

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

وَقَدْ رَبُّ زِدْنِي عِلْمًا

صدق الله العظيم



نقدر...؟ طبعاً نقدر



Communicating Effectively

Yehia Hamed

Listening *(To Understand)*

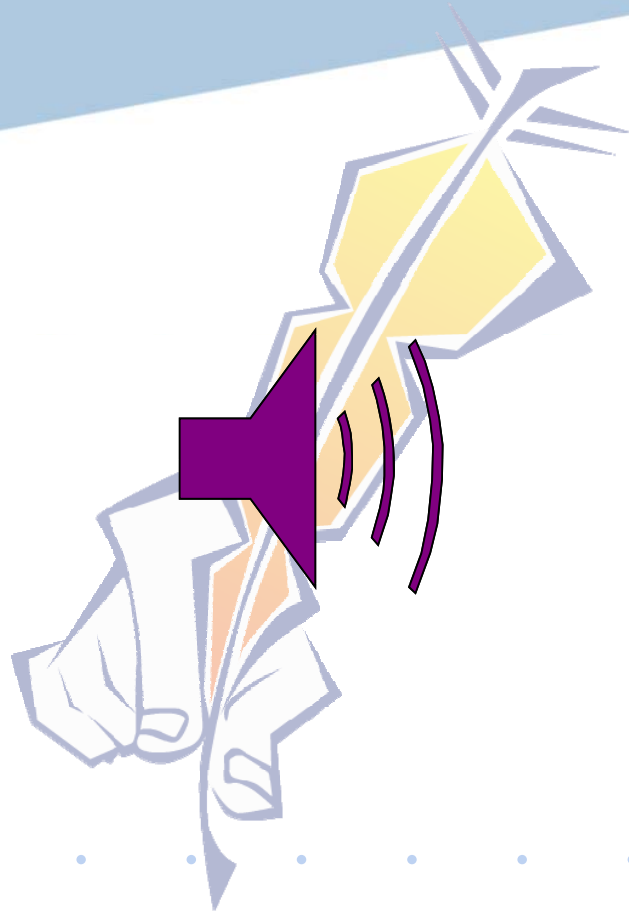
.....

Understanding First

- Diagnosing vs. prescribing
- Stronger position
- Providing psychological air

RESULT: Discussion goes smoother

.....



Levels Of Listening

**Empathic
Listening**

The Intent to
understand

**Attentive
Listening**

Paying attention on the
words said

**Selective
Listening**

Hearing certain parts of the
conversation

Pretending

Yeah! Huh.. Right

Ignoring

Not really listening at all

Agenda

- Intra-personal Communication (perception)
- Interpersonal Communication
- The Communication Process
- **Non verbal communication**
- Communication and Trust

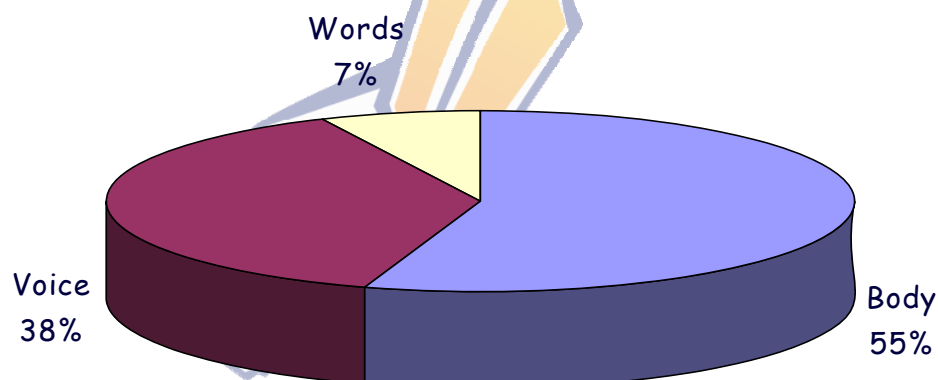
• • • • • • • • • •

Non-Verbal Communication

Non-verbal Communication

- It is like underlining or CAPITALIZING the ideas you want to stand out
- Sent & received subconsciously
- More tied to feelings than verbal messages

Non-verbal Communication



Non-Verbal Communication

(all means of communication except words)

- Tone of Voice.
- Speed of speech
- Breathing.
- Facial Expressions.
- Eye Contact.
- Eye Movement.
- Distances
- Gestures/movements
- Clothing
- Choice of words.



EGYPT
Be patient



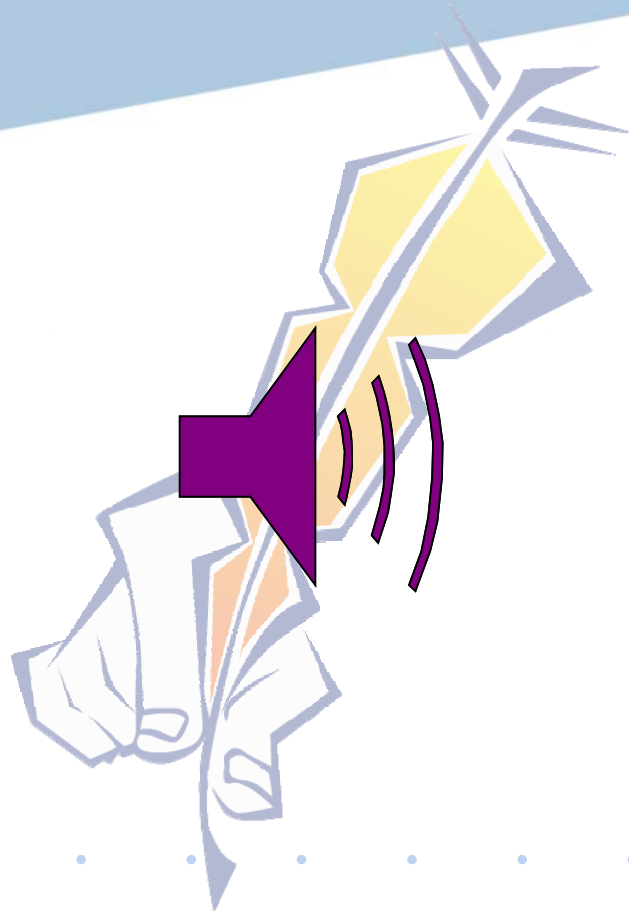
ITALY
What exactly do you mean?



GREECE
That's just perfect

Never underestimate the importance of local knowledge.

To truly understand a country and its culture, you have to be part of it. That's why, at HSBC, all our offices around the world are staffed by local people. In fact you'll find we've got local people in more countries than any other bank. It's their insight that allows us to recognise financial opportunities invisible to outsiders. But those opportunities don't just benefit our local customers. Innovations and ideas are shared throughout the HSBC network, so that everyone who banks with us can benefit. Think of it as local knowledge that just happens to span the globe.



Agenda

- Intra-personal Communication (perception)
- Interpersonal Communication
- The Communication Process
- Non verbal communication
- **Communication and Trust**

Communication & Trust

Communication & Trust

	Known to Self	Not Known to Self
Known to Others	1 OPEN	2 BLIND
Not Known to Others	3 HIDDEN	4 UNKNOWN



Thank You