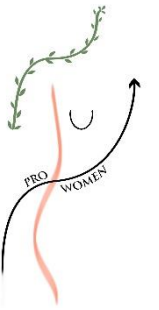




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ProWomen – Up-skilling Itineraries for Women as New Cultural Promoters to Enhance Territorial Heritage

M4: Communication and Marketing

Communication Skills

[name of presenter]

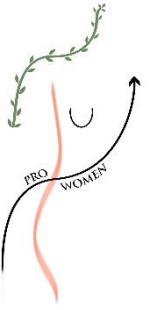
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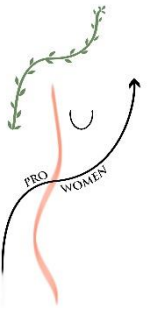


Goals for today:

Understanding

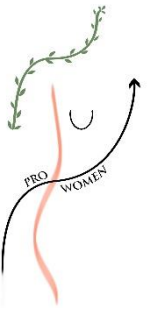
- ❖ What are communication skills?
- ❖ Ethical dimensions of the communication process





Communication Skills...

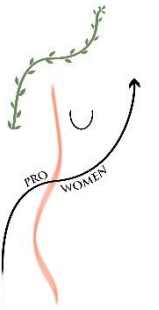
- ... are abilities you use when giving and receiving different kinds of information: communicating ideas, feelings or what's happening around you.
- ... involve listening, speaking, observing and empathizing. It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communications, like email and social media.
- ... are very important in the tourism field: The **Promoters of Cultural and Environmental Itineraries for the Enhancement of the Territories** must be able to effectively communicate in order to attract tourists and to fulfill their goal of promoting the region and its resources.



Communication Skills: Open Communication

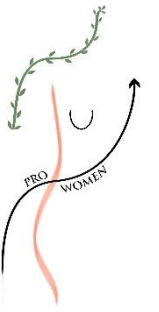
The importance of **open communication for tourist promoters:**

- You can create open communication by engaging your tourists, asking questions, inviting their feedback and point of view.
- Do not talk down to your clients, as this will hinder open communication.
- Open communication will help to increase understanding of the different types of tourists you meet. It will also help to collect more knowledge about different cultures and places thus improving yourself as a tourist guide.



Communication Skills: Active Listening

- Active listening means paying close attention to the person who is speaking to you, avoiding distractions like cell phones, and by preparing questions, comments or ideas to thoughtfully respond. By listening, you can understand the needs of your tourists better.
- There are three steps of active listening.
 - Step 1: Pay close attention to what your tourists is saying.
 - Step 2: Ask questions to clarify. If you are in doubt as to whether you understand, always ask questions to clarify.
 - Step 3: Paraphrase what your tourists is saying or asking to ensure that all have the same understanding.

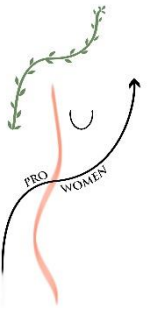


Communication Skills: Adapting

Different styles of communication are appropriate in different situations. It's important to consider your audience and the most effective format to communicate with them.

- Examples:

- If you want to communicate with a potential employer for an interview, it's better to send a formal email or call them on the phone using the according formal language.
- If you are working with a group of that includes people with a intellectual disability, you will adapt your speed, language complexity while giving all necessary information, and make sure that they understand.



Communication Skills

Friendliness

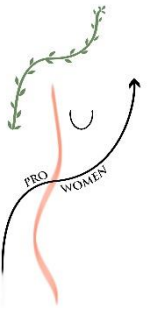
- Both in friendships and in workplace relationships, characteristics such as honesty and kindness foster trust and understanding.

Confidence

- There are many ways to appear confident, including by making eye contact when you're addressing someone, sitting up straight with your shoulders open and preparing ahead of time so your thoughts are polished.

Giving and receiving feedback

- We have to accept critical feedback and provide constructive input to others. Feedback should answer questions, provide solutions or help strengthen the topic at hand.



Communication Skills

Volume and clarity

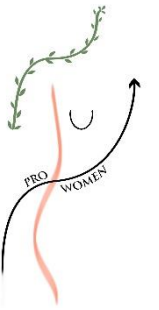
- When you're speaking, it's important to be clear and audible. Adjusting your speaking voice so you can be heard in a variety of settings is a critical skill to communicating effectively.

Empathy

- Having empathy means that you can understand and share the emotions of others and select an appropriate response.

