

Answer to the question number : 1

Communication can best be summarized as the transmission of a message from a sender to a receiver in an understandable manner. The importance of effective communication is immeasurable in the world of business and in personal life. From a business perspective, effective communication is an absolute must, because it commonly accounts for the difference between success and failure or profit and loss. It has become clear that effective business communication is critical to the successful operation of modern enterprise. Every business person needs to understand the fundamentals of effective communication.

Process # 1. Sender:

Communication starts with the sender, who is the initiator of the message. After generating an idea, the sender encodes it in a way that can be comprehended by the receiver. Encoding refers to the process by which the sender translates his thoughts into a series of verbal and non-verbal actions that he feels will communicate the message to the intended receiver. For example, translating the thought into any language.

Process # 2. Transmission:

The information that the sender wants to communicate is transmitted over a channel through which the message travels to the receiver. A channel connects the sender to the receiver. Channels for communication may include a memorandum, a computer, a telephone, a telegram, or a television.

The choice of a channel depends on the communication situation. For instance, when dealing with confidential information, direct face-to-face interaction or a sealed letter are more effective channels than a telephone conversation.

Process # 3. Noise:

Noise is anything that has a disturbing influence on the message. Since noise hinders communication, the sender should choose a channel that is free from noise. Noise may occur at the sender's end, during transmission, or at the receiver's end.

Examples of noise include:

- i. Ambiguous symbols that lead to faulty encoding
- ii. A poor telephone connection
- iii. An inattentive receiver
- iv. Faulty decoding (attaching the wrong meaning to the message)
- v. Prejudices obstructing the poor understanding of a message

vi. Gestures and postures that may distort the message

Process # 5. Receiver:

The receiver is the person to whom the message is transmitted. In order to decode the message, the receiver has to be ready to receive the message. That is, the receiver should not be preoccupied with other thoughts that might cause him to pay insufficient attention to the message. Decoding refers to the process of translation of symbols encoded by the sender into ideas that can be understood.

Communication can be considered effective only when both the sender and the receiver attach similar meanings to the symbols that compose the message. For example, a message in technical jargon requires a recipient who understands such terms. Communication is not complete unless it is understood by both the sender and the receiver.

Process # 6. Feedback:

A message generated by the receiver in response to the sender's original message is known as feedback. Feedback is necessary to ensure that the message has been effectively encoded, transmitted, decoded and understood.

It helps a sender evaluate the effectiveness of his message, so that he can modify his subsequent messages. Feedback also confirms whether there has been any change in the behavior of the individual or in the organization as a result of communication.

The communication model discussed above provides the basic framework of the communication process, identifies the key elements (sender, transmission, receiver, noise and feedback), and shows their relationships. This framework helps managers pinpoint communication.

Answer to the question number : 3

Values, beliefs and attitudes

What do you do if your values, beliefs and attitude differ to the values of the school, child development or the law? Join the discussion.

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People's values, beliefs and attitudes are formed and bonded over time through the influences of family, friends, society and life experiences. So, by the time you're an adult, you can hold very definite views on just about everything with a sense of "no one is going to change my mind".

