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Communication Workbook

MAKING AN
IMPACT THAT
MATTERS
since 1845

Introduction

This workbook is for you to use to support your learning and development in Communication.

Here you'll find short exercises, helpful information, and space to record your reflections.

It can be a valuable resource to revisit and add further learning and insights.

We hope you enjoy the session!

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Communication - An overview

Communication is the most significant part of human expression and interaction.

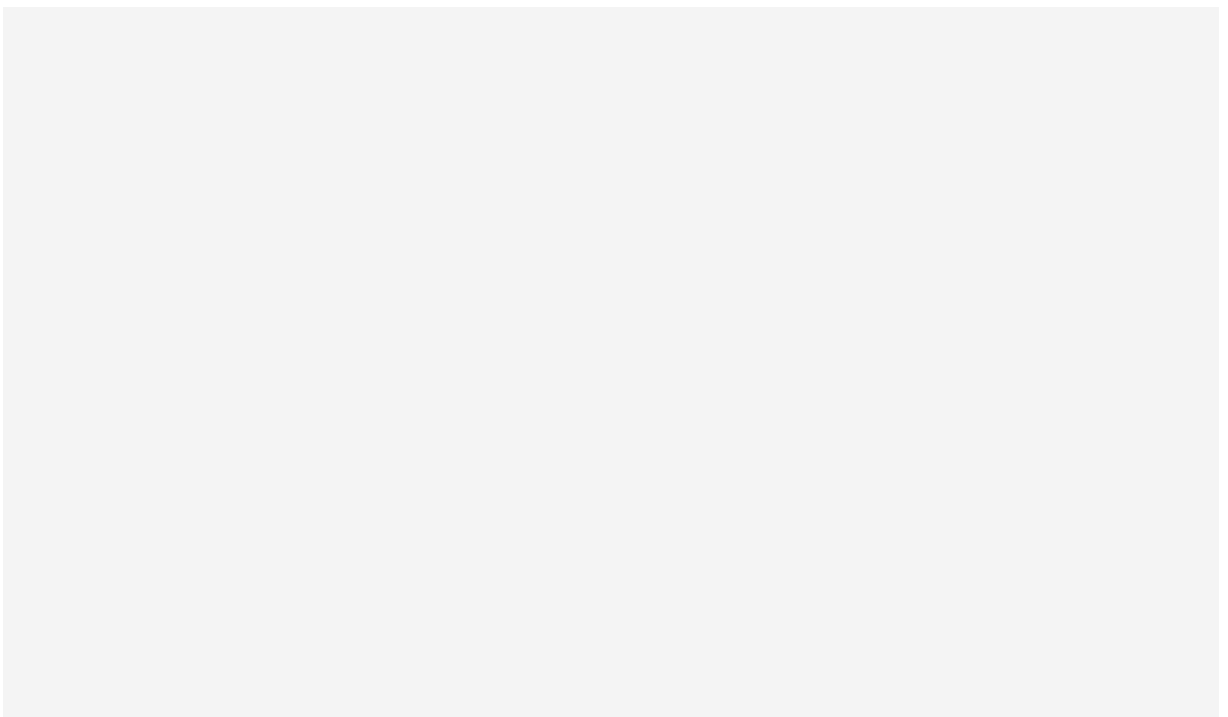
As we have evolved as humans, human communication has progressed and modernised.

Communication is composed of two important elements – medium and message.

Medium is a system or channel through which you address your audience.

The **Message** is the information you want to relay to the receiver.

Why is communication important?



A history of communication

There have been five stages in the history of communication:

- The age of signs and signals
- The age of speech and language
- The age of writing and print
- The Mass Communication Age
- The Information Age

We have evolved over the centuries in how we communicate, and in a time of significant technological innovations, communication is changing rapidly.

Some might say we're no longer in the Information Age and have already moved into a new age.

What age do you think we're in? Please explain why.

What would you call this age?

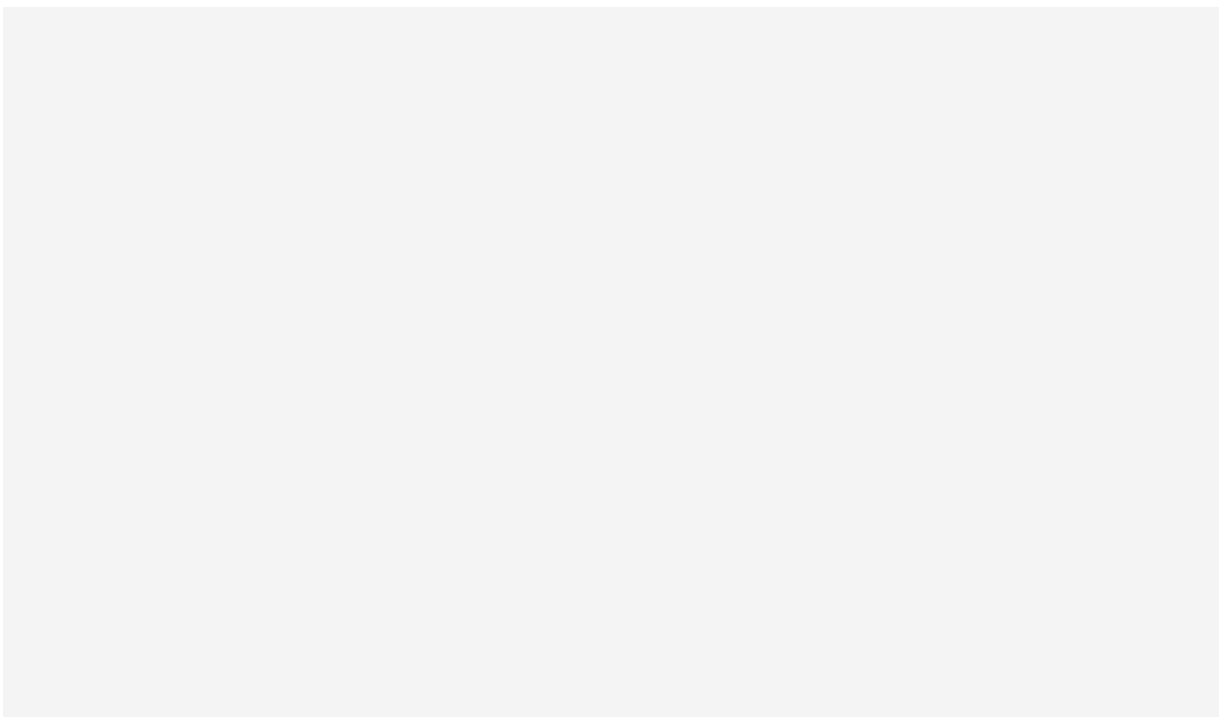
The future of communication

How we interact has changed rapidly over the last 25 years, making communication faster, more efficient and more accessible.

With technological innovations and advancements, staying up-to-date and embracing new ways of communicating, learning new tools and equipping yourself the right way is essential.

Technology is improving the human communications experience, creating quality conversations and enabling efficient communications.

What do you think the future of communication looks like?



The future of communication

Task One:

Imagine it's 2050, and how we communicate has continued to evolve and change. Using your answer from the previous page, list 3 ways to use future communication innovations to our advantage. Think about both the pros and cons of this future of communication.

1.

2.

3.

Communication top tips

1. Be clear and concise
2. Practice active listening
3. Pay attention to non-verbal communication
4. Consider your tone of voice
5. Check-in with your emotions
6. Be respectful
7. Prepare
8. Connect

There are many communication top tips out there; try applying the relevant recommendations to you and your method of communication at the time.

What other communication tips have you come across?

1.

2.

3.

4.

5.

Communication in writing

When communicating through writing, simple language is easier to understand and remember. It's helpful to be mindful of the language used and avoid jargon.

Here are our top tips:

1. Explore how you could keep it simple
2. Consider your audience
3. Think about your tone of voice
4. Stay on topic
5. Proofread before sending

Try simplifying the following sentence:

“Due to the fact that the weather was exceptionally hot, we made a decision to go for a swim in the nearby lake.”

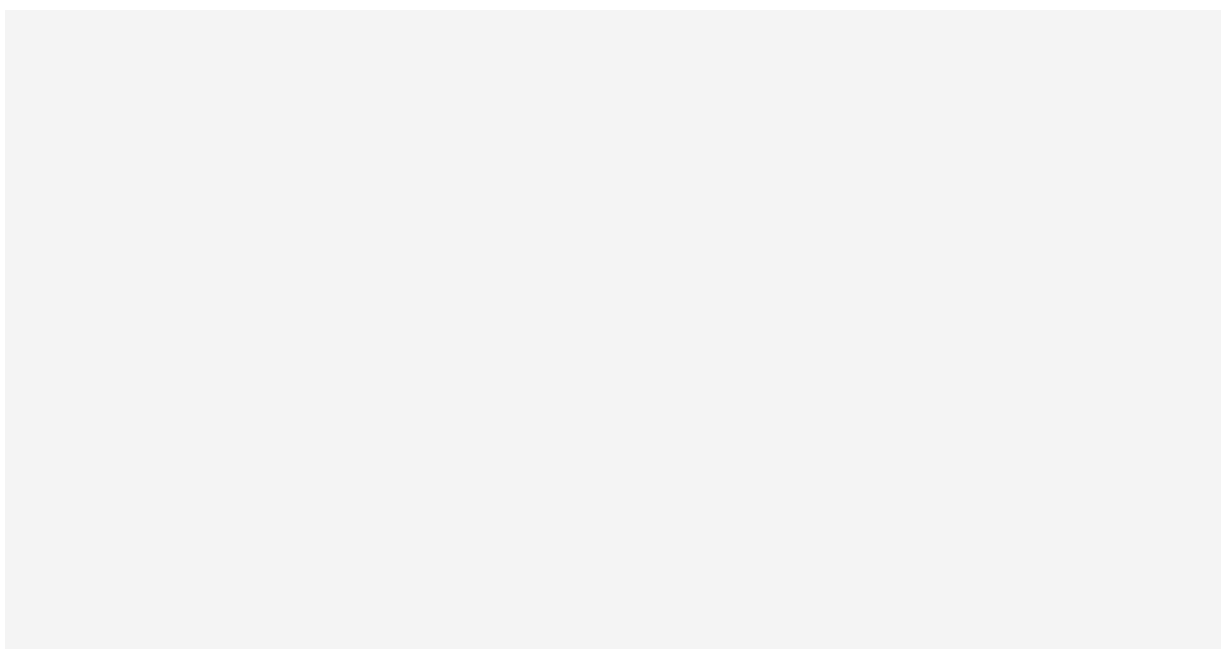
Communication in writing

You may have simplified the sentence in the following ways:

1. Due to the hot weather, we decided to swim in the nearby lake.
2. It was hot so we swam in a nearby lake.
3. We swam in a lake when it got too hot.

By simplifying sentences and keeping them concise, they become more memorable. Compare your sentence to the original sentence; which do you find easier to remember?

Use the space below to add any new writing communication tips you learn.



The benefits of communication

Effective communication has many benefits, and it's helpful to remind yourself from time to time why it's important to practice and develop your communication skills. Here are a few of the benefits:

- Builds better relationships
- Improved productivity
- Better collaboration
- Increased engagement
- Cross-pollination of ideas
- Fosters trust
- Fuels innovation
- Prevents or resolves conflict

What are your communication strengths?

Where do you need to develop your communication skills?

Next steps

1. Revisit your workbook once a month or every two months to check in and reflect on your skills.
2. Keep up-to-date with the future of communication and consider how you can incorporate it into your life.
3. Ask others for feedback on your communication skills, where you could improve, and where you already communicate effectively.
4. Look at different skills that use communication, such as collaboration, emotional intelligence, networking and leadership.
5. Practice, practice, practice.

What are you going to do to improve your communication skills?

1.

2.

3.

Summary

“We have two ears and one mouth so that we can listen twice as much as we speak”.

– Epictetus

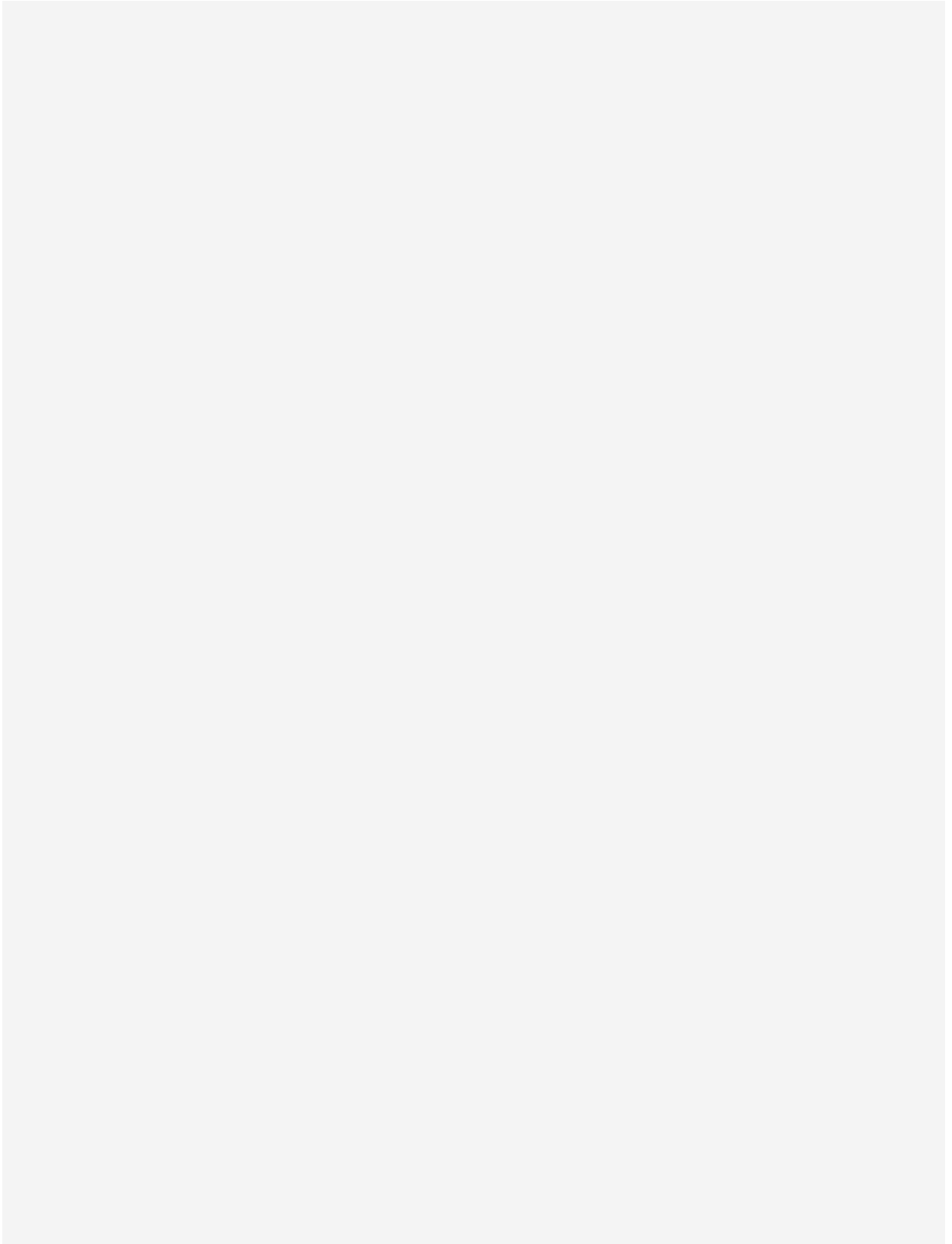
In a world where communication is constant, it's more important than ever to nurture your communication skills. This skill will help you interact with people effectively, build trust