Respect

- A key aspect of respect is knowing when to initiate communication and respond. In a team or group setting, allowing others to speak without interruption is seen as a necessary communication skill tied to respectfulness. Respectfully communicating also means using your time with someone else wisely—staying on topic, asking clear questions and responding fully to any questions you've been asked.



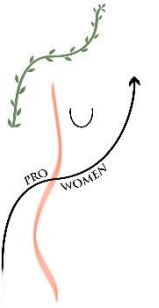
Communication Skills

Understanding nonverbal cues

- As we have seen previously, a great deal of communication happens through nonverbal cues such as body language, facial expressions and eye contact. When you're listening to someone, you should be paying attention to what they're saying as well as their nonverbal language. By the same measure, you should be conscious of your own body language when you're communicating to ensure you're sending appropriate cues to others.

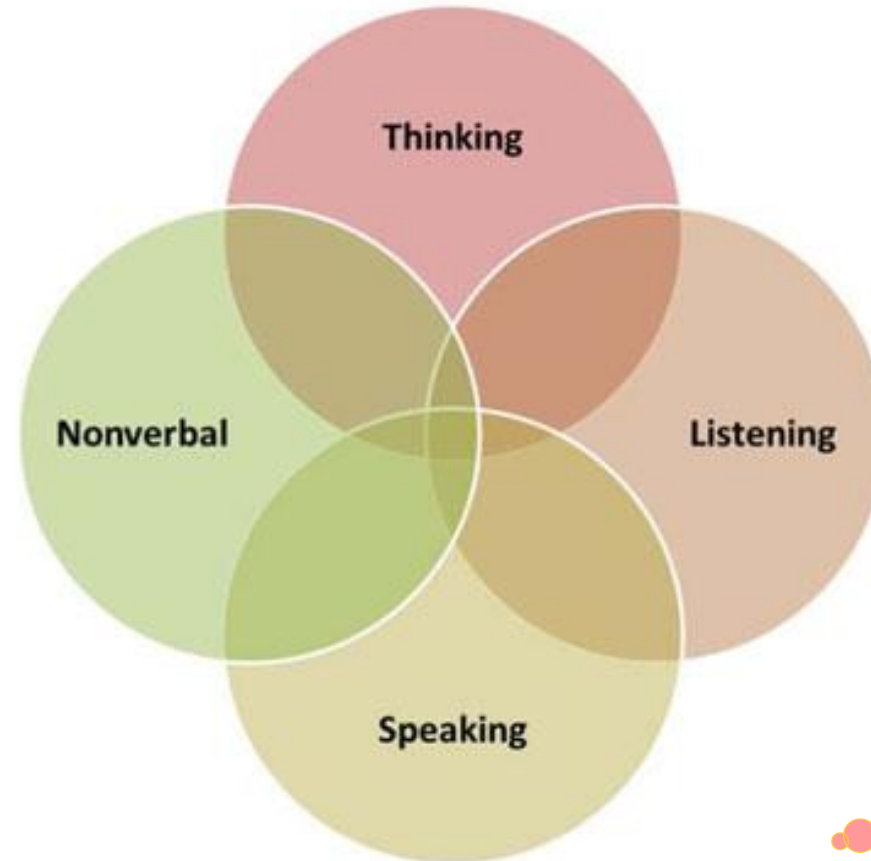
Responsiveness

- Whether you're returning a phone call or sending a reply to an email, fast communicators are viewed as more effective than those who are slow to respond. One method is to consider how long your response will take: is this a request or question you can answer in the next five minutes? If so, it may be a good idea to address it as soon as you see it. If it's a more complex request or question, you can still acknowledge that you've received the message and let the other person know you will respond in full later.



Communication Skills

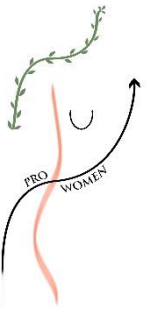
- The four dimensions of communication skills (and a few tips)



