

Modes of Communication

Study Guide

How to Use This Study Guide

The Study Guide for this course is designed to help you take notes as you're taking the online course "Modes of Communication". It is organized in sections that mirror the elements of the course, with plenty of room to make notes and capture your learning.

The use of the Study Guide is optional. Research shows that different people learn differently, and for many, the act of writing something down as you are learning helps to solidify the information in your brain. If you find the Study Guide helpful, use it. If not, feel free to omit it from your learning process.

Course Overview – Modes of Communication

Communication is the fundamental building block of human interaction. It's especially vital to healthy workplaces. According to the McKinsey Global Institute, productivity increases by 20-25% in organizations with employees that feel connected.

There are four main modes of communication: visual, written, verbal, and non-verbal. They are essential and often used in conjunction with each other. However, each comes with its own advantages and disadvantages.

In this course, you will learn about the different modes of communication, how to decide which is best depending on the scenario, and several important communication skills to hone as a leader.

Learning Objectives – Modes of Communication

By the end of this course, you will understand the following:

- Comprehend the four types of communication styles
- Understand the advantages and disadvantages of each communication style
- Know when and when not to use a particular type of communication
- Learn five types of communication skills for leaders and how to use them

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Communication is Amazing

Communication is the act of transferring _____ and _____ from one place to another. It is how meaning is created within many _____ and is achieved through various _____.

Visual Communication

Visual Communication occurs when information is taken in through _____. It utilizes visual elements such a words, images, signals, facial expressions, and gestures.

Few Advantages of Visual Communication	Few Disadvantages of Visual Communication

Written Communication

Written Communication happens when messages are delivered through _____. This could show up as written symbols in books, letters, billboards, text messages, emails and so on.

Few Advantages of Written Communication	Few Disadvantages of Written Communication

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Verbal Communication

Verbal Communication is the act of sharing information through _____. Types of verbal communication include presentations, conversations, vocal sounds, singing, and so on.

Few Advantages of Verbal Communication	Few Disadvantages of Verbal Communication

Non-Verbal Communication

Non-Verbal Communication is how messages are conveyed without the use of _____. This is done using hand gestures, eye contact, body language, touch, sign language, and so on.

Few Advantages of Non-Verbal Communication	Few Disadvantages of Non-Verbal Communication

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Journaling

#	List the Ways You Could Use Non-Verbal Communication
1	
2	
3	
4	
5	

Communication Skills for Leaders

#	List the 5 Communication Skills Leaders Use
1	
2	
3	
4	
5	

Discussion Questions

Discussion questions are used by workgroups who are taking courses concurrently and want to engage in a conversation about the course content. The use of discussion questions is optional.

1. Are you more adept in any of these communication styles than the others?
2. Can you describe a scenario where one of these communication styles worked really well for you?
3. Can you describe a scenario where one of these communication styles didn't work well?
4. What opportunities do we have to use visual communication more?
5. What is one way we could encourage team members to communicate more effectively?