

Communication Skills for Entrepreneurs



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Course Outlines

- What are communication skills
- Why communication skills are important for a business owner.
- Types of Communication skills
- How to Communicate Effectively through Multi-Media Outlets



Communication Skills

Communication skills are the abilities you use when giving and receiving different kinds of information. Some examples include communicating new ideas, feelings or even an update on your project.



EFFECTIVE COMMUNICATION

Listen



Understand

Interact



Why Are Communication Skills Important for a Business Owner

As entrepreneurs, we use our communication skills all the time during our normal business activities.

- Pitching to potential investors
- Dealing advertisers
- Teaching users how to use your product or service
- Interviewing for a job in your company
- Calling your employee's attention
- Negotiating more favorable terms with your suppliers
- Proposing a new web design to your developers



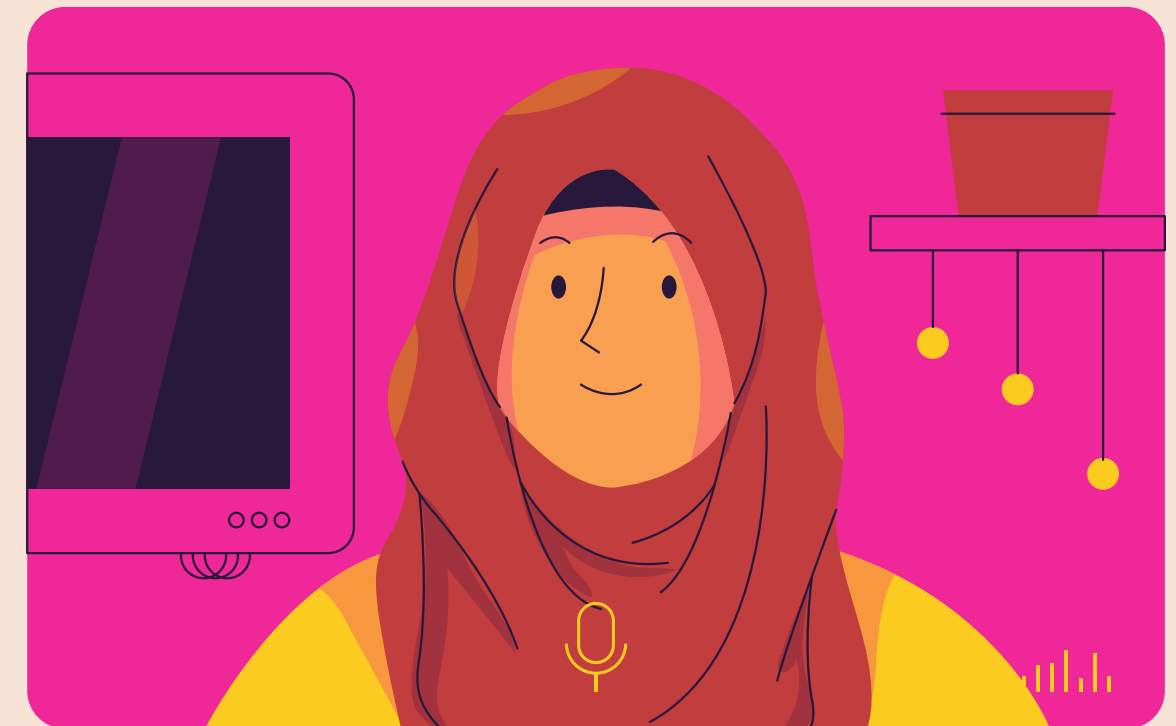
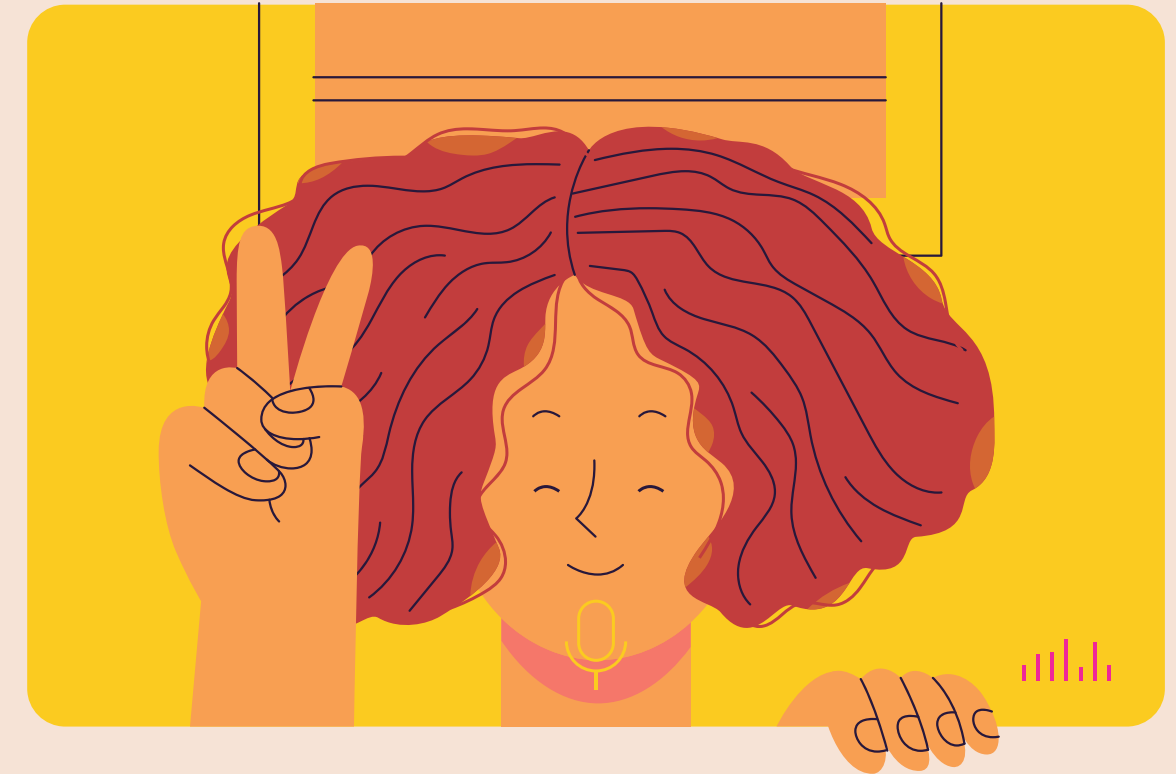
Quiz - Reviewing Concepts

