



**HANDS  
ON!**  
StudyGuide

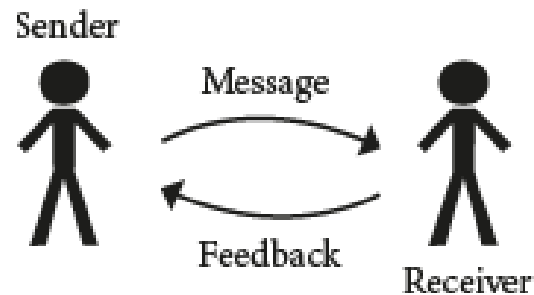
# Communication and Human Relations

N6

# Module 1: Communication

## WHAT IS COMMUNICATION?

We can explain communication as the process through which information is carried over from one person to another.



## Module 1: Communication (continued)

### WHY IS COMMUNICATION NECESSARY?

Communication is one of the most important human activities. People communicate intuitively, without studying communication techniques, but if you want to be successful in your career and ensure that your organisation functions effectively, it is important to study communication and be aware of the various communication techniques and how to master them.

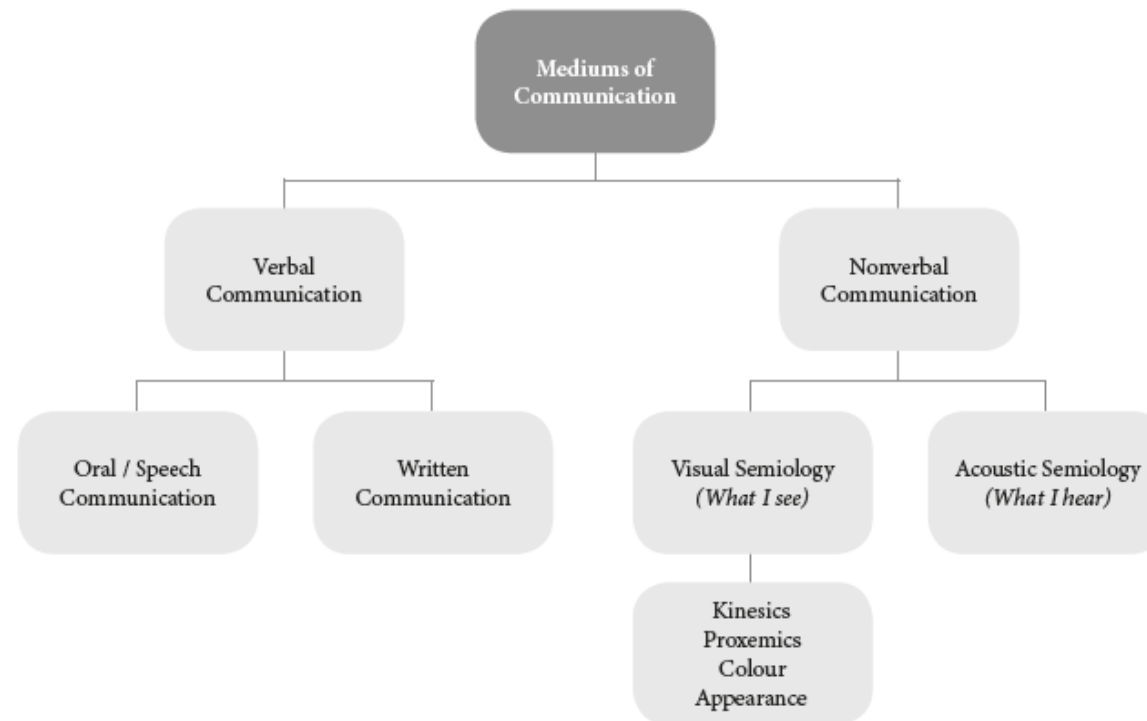
## Module 1: Communication (continued)

### CHANNELS OF COMMUNICATION

Communication channel refers to the means of transmission of the message between the sender and the receiver. The sender sends the message over a channel (i.e. electronic means, printed media or air).

# Module 1: Communication (continued)

## MEDIUMS OF COMMUNICATION



## Module 1: Communication (continued)

### EFFECTIVE COMMUNICATION

For effective communication, the following needs to happen correctly:

- Sending a message; and
- Receiving a message.

## Module 1: Communication (continued)

### BARRIERS IN COMMUNICATION

Barriers in communication: It is a range of physical, mental or emotional hindrances that can prevent messages from being passed on successfully between the sender and receiver during the process of communication.

## Module 1: Communication (continued)

### IMPROVING COMMUNICATION

- Learn about other cultures and their customs;
- Control your emotions;
- Understand different personality types;
- Manifest constructive attitudes and beliefs;
- Develop effective listening skills;
- Don't send mixed messages; and
- Remember the importance of feedback.