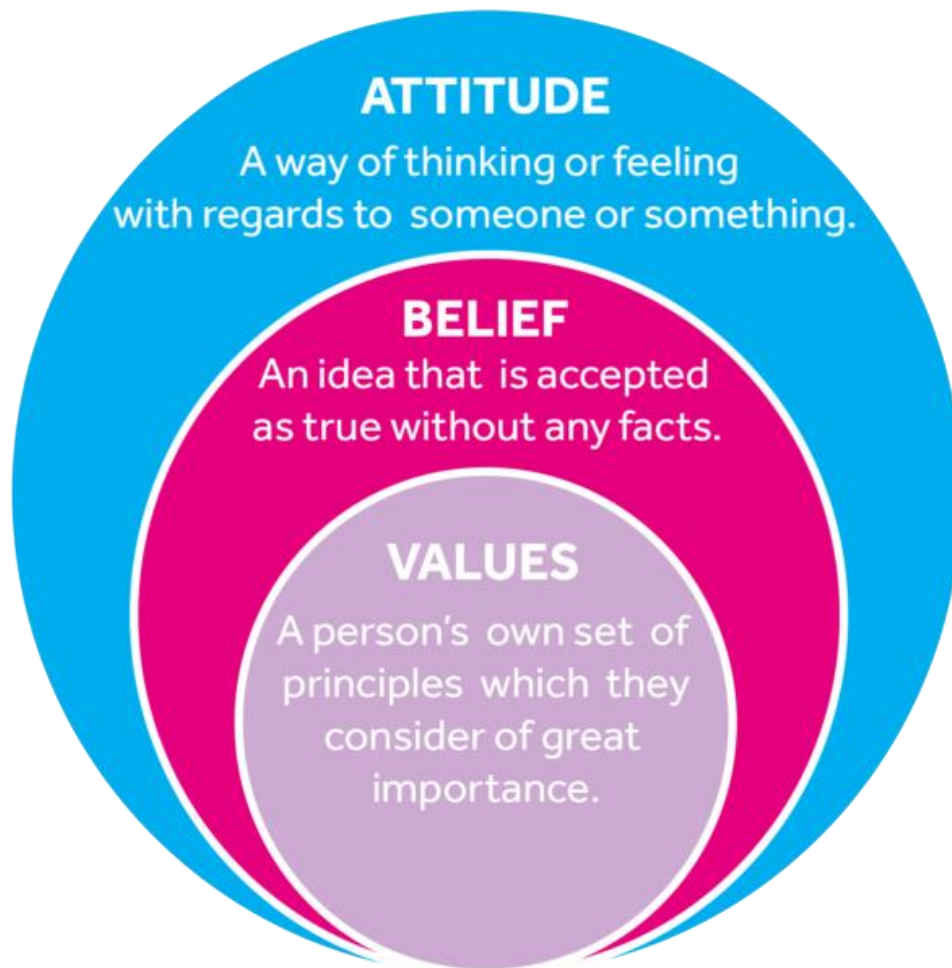


Figure 1: Definitions of values, belief and attitude. ©University of Reading

The combination of your personal values, beliefs and attitudes are your moral principles that guide you in life and affect your behaviour. However, your views can wildly differ to others and in an institution such as a school, these beliefs may be counter to the values of the school, child development or indeed the law. Here are some examples:

Values that clash with child development.

You believe that boys need more help and are less able to look after themselves than girls, because of your experience with your children. At home you fuss around your son much more than your daughter. In

school, there's an approach of equality of opportunity, and the expectations of girls and boys are that they equally behave well, clear up and help each other. However, you don't believe this can happen. In class, you pay more attention to the boys by making sure they have all they need, getting them paper, pencils and resources while trusting the girls to already be organised. Do you think it's fair to make this assumption? What messages are you sending to the boys and the girls?

Values that clash with effective child management.

Some pupils are brought up in households where swearing is the norm and they bring that view into school. You, however, vehemently hate swearing and when a pupil does swear you hand out the worst possible punishment. Have you considered whether the punishment fits the 'crime'? Or even linked to the issue? Is the punishment more to do with swearing than what the pupil has done? It could be that the pupil has been provoked so much they've lashed out by swearing. If you don't deal with the underlying issues and simply punish the swearing, then your moral compass – not the school's moral compass – is prevailing.

Everyone has their own view about education and what it should involve, which can lead to healthy debates and ideas. However, it needs to be acknowledged that a personal view will remain just that – unless it's supported by sound evidence.

When working in schools, you must be prepared to adjust your belief system to fit the education and school system. If you refer to the [previous Step](#) as an example, even though you may disagree with sex and relationships education for all ages – if it's the law – you'll have to teach and support the subject. It's a bit like having a light switch – you have to turn your values off while in school. It can be hard but it isn't fair on pupils if they are expected to be taught something, and it is then not taught, or taught badly. By following the rules and values of the school you are not compromising your own values and beliefs.

Answer to the question number : 4

It's all over Proverbs: *wisdom makes life better and also makes you better at life!* At Newbreak, we believe wisdom comes in part from curating great content. One thing we have invested a considerable amount of time to these last two years (specifically) is in the realm of relationships. If you are like us, we are always trying to acquire more understanding and wisdom when it comes to relationships in our lives. Now, while there is much more to learn and to share, we figured this is as good a time as ever to recall some of the great content we have put out regarding this subject.

Here are 5 key insights on relationships taken from some of our content of the past two years.

