

Communication skills for entrepreneur

Listening

Listening for understanding

- Exercise will power
- Realise that you are missing something important
- Listening to speaker is courtesy
- Do not be distracted by speaker's manner, dress
- Concentrate on main ideas
- Control physical factors

Causes of poor listening

- Not concentrating
- Listening too hard
- Jumping to conclusion
- Focusing on Deliver and Personal appearance

Introduction

1. Get attention and interest of audience

- ❖ Relate topic to audience
- ❖ State the importance of topic
- ❖ Startle the audience
- ❖ Arouse the curiosity
- ❖ Question the audience
- ❖ Begin with a quotation
- ❖ Tell a story

Tips

- ✓ brief 10-20% of speech
- ✓ Experiment 2-3 openings
- ✓ Write out introduction

Techniques of initiation

- i. Quotes
- ii. Definition
- iii. Question
- iv. Shock statement
- v. Facts, figures and statistics
- vi. Short story
- vii. General statement

Body

Patterns of body organization are:

- o Chronological
- o Space
- o Topical
- o Problem-solution
- o Compare-contrast
- o Cause-effect

Conclusion

- Signal end
- Reinforce central idea
- Summarize briefly
- Close with a story
- End with request
- Limit it to 5-10% of speech

Improving Delivery

- Show enthusiasm
- Be conversational
- Use simple language
- Use hands, body language to support your words
- Use humor
- Don't show fatigue or boredom
- Ask questions
- Summarize your points

Avoid

- Nervous habit
- Bluffing
- Habitual repetitive phrases
- Being partial to 1-2 individuals in audience
- Shouting

How to develop communication perception

- How I see myself
- How I see you
- How you see the subject



Source

- How You see yourself
- How you see me
- How you see the subject



Receiver