1. In practical terms, how do effective communication skills benefit the business owner?
 - a) There is no practical way to utilize such abilities; they are only for show
 - b) A business owner can use them to save time and money
 - c) Such skills amount to the difference between strong friendships and weak ones
 - d) Communication skills automatically enhance a company's bottom line

2. How does a business benefit from its employees' enhanced communication skills?
 - a) The company is less likely to suffer from grievous employee errors
 - b) Communication skills are most important in the C-suite; proper employee communications don't serve to bolster the company much as a whole
 - c) Unfortunately, employee confidence may create tension with clients
 - d) When employees can communicate effectively, members of management have less to do

Active Listening

How to be an active listener



**1) Look at the Speaker &
maintain Eye Contact**

2) Reduce External Distractions

3) Reduce Internal Distractions

**4) Let Others Have their
Say**

5) Keep an Open Mind

6) Be Comfortable with Silence

7) Avoid Making “Me too!” Statements

**8) Ask Questions without
Over-Interrupting**

**9) Encourage the Speaker
to Continue**

10) Paraphrase

Quiz

1. An active listener who is maintaining eye contact with a speaker has a positive effect on the conversation, except when he does this.

- a) Stares
- b) Winks at the speaker
- c) Looks elsewhere for a few brief moments
- d) Appears a little too wide-eyed and innocent

2.. How does one use body language to convey interest?

- a) By keeping arms uncrossed
- b) By leaning slightly toward the speaker
- c) By giving the occasional nod
- d) All of the above

Body Language

We communicate 80 percent of any given message through body language. Mastering how we send and receive these physical messages is an essential component of establishing strong business relationships.



Control the Emotions Behind It

Open Stance

Arms by the Side

Open Hands

Good Posture

Shoulders Back

Lean Forward

Relaxed Face

Smile

Eye Contact

Public Speaking

- Be Prepared
- Body Language
- Confidence



Quiz

1. How does one use body language to convey interest?
 - a) By keeping arms uncrossed
 - b) By leaning slightly toward the speaker
 - c) By giving the occasional nod
 - d) All of the above

2. What's the most important component of success in public speaking?
 - a) Detailed note cards
 - b) Preparation
 - c) An attentive audience
 - d) Impressive props

Common Barriers to Communication

1. Physical Barriers
2. Attitudes
3. Language
4. Physiological Barriers
5. Problems with Structure Design
6. Cultural Noise
7. Lack of Common Experience
8. Information Overload



Quiz

1. Which of these is a common communication barrier?

- a) The act of harboring prejudices and stereotypes
- b) Writing in ALL CAPS
- c) A scratchy throat
- d) Smiling a lot while talking

2. When our facial expression and stance suggest something other than what we are saying, which is our audience more likely to believe?

