

# **Communication among health team members**

**Lesson 8: Effective communication**

**Academic year: 1<sup>st</sup> year**

**Setting: Institute of nursing, Benha University**

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**Lesson 8****Effective Communication**

Effective communication occurs when there is shared meaning. The message that is sent is the same message that is received. There must be a mutual understanding between the sender and the receiver for the transmission of ideas or information to be successful.

**Effective communication may be defined as:**

- Using language that is appropriate to others' levels of understanding.
- Making sure others receives the information or knowledge intended.
- Developing relationships with others.
- Talking with others in a way that facilitates openness, honesty and cooperation.
- Providing feedback.
- Effective communication is a part of any successful organization. Any communication should be free from barriers so as to be effective.

**☞ The characteristics of effective communication are:**

**1. Clarity of Purpose:** The message to be delivered must be clear in the mind of sender, the person to whom it is targeted and the aim of the message should be clear.

**2. Completeness:** The message delivered should be complete. It should be supported by facts and observations. It should be well planned and organized.

**3. Conciseness:** The message should be concise. It should not include any unnecessary details. It should be short and complete.

**4. Feedback:** Whether the message sent by the sender is understood in same terms by the receiver or not can be judged by the feedback received. The feedback should be timely and in personal. It should be specific rather than general.

**5. Empathy:** Empathy with the listeners is essential for effective verbal communication. The speaker should step into the shoes of the listener and be sensitive to their needs and emotions. This way he can understand things from their perspective and make communication more effective.

**6. Modify the message according to the audience:** The information requirement by different people in the organization differs according to their needs. What is relevant to the middle level management might not be relevant to the top level of management. The message should be modified according to the needs and requirements of the targeted audience.

**7. Multiple Channels of communication:** For effective communication multiple channels should be used as it increases the chances of clarity of message. The message is reinforced by using different channels and there are less chances of deformation of message.

**8. Make effective use of Grapevine** (informal channel of communication):

The employees and managers should not always discourage grapevine. They should make effective use of grapevine. The managers can use grapevine to deliver formal messages and for identification of issues which are significant for the employees. The managers can get to know the problems faced by the