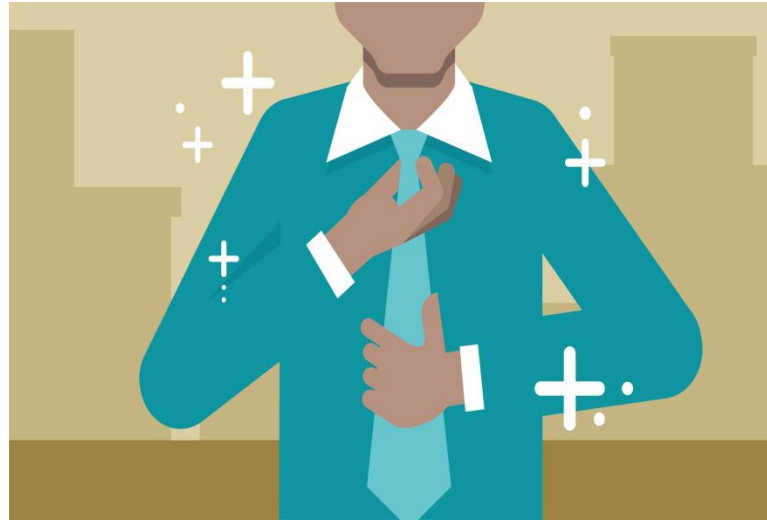


Image & etiquette

- 1. Appearance : How we look
- 2. Behavior : How we act.
- 3. Communication : How we interact
- According to Dale Carnegie “85% of business and social success is due to human engineering; only 15% is due to one’s technical knowledge.



Social setting





Body language



Professional Telephone & Email Communication



Always speak clearly, concise and audible , if not sure please ask to confirm .

Listen and learn : Listen clearly to the clients ,and allow them express themselves without interfering, only come in at appropriate times even if it's a difficult conversation.

Have a professional ringtone .

The above will present a professional image, enhance credibility of your message, provides a positive impression and increases customer satisfaction.

Smile always : Big brother is watching.



- ✓ Email should not replace verbal communication , don't be an email Ninja.
- ✓ Emails are permanent , they are some of your professional footprint , that cant be easily deleted and forgotten so be very careful before you click send .
- ✓ Proof read, before you send.
- ✓ Do not over use "Reply to all"- It can be embarrassing.
- ✓ Use Proper structured sentences.
- ✓ Reply in a timely manner , know who to "cc" "bcc"



Effective Communication Leads to:



- HENRY FORD Vs Charlie Steinmetz “Knowing where to Tinker “

You must Know :

What to say

When to say it

Where to say it

But Most Importantly How to Say it

Wild dog Vs The Lion