- a) They will believe what our body language suggests
- b) They will listen to what we are saying
- c) They will become confused about what to believe
- d) They will choose whichever message is more viable

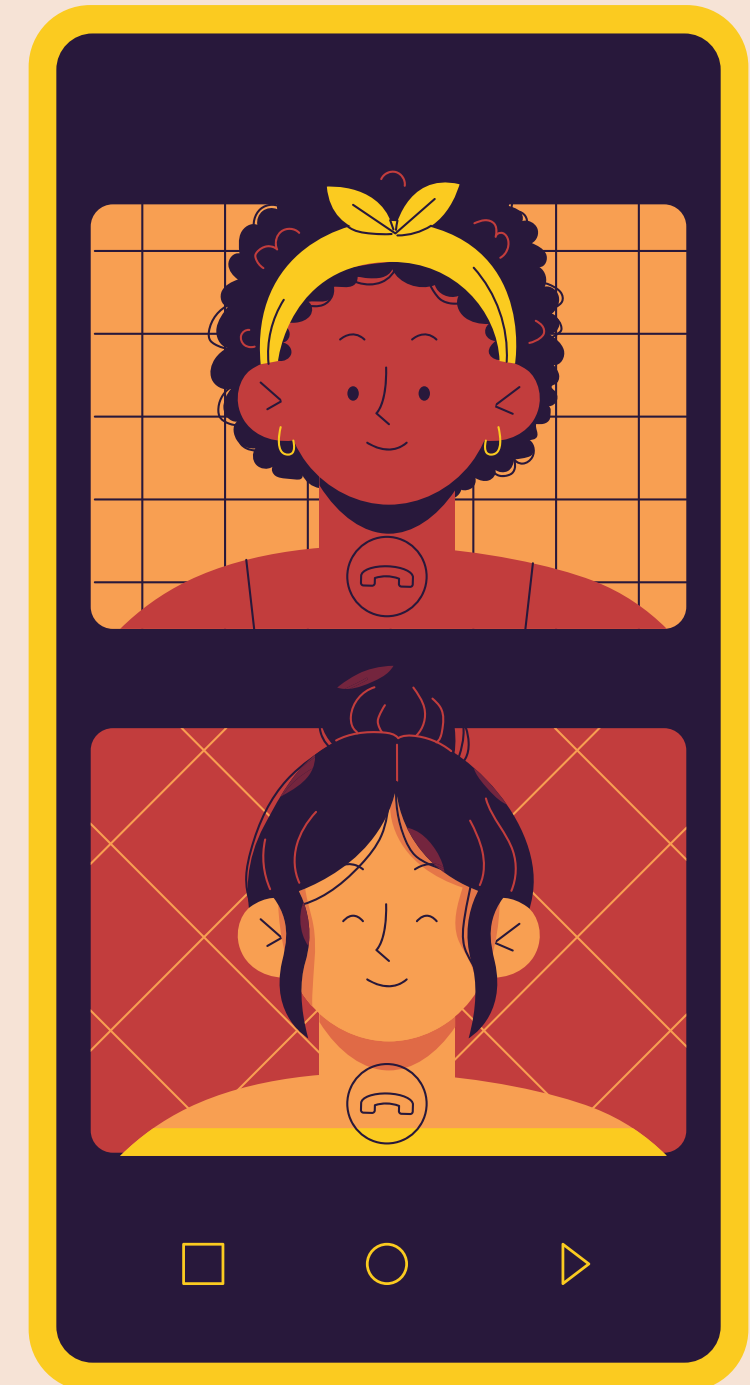
How to Communicate Effectively through Multi-Media Outlets

- **Email**

1. Create a Relevant and Enticing Subject Line
2. Keep the Message Short and to the Point
3. Avoid Emotional Language

- **Social Media**

Timing and predictability are two important considerations to keep in mind when using social media as a business communication tool





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Thank You!

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