1) Values guide our lives and our families, so proactively choose your family values!

The famous saying echoes this truth: "Direction, not intention, determines destination." Meaning, our lives are headed in a direction. And despite how good and pure our intentions are, where we are going is shaped by values. Many families would benefit greatly by choosing 3-8 values that are meaningful to them and their intent to live gospel-centered lives. We talk more about this and give practical steps of [how to create personalized values in this blog post HERE](#).

2) Embracing unity does not mean enforcing uniformity.

This is crucial. Often times the reason unity feels unattainable is because of the mischaracterization that unity is equal to uniformity. However, unity can and does involve diversity. The universe itself is unified yet diverse (hence the etymology of the word). So, let's think about the diversity within those who call themselves "Christians." There are differences in region, socio-economic status, denomination, education, and the list could go on. Yet, there are a couple of core beliefs that unite all believers, and that is worth celebrating and emphasizing despite the differences in views regarding other subjects. We wrote an inspiring piece on this (which went viral) [you can read it HERE](#).

3) Improving communication involves taking interest in the interest of others.

Whether trying to reinvigorate communication with a child, colleague, or friend, taking the time to learn more about someone's interests is a guaranteed way of boosting communication. When you inquire and listen to someone's passion points, you will build

rapport in the relationship. It's one of the best relational hacks because it is really one of the simplest ways to generate more meaningful dialogue. This was one of the [key points in this blog post HERE](#), where we discussed ways to improve communication at home.

4) There is a right way of resolving conflict, and Jesus took the time to tell us what it is.

When conflict strikes, it is easy to forget everything we know and do whatever seems best in the moment. However, it is worthwhile to stop and take time to remember some key principles laid out in Scripture of how to resolve conflict in Jesus' way. We laid out [these four steps in this post HERE](#), which we highly recommend bookmarking for reference!

5) A spouse cannot fulfill you, only the Lord can.

It's a painful lesson for many who have an overly romantic view of marriage; it isn't about sex. While marriage is an incredible union, it was never meant to be the end-all, be-all. Only God can fulfill us in the deepest and most meaningful way possible. In fact, the whole story of the Bible reveals this end-goal of God to be our Divine Spouse. You can read more about [this biblical theme by clicking HERE](#).

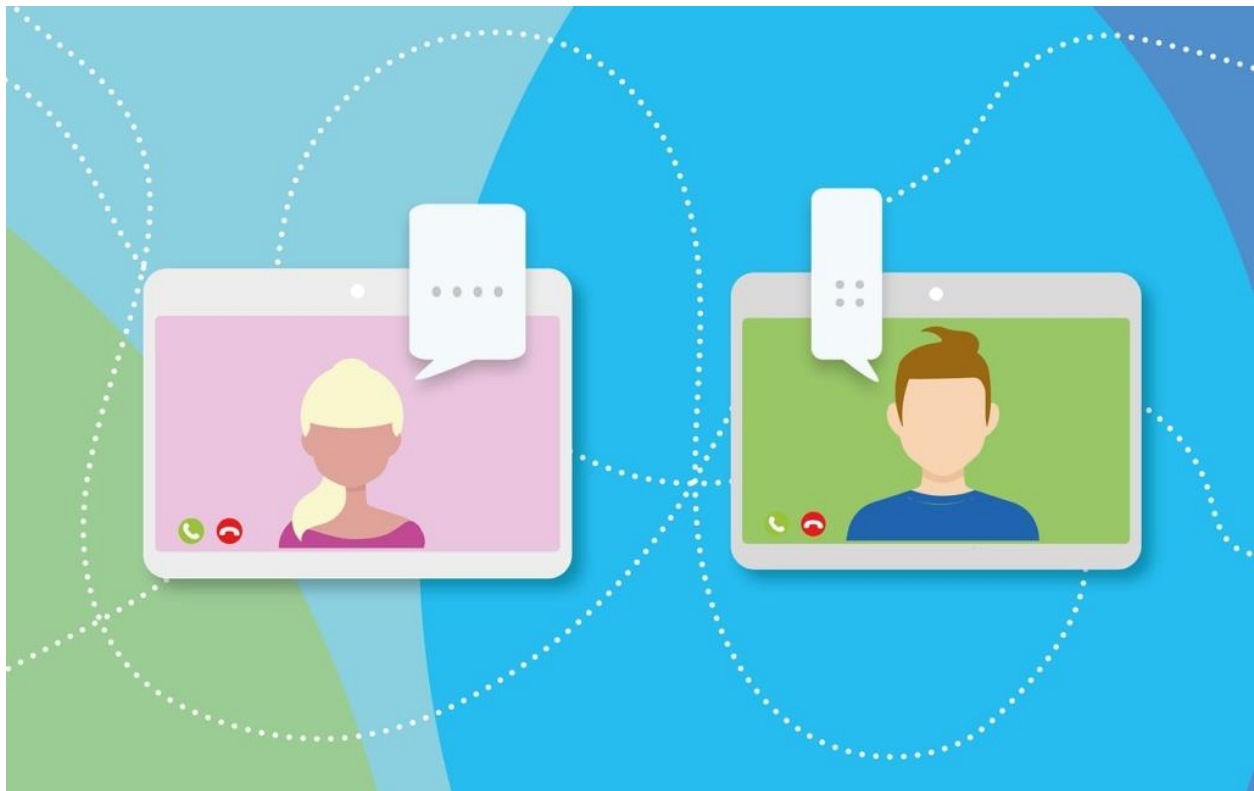
We are a church that believes that one way to empower is to resource. So we are always on the mission to create quality, thoughtful, and applicable resources. For example, we hosted our first Relationships Conference, which [you can watch again by clicking HERE](#). Stay tuned for many more resources as we all strive to acquire more of God's wisdom and understanding to make life better and us better at life!

