



# 4. Effective communication strategies



Co-funded by the  
Erasmus+ Programme  
of the European Union



DISCLAIMER: The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.





# Objectives

---

4.1 Effective communication strategies

---

2.The importance of listening for underlying interests

---

3. Identify constructive requests



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Lesson 1

---

## Communication Barriers and Strategies



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Barriers to listening



Personal Agenda



Emotional noise



Information overload



External noise



Physical difficulty  
difficulty



Criticizing  
g



# Strategies to listening



**Listen**



**Paraphrase**



**Empathy**



**Ask questions**



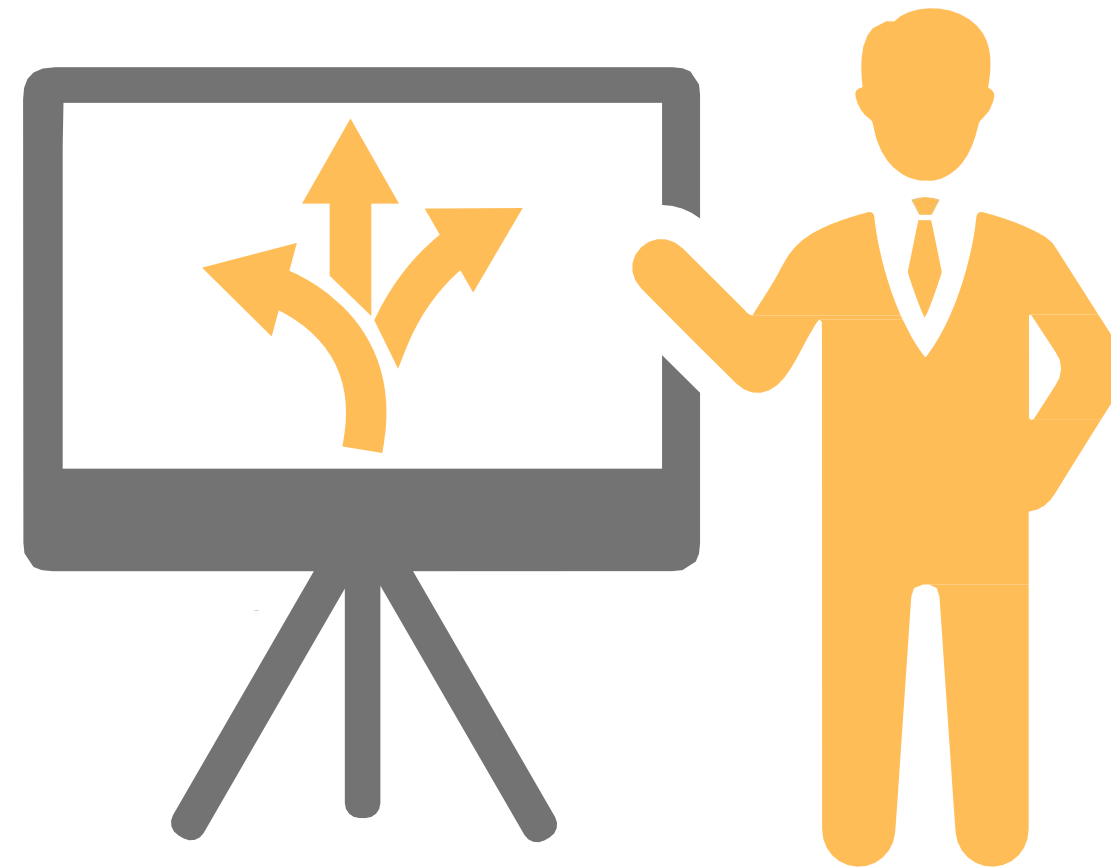
Co-funded by the  
Erasmus+ Programme  
of the European Union

# Barriers to accurate perception



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Strategies to accurate perception



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Barriers to effective verbal communication



Co-funded by the  
Erasmus+ Programme  
of the European Union



# Strategies to effective verbal communication



Co-funded by the  
Erasmus+ Programme  
of the European Union

# ONLINE QUIZZ

## material

You know you have understood the materials when... you answer below!

As a summary try to answer these two questions, write down your answers.

**How would you solve barriers to**

**listening? How can you improve your**

**perception?**

**What main obstacles can you encounter that prohibit effective communication?**



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Lesson

## 2

Listening vs  
Hearing

Constructive  
feedback



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Comparison

## LISTENING

- Accidental
- Involuntary
- Effortless

## HEARING

- Focused
- Voluntary
- Intentional



# What is Constructive Feedback?

Constructive feedback is supportive feedback given to individuals to help identify solutions to areas of weakness they may have.

Therefore, it comes with positive intentions and is used as a supportive communication tool to address specific issues or concerns.

The purpose of constructive feedback is to give feedback to an individual in a way that will lead to improvements or corrections. This is important, as it enhances personal and professional growth in individuals.

For example, constructive feedback

- can: Improve morale
- Reduce confusion regarding expectations and current performance
- Provide a new perspective and give valuable insight to the person receiving feedback
- Positively impact an individual's behaviour



# ONLINE QUIZZ

## material

You know you have understood the materials when... you answer below!

As a summary try to answer these two questions, write down your answers.

**What is the importance of listening?**

**How would you provide constructive feedback?**



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Lesson 3

---

Assertivene

SS



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Assertiveness

**S** Being assertive is a core communication skill. Assertiveness can help you express yourself effectively and stand up for your point of view. It can also help you do this while respecting the rights and beliefs of others.

Being assertive can also help boost your self-esteem and earn others' respect.

This can help with stress management. It may especially help you reduce stress if you tend to take on too many responsibilities because you have a hard time saying no.

Some people seem to be naturally assertive. **But if you're not assertive, you can learn to be.**





# The benefits of being assertive

Being assertive is usually viewed as a **healthier communication style**. Assertiveness offers many benefits. It helps you keep people from taking advantage of you. It can also help you from acting like a bully to others.

## Behaving assertively can help you:

- Gain self-confidence and self-esteem
- Gain a sense of empowerment
- Understand and recognize your feelings
- Earn respect from others
- Improve communication
- Create win-win situations

Improve your decision making skills



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Resource Page

---

■ <https://hr.ou.edu/Employees/Career-Development/Resolving-Conflicts-at-Work#3935547-the-art-of-giving-feedback--compliments>

■ <https://uwaterloo.ca/centre-for-teaching-excellence/teaching-resources/teaching-tips/communicating-students/telling/effective-communication-barriers-and-strategies>

■ <https://corporatefinanceinstitute.com/resources/careers/soft-skills/constructive-feedback/>

■ <https://www.mayoclinic.org/healthy-lifestyle/stress-management/in-depth/assertive/art-20044644>

■ [Panic icons created by Freepik - Flaticon](https://www.flaticon.com/free-icons/panic)

■ [Eison, J \(1990\). Confidence in the classroom: Ten maxims for new teachers. College Teaching, 38 \(1\), 21-25](#)

■ [McNaughton, D., Hamlin, D., McCarthy, J., Head-Reeves, D., & Schreiner, M. \(2008\). Learning to listen: Teaching an active listening strategy to preservice education professionals. Topics in Early Childhood Special Education, 27, 223-231.](#)

■ [Weger, H., Jr., Castle, G. R., & Emmett, M. C. \(2010\). Active listening in peer inter-views: The influence of message paraphrasing on perceptions of listening skill. International Journal of Listening, 24, 34-49.](#)

