

# **The Communication Skills Necessary For Success in a Career Today**

**ENG105-54 Individual Project Unit 2**

**Essay**

**Keith Rowell**

**November 27, 2004**

## **The Communication Skills Necessary for Success in a Career Today**

Regardless of what business you are in – a large corporation, a small company, or even a home-based business – effective communication skills are essential for success. (*Fowler & Manktelow – 2004*) Whether it is written, verbal, or in a presentation form, good communication skills are the keys to success. This essay will explore the elements that comprise good communication skills.

An essential element of communicating and the one people will judge you by is your writing ability. They will evaluate you on your vocabulary, grammar, spelling, and style. This is one reason it is essential to proof read your. It is also an excellent idea to have someone else proofread your work. You use your spell and grammar checker on your computer every time you write anything. While this is not all there is to good writing, it is one of the most important elements. (*Fowler – 2004*) Your vocabulary tells your reader a lot about you as a writer. When writing a letter, memo, email, or essays vary your vocabulary. This keeps your reader interested in your writing. Just about every word processing software program today has a thesaurus. This is a great tool to use for variety in your vocabulary. Having a prolific vocabulary is essential for communicating in every day life.

One of the fastest ways to turn a reader off is to have misspelled words and poor grammar in your writings. Use your spellchecker on your computer, but don't rely solely on the computer. The computer will not correct a missed used word, for example, two, to, and too, the spell checker see these words as being spelled correctly.

Your style of writing, whether it is formal or informal, encompasses an array of elements that have to be considered. Keep your sentences short and to the point, and try not to ramble on. Organize your writing; don't bury your main points. (*Fowler – 2004*) Avoid using slang words. Abbreviations are another obstacle that you must be aware of. If you have to use an abbreviation, be sure that your audience understands what the abbreviation represents. Clichés or colloquialisms should be avoided or at the very least used with caution. Put your self in the reader's place when writing and you will have a successful writing experience. (*Thrush – 2000*)

When writing, consider once you put it in writing you cannot take it back. Write with caution. Be aware of what kind of voice you are writing in, because what you thought you were saying and what the reader's interpret, may not always be the same. Be clear and to the point. Don't

leave room for misunderstandings or misinterpretation of your work. Read your work out loud and see how it sounds. If it sounds harsh or abrupt, then change it. Sometimes it is good to walk away from it for awhile then come back and reread it out loud again. If you are conscious of what you are writing, you will have less chance of misunderstandings and or hurt feelings.

Oral communication isn't just public speaking. It is something that you do everyday of your life. People perceive you through the vocabulary you use. Don't be artifice when speaking with others. He, who can articulate well, will go far in their career.

Public speaking and giving a presentation go hand in hand. The only difference between public speaking and giving a presentation is that giving a presentation you use some kind of visual aid. The secret to any successful speech or presentation is being prepared and know your subject well. Speak clearly with good diction. Keep your message simple and concise; do not ramble. Tell your audience what you are going to tell them and what you want for them to take away from your speech or presentation. Tell them the key points, expanding and illustrating each one, clearly and concisely. If you want to keep your audience interested in your speech or presentation, avoid too many statistics. If you have most use statistics, give them out in a handout. When preparing your speech or presentation, ask yourself: (1) why am I giving this speech or presentation? (2) Does my introduction grab the attention of the audience? (3) Are the main points in logical sequence? (4) Does it flow well? (5) Is the closing strong? (6) Have you tied the conclusion to the introduction? These are some of the major points you need to consider when preparing for a speech or giving a presentation. (Fowler – 2004)

When giving a speech or a presentation you have to be aware of the non-verbal part of communicating. It's not always what you say, but how you say it that counts sometimes. Your non-verbal actions can make a good speech or presentation or they can be a distraction. You have to be aware of your body language and posture. Do not slouch, but stand up straight. If you slouch, you give the impression that you really do not want to be there. Eye contact is an important step in sending and receiving messages. Eye contact can be a signal of interest, a signal of recognition, even a sign of honesty and creditability. Gestures can both compliment and contradict your message so be aware of them. Your appearance is very important too. Make sure you are dressed and groomed appropriately and in keeping with the audience's expectations. Voice is another area that you have to pay attention too. A good idea, and one that is widely used, is to tape your speech and listen to it. Remember it is not always what you say that your audience will remember about your speech or presentation, but how you say it.

The rules for preparing and giving a presentation are the same as those for giving a speech except that you will be using visual aids too. The visual aids can be a flip chart, overheads, slides, video, DVD, or a computer generated PowerPoint show. Which ever visual aid you choose to use, be sure that the aids are easy to read and easy to understand. Ask yourself, are your aids tied to the main points you are trying to convey. Can your aids be easily seen from any area of the room? It is always a good idea to visit the site where you are going to give the presentation in advance. Make sure that the room is laid out so everyone in the audience can see the presentation. Practice your presentation and make sure that it remains within the timeframe allotted. Be natural and vivid when you deliver your presentation. Visualize yourself being successful when giving your presentation. Be absolutely sure that your notes and the aids are in order with each other. One sure way to lose your audience and your credibility is by saying one thing and having your aids show something totally different. You will come across as not being prepared and you will lose all credibility with your audience. If you follow the rules of giving a speech and these few tips, you will have a successful, memorable, and enjoyable presentation experience. (Fowler- 2004)

In order for you to be a success in today's business world, you have to master good communication skills. When top managers from around the US were interviewed, 87% of them said the number one quality that they look for when hiring someone is how well they can communicate.

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