Build a practice of active engagement in regular meetings to share updates, questions, and issues. Keep the momentum and conversations going by following these consistent practices across multiple levels of the organization. In this editorial, ZEFR Product Lead [Bharat Manqlani](#) offers advice to product teams for building strong lines of communication.

As a Product team expands and onboards team members, the team's overall personality will also change. Each member brings new

perspectives, strengths, and dispositions. Enable each teammate to thrive by forging strong and consistent lines of communication.

Especially in a remote work environment, strong lines of communication are critical to keep everyone feeling [equally well-connected](#). And when in doubt, [overcommunicate](#). Don't assume everybody got the message, even if you've already said it a few times. Strong communication means that team members understand the 'why' and feel both inspired and empowered to get down to work.



Effective one on ones

The foundation of strong product team communication begins with effective one on ones with the team's manager. This time is critical for

building and fostering close bonds between managers and direct reports. These sessions are valuable opportunities for PMs to discuss the most pressing items from their purview. Allow each individual the freedom to [drive the meeting](#) and adapt your mindset to what they require in that moment. This may be a session to transfer knowledge to enable them to drive forward an initiative, for example. Or it could be a time to talk about their individual career goals and strategizing on how they can best achieve them with your support. Carving out this time and making it count will create strong alliances, and will best position each individual for success.

The foundation of strong product team communication begins with effective one on ones.

BHARAT MANGLANI ZEFR PRODUCT LEAD

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Furthermore, one on ones should also occur at the “skip” level so each team member has exposure to their manager’s manager. Similar to the sessions with managers, every Product Manager should have the ability to discuss what is top of mind for them. It is also a great opportunity for leaders to share any executive-level updates that employees may not have heard about. This feedback loop goes both ways, of course, and senior management will hear firsthand about critical insights and potential issues from the field.

Peer check-ins

Each Product Manager drives a critical component of the product vision to meet organizational goals. These product areas can be related to one another to provide customer value through the overall [product portfolio](#). Therefore it's crucial for team members to communicate closely with one another. These communications can also take the shape of one on one meetings provided their cadence is appropriate. Another approach is to have these sessions with a broader group of colleagues to cover multiple product areas.

Either way, the candor and empathy in these discussions are vital to strengthening inter-team connections. They also broaden the team's perspective on the unique goals and challenges each product area is experiencing. The collective vantage points – enabled by strong lines of communication – create a powerful problem-solving force that all PMs need in their arsenal.

