

Module title	Building Community Leadership Capacity
Unit title	Effective Communication
Time needed to complete unit	60 Minutes
Why is this important to know?	Communication is the key to success in any arena. In order to be an effective leader, a person must master the art of, or at least be a student of communication. Communicating with people from a different cultural background requires an understanding of what communication style that culture is accustomed to and comfortable with. Cultures can use direct, indirect, be high context or low context communicators. Facilitators must research the culture being worked with. This unit focuses on teaching effective communication from an American perspective. Whenever possible examples of what would be effective in other cultures are included.
Objectives/Purpose	<ul style="list-style-type: none"> <li>• Participants will define what it means to effectively communicate</li> <li>• Participants will identify verbal and non-verbal elements of communication</li> <li>• Participants will learn active listening skills</li> <li>•</li> </ul>
How to use this information	<ul style="list-style-type: none"> <li>• Sharing with colleagues who are working with immigrant populations or groups whose first language is not English</li> <li>• Reviewing some basic elements of American communication styles for new immigrant populations who may not be aware of differences in communication styles and demonstrating some cultural differences in communication styles to Extension educators.</li> </ul>
Supporting materials  <i>(handouts, Power Points, activities, etc.)</i>	<p><b>Presentation:</b></p> <ul style="list-style-type: none"> <li>• Allow the group time to get to know each other by having them discuss what effective communication means to them. See Power Point for suggested Icebreaker.</li> <li>• If you choose not to do the icebreaker the following, are some questions to help generate discussion: How do you know when someone is listening to you? What are some clues that indicate the person understands what you are saying? This activity can be</li> </ul>

	<p>done as a worksheet, a large group, or in smaller groups.</p> <ul style="list-style-type: none"> <li>• Use the Power Point to demonstrate the importance of being a good listener as part of being an effective communicator.</li> <li>• Present the concept of active listening-verbal components and non-verbal components-with a training partner, do two demonstrations, one not using any of the skills, and one using all of the skills. Ask the group what was different in the second demonstration and how they think the person felt in the first demonstration. See the Power Point for additional discussion questions.</li> <li>• Discuss direct forms of communication and indirect forms of communication</li> <li>• Present information on how various cultures communicate and compare and contrast to American communication style. See the Power Point for information on cultural differences in communication.</li> </ul>
Additional resources, web links	Punzo, Richard. 2000. <i>Presenting Across Cultures</i> . Training Management Corporation. Princeton Training Press; Princeton, NJ.
References	Ting-Toomey, Stella. 1999. <i>Communicating Across Cultures</i> . The Guilford Press. New York, NY.