## Module 1: Communication (continued)

### COMMUNICATION IN AN ORGANISATION

Effective communication has to take place within an organisation for the business to be successful and profitable. To make communication easier, an organisation is usually structured into a specific framework that is called an organisational structure or organogram. In this type of structure, management would be on top and the workers would fall underneath management.

## Module 1: Communication (continued)

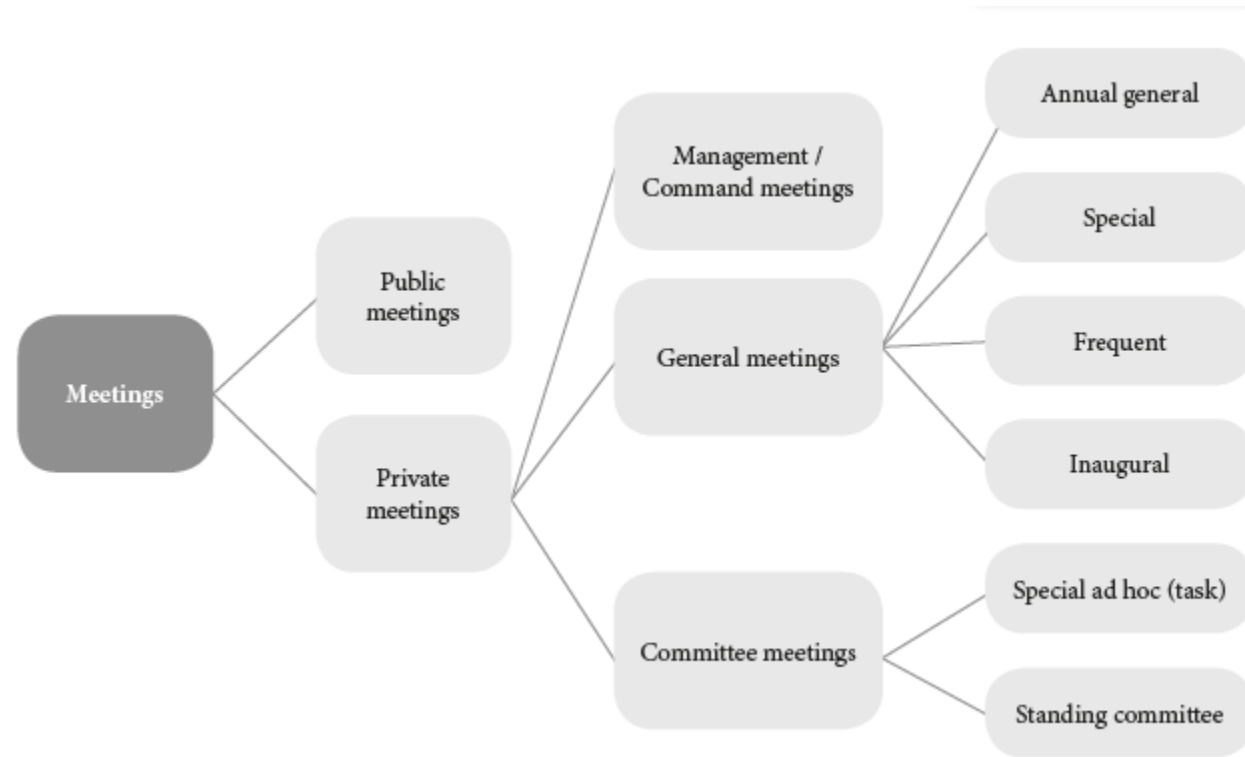
### TELEPHONE COMMUNICATION

The following aspects must be taken into consideration when you are having a telephone conversation.

- Tone;
- Speed;
- Relaxation;
- Resonance; and
- Placing of vowels and consonants.

# Module 1: Communication (continued)

## MEETINGS



## Module 1: Communication (continued)

### WRITING A REPORT AND MEMORANDUM

A **report** is a well-structured, informative, objective document written to present information on a particular subject or issue to interested groups or individuals. This would enable the reader or listener to make an objective decision.

## Module 1: Communication (continued)

### RECRUITING OF POTENTIAL EMPLOYEES

**Recruitment** is the process of attracting suitable candidates to apply for a job, screening and selecting applicants, hiring and finally integrating the new employee into the organisation.

# Module 2: Sell yourself

## CURRICULUM VITAE (CV)

A CV is a brief written summary, reflecting a person's qualifications, employment history, skills and abilities. Another name for a CV is a resume. CVs are usually requested for employment purposes to enable prospective employers to evaluate their applicants better and to facilitate the recruitment and selection process for a specific position.