Team communication

Finally, the full product team meeting – or “All Hands” – is also a great way to reinforce the lines of communication and align to team goals. But be sure to follow good meeting hygiene. Begin and wrap up on time. Successful meetings start with an agenda that is available for all participants to review and contribute to. To create positive energy and foster engagement from the start, ask the team for wins they would

like to celebrate as the first agenda item. This simple exercise does wonders for making meetings more enjoyable and productive. Make sure to provide ample opportunity for participants to speak using their preferred method (e.g., speaking up, raising their virtual hand, typing in chat). Then ensure that no precious views are lost by asking each individual at the end of the meeting for their thoughts per [Calendly's recommendation](#).

Conclusion: Intentional communication

Strong communication means building connections at all levels of the product organization. From one on ones with PMs and product leaders, to peer meetings, to team communication, maintaining these lines takes work. So be intentional. Cultivate communication. And reap the benefits of empowered teams that function at the highest level.

Answer to the question number : 5

REPRESENTATIONAL SYSTEMS : VISUAL, AUDITORY & KINESTHETIC

Posted on 28/05/2008 by kvaes

Introduction

As human beings we experience the world through our physical senses: Vision, Hearing, Touch, Taste and Smell. In NLP the senses are split into three groups and referred to as Representational Systems (rep systems). This term relates to the fact the brain uses the senses to build our internal representation, or model of the world around us.

- **Visual** : the things we see
- **Auditory** : the things we hear
- **Kinesthetic** : the things we feel (touch/emotion), taste or smell

Preference

You can start finding out about the way that you are using your senses by taking a trip down memory lane... Simply remember something pleasant; perhaps about a situation where you were on holiday. What's the your first thought or sensation in the instant that the memory comes to mind? Whatever your first thought is, it will fit in to one of the "VAK" categories (rep systems).

For example, when remembering a beach holiday, some people's first recollection will be seeing the blue sky and bright sunlight (visual); others might remember hearing the sound of the sea or noise of children playing (auditory); some will remember the feel of the warm sunshine, the smell of hot-dogs or the taste of ice-cream (kinesthetic).

Whatever your first thought is, it will offer a clue to your preferred (or leading) rep system.

Eye Accessing Que

There is an identified pattern of relationship between the sensory-based language people use in general conversation, and for example, their eye movements (known as

eye accessing cues).

Common (but not universal) Western layout of eye accessing cues:

- Upwards (left/right) – Visual (V) – “I can imagine the big picture”
- Level (left/right) – Auditory (A) – “Let’s tone down the discussion”
- Down-right – Kinesthetic (K) – “to grasp a concept” or “to gather you’ve understood.”
- Down-left Auditory internal dialogue (Aid) – talking to oneself inside

Eye movements to the left or right for many people seem to indicate if a memory was recalled or constructed. Thus remembering an actual image (Vr) is associated more with up-left, whilst imagining one’s dream home (Vc) tends (again not universally) to be more associated with up-right.

Note: - NLP does not say it is ‘always’ this way, but rather that one should check whether reliable correlations seem to exist for an individual, and if so what they are

Using VAK as a tool

Understanding of the VAK concept can be very handy in interpersonal situations. It can help you to improve communication by tuning in on the same frequency (V, A or K rep system). By using visual words, you are able to attract the interest of the person who processes incoming information through their eyes. By using auditory words, you can catch the attention of the auditory person who processes information by hearing. And with the use of well-placed kinesthetic words, you can establish instant rapport with the person who relies on touch and feelings.

Examples: V-A-K Words and Phrases

- **Visual:** Beyond a shadow of doubt, Describe, Get an eyeful, Get a perspective, Gleam in the eye, Hazy idea, Imagine that, In view of, Looks like, Like a photo, Mental image, Mind’s eye, Map out, Paint a picture, Pretty as a picture, Take a peek.

- **Auditory:** Clear as a bell, Discuss, Entertain me, Give me your ear, Hardly a peep, Heard voices, Hold your tongue, Listen in, Loud and clear, Power of speech, Manner of speaking, Outspoken, Pay attention to, Rings a bell, Purrs like a kitten, Tuned in.
- **Kinesthetic:** Chip off old block, Demonstrate, Get a handle on, Get a load of this, Be in touch with, Gut feeling, Draw a picture, Heated argument, Illustrate, Tasty, Hot seat, Lay hands on, Intuition, Point out, Feels just right, Moment of panic.

Note: If you're do not know the rep system of your communication partner(s), then the trick is to be able to insert enough of all three kinds of key words into your message.