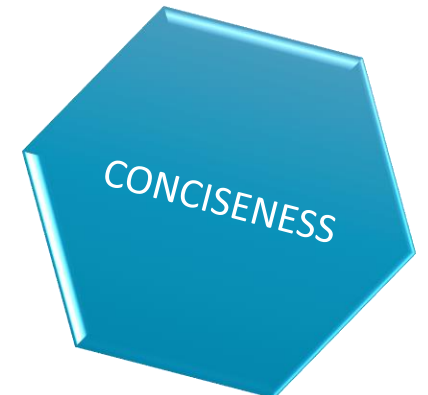


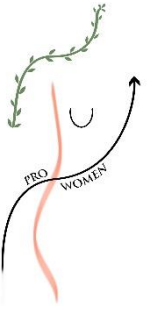
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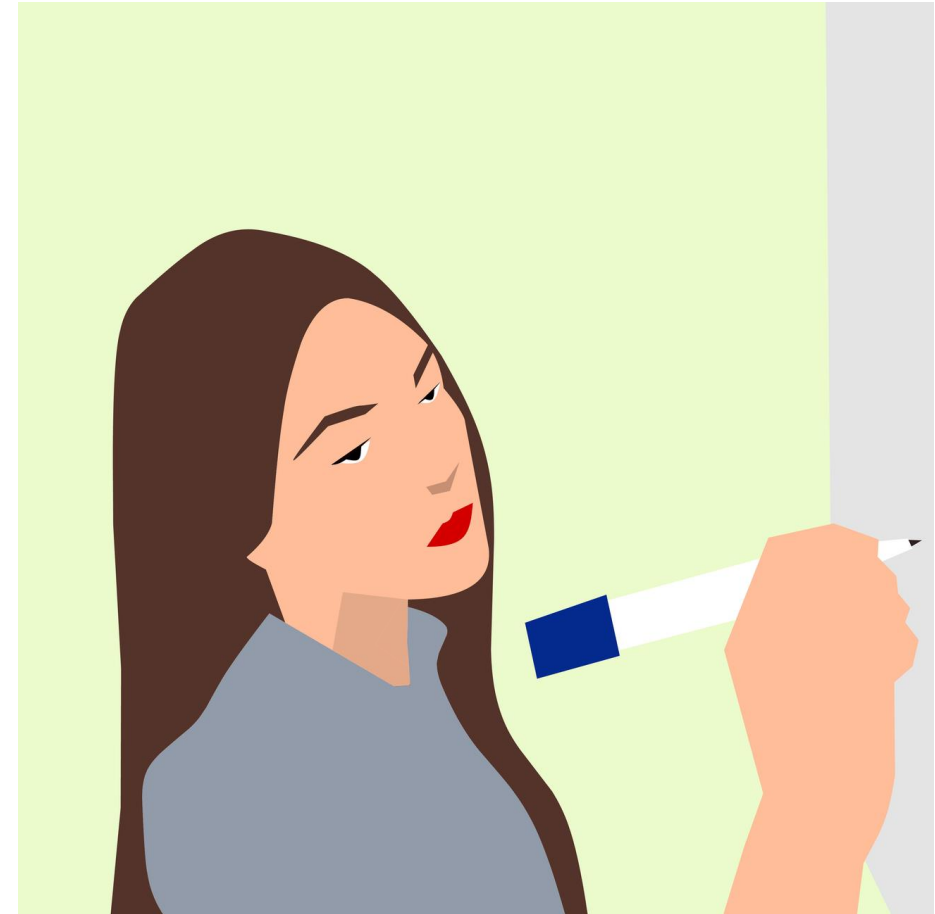
Communication Skills





Key Principles of Ethical Communication

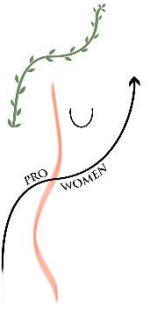
- Be truthful and honest.
- Active listening.
- Speak non-judgmentally.
- Speak from your own experience.
- Consider the receiver's preferred communication channel.
- Strive to understand.
- Avoid a negative tone.
- Do not interrupt others.
- Respect privacy and confidentiality.





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Discuss:

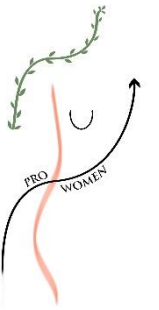
- What do you think about the ethical principles of communication?
- Can you find some examples from your experience where some of these principles turned out to be important?
- Could you say how these principles can be used in your future work as a promoter?





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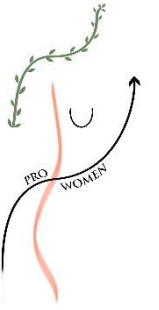
Communication Skills

[Trainers: Please enter a video with tips for good communication in your local language here]



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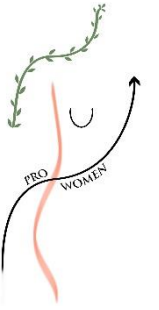
Let's play a game!

“Listen and Talk”



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Reflection:

What are your thoughts on the session?

How did you feel during the game?

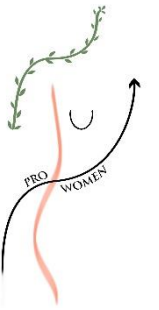
What have you learned?





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