



Communication: What You Need to Know to Get What You Want

February 3, 2021



Vensure Employer Services and our PEO Partners



Agenda

- 1 Communication Basics
- 2 How Personality Impacts Communication
- 3 How Gender Impacts Communication
- 4 How Age Impacts Communication
- 5 How Culture Impacts Communication
- 6 How to Become a Better Communicator
- 7 Q&A

Instructions for Submitting Questions with GoToWebinar



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Our Panelist



Robin Paggi
Training and Development Specialist

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Communication Basics

Communication Basics

- › Communication: The Process by Which Individuals Use Symbols, Signs, and Behaviors to Exchange Information
- › When the Sender and Receiver Have the Same Understanding of the Message
- › “The Biggest Problem with Communication is the Illusion We Have Achieved It” — *George Bernard Shaw*
- › We Communicate to Get a Desired Response
- › Impacts of Communication:
 - › Personality
 - › Gender
 - › Age
 - › Culture



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How Personality Impacts Communication

How Personality Impacts Communication

Dominance

- Direct
- Blunt
- Brief
- Task-Oriented

Influence

- Jokes
- Stories
- Tangents
- Relationship-Oriented

Steadiness

- Quiet
- Polite
- Agreeable
- Relationship-Oriented

Conscientiousness

- Quiet
- Reserved
- Detailed
- Task-Focused

3

How Gender Impacts Communication

How Gender Impacts Communication

- › Brain Differences Between Sexes
- › Culture's Influence On Gender Roles
- › Masculine Communication Characteristics
 - Face-to-Face Communication
- › Feminine Communication Characteristics
 - Side-by-Side Communication



4

How Age Impacts Communication



How Age Impacts Communication

- › Baby Boomers (1946 – 1964)
- › Gen X (1965 – 1980)
- › Gen Y/Millennials (1981 – 1996)
- › Gen Z (1997 - 2012)
- › Jargon
- › Taboos
- › Eye Contact
- › Perception
- › Hearing

5

How Culture Impacts Communication

How Culture Impacts Communication

- › Culture: Learned System of Thought and Behavior Belonging to and Typifies a Relatively Large Group of People.
- › We Learn and Express Culture Through Communication
 - High Context vs. Low Context
 - Collectivist vs. Individualist
 - Uncertainty vs. Tolerance
 - Masculine vs. Feminine
 - Power Distance
 - Time Orientation
 - Emotional Expression



6

How To Become A Better Communicator

How To Become A Better Communicator



Know How You Communicate



Know Your Audience



Remember the Reason for the
Communication



Tailor Your Message for
Your Audience



Check Your Understanding

Q&A

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**Thank You for
Your Time**