## Module 2: Sell yourself (continued)

### APPLICATION FOR A POST

An application form (often simply called an application) is a form or collection of forms that the job seeker must fill out as part of the process of informing an employer of his/her availability and desire to be employed, and persuading the employer to offer him/her an interview opportunity or employment.

## Module 2: Sell yourself (continued)

### INTERVIEWS

If you are invited to come for an interview, it means that the employer is actually considering you for the position after looking at your covering letter and CV. The interview is your opportunity to sell yourself and to convince the interviewer that you are indeed the perfect person to fill the vacancy. Job interviews can be a very stressful experience.



## Module 2: Sell yourself (continued)

### PAMPHLETS

Pamphlets are used to advertise your business, your products and your services. When deciding on a pamphlet as a marketing tool, consider the design so that it will appeal to your chosen target market. Pamphlets can be displayed on display racks in information bureaus, on counters, it can be dropped in post boxes, distributed with newspapers or magazines or it can be handed out at robots.

## Module 2: Sell yourself (continued)

### BUSINESS CARDS

A **business card** is a small piece of cardboard bearing information about an individual or organisation. It typically includes the owner's name, position held at an organisation, the organisation's name, logo and contact details.

## Module 2: Sell yourself (continued)

### “KNOCK-AND-DROP”

It is a distribution method where the target market is situated in a specific area and pamphlets, flyers, leaflets or other types of advertising tools are dropped into post boxes in suburbs or placed on the windscreens of vehicles in parking areas.

# Module 3: Human Relations - Employees

## DEVELOPMENT OF SELF-IMAGE

Self-image is the personal view you have of yourself. It is your mental image or self-portrait. It describes all your own characteristics in your mind, such as your intelligence, beauty, talents, and kindness. Your self-image is an expression of what you think of yourself and not necessarily who and what you really are.

## Module 3: Human Relations – Employees (continued)

### CUSTOMS, FAMILY STRUCTURES, SOCIAL INSTITUTIONS, BELIEFS, MYTHS, ATTITUDES AND CULTURE PREJUDICES

**Customs** are also known as habits and human traditions. Some employees tend to have a very close family structure and tend to regard **family**, the group or an organisation as more important than the individual. Different **religions** have different values – their assessment of what is good and bad, acceptable and unacceptable. Having a positive **attitude** can assist in positive human relations.

## Module 3: Human Relations – Employees (continued)

### EMOTIONS AND CONFLICT

We divide emotions into three aspects:

1. Every human being experiences emotions privately. A person feels happy, sad or depressed.
2. This feeling is then converted into an action or gesture and expressed as a frown, a smile or any other perceivable gesture or action.
3. Then there is a physical or physiological aspect, where the body reacts to the emotion.

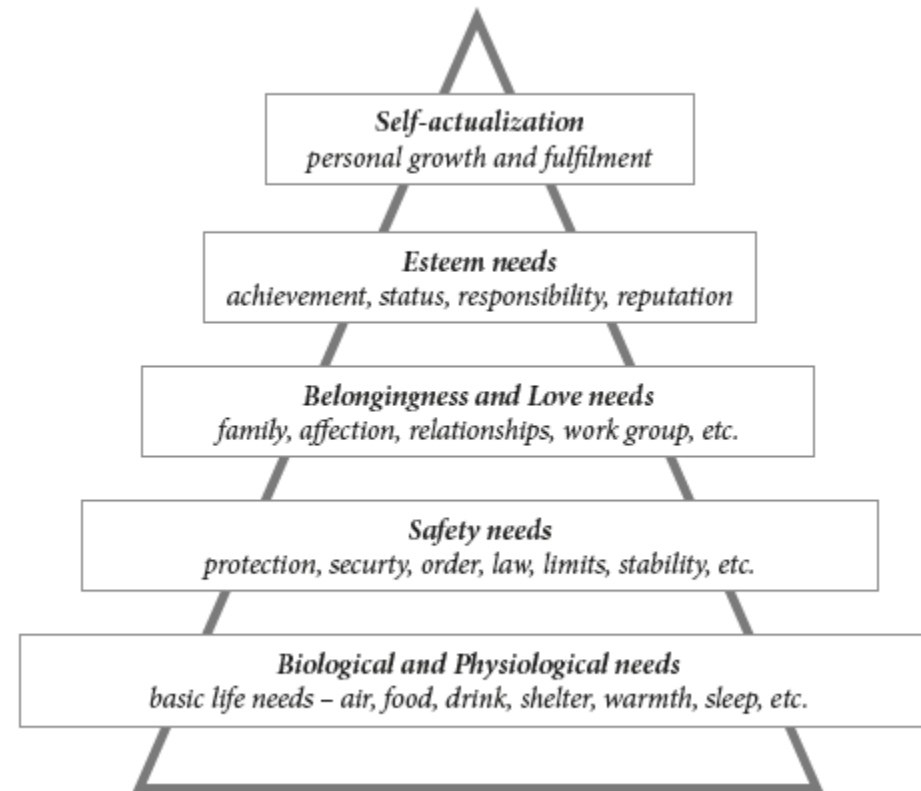
## Module 3: Human Relations – Employees (continued)

### FRUSTRATION AND AGGRESSION

**Frustration** is an emotional response to opposition and resistance in achieving what you want to achieve. The greater the hindrance and the greater the will to achieve something, the more the frustration is likely to be. For example, if you want to finish a task, and the computer system keeps on failing, you will become extremely frustrated.

## Module 3: Human Relations – Employees (continued)

### MOTIVATION - MASLOW'S HEIRARCHY OF NEEDS





## Module 3: Human Relations – Employees (continued)

### THE EMPLOYEE AS AN INDIVIDUAL

Personality is made up of the characteristic patterns of thought, feelings and behaviours that make a person unique. Personality arises from within the individual and remains fairly consistent throughout life.

# Module 4: Human Relations - Clients

## TYPES OF CLIENTS

A person that uses the services or products of a business. In the Hotel Industry a customer is sometimes referred to as a patron. The term “client” suggests the need for long-term care and consideration. There are also some industries in which one term is preferred over the other as a result of the typical way in which business is done.

## Module 4: Human Relations – Clients (continued)

### DEALING WITH CLIENTS

A courteous manner is very important when approaching clients. Creating an effective sale is the purpose of interaction with clients. Understanding the principles of good communication, client types and the process of creating a successful sale will help to facilitate customer satisfaction and increased sales of goods and services.

## Module 4: Human Relations – Clients (continued)

### DEALING WITH CONFLICT

The following factors contribute to conflict:

- Poor communication.
- Inaccurate communication.
- Difference in understanding.
- Personality differences.
- Language barriers.

## Module 4: Human Relations – Clients (continued)

### DEALING WITH GRIEVANCES

- a) Avoid confrontation.
- b) Listen attentively.
- c) Show empathy.
- d) Determine expectations.
- e) Avoid the negative.
- f) Do not refer.
- g) Positive impression.

## Module 4: Human Relations – Clients (continued)

### CONSULTATION

**Consultation** can be defined as a meeting or discussion between two or more parties to seek information, advice or guidance from the other – with or without compensation.

## Module 4: Human Relations – Clients (continued)

### CUSTOMER SERVICE

The success of any business is built on healthy management practices, and good customer service sets businesses apart. Without exception, those businesses that survive poor economic times and even grow, are enterprises that are renowned for their excellent service. Committed staff skilled management and good products and services form the back-bone of a successful business. This is held together by exceptional customer service.

## Module 4: Human Relations – Clients (continued)

### A CLIENT-ORIENTED APPROACH

At the centre of all business activity is the client that expects to be treated like an honoured guest at all times. The Hospitality Industry sells enjoyment, and the maintenance of all products and services on offer are core to customer satisfaction. The attitude, product knowledge and people skills of all employees, especially front line staff, are essential to the successful integration of the client's needs and wants, and the products and services on offer.



# Module 5: Training

## DESCRIBE TRAINING

Training is the systematic transfer of knowledge and the development of skills, insights and attitudes on the part of an individual in order to adequately perform a given task or job. Any work, that aims to equip any person to perform his tasks better, is training.

## Module 5: Training (continued)

### REASONS FOR AND BENEFITS OF TRAINING

- It provides direction and purpose to the employee in his/her place of work, and allows for the development of confidence and thus increases competence.
- It helps to bridge the shortage of a well-trained labour force, especially within critical skills, in the country.
- It contributes to the quantity and quality outputs (productivity) of an establishment's products or services offered to its clients.

## Module 5: Training (continued)

### BARRIERS IN TRAINING

- An inexperienced trainer;
- The absence of an objective to training;
- A lack of responsibility of training;
- A lack of continuous training;
- Training cancelled due to lack of expense; and
- Insufficient evaluation of training.

## Module 5: Training (continued)

### HOW TO IMPLEMENT EFFECTIVE TRAINING

An effective training programme can be developed with:

- Job analysis.
- Job description.
- Job requirements.

## Module 5: Training (continued)

### TYPES OF TRAINING

- Orientation;
- Adult training; and
- Group training.

## Module 5: Training (continued)

### AUDIO-VISUAL AIDS

An audio-visual aid can be described as a device, tool or piece of equipment that is used in the display or projection of information (sound / pictures / written content) for the purpose of communication (inform) or to assist with the transfer of knowledge to help develop skills and understanding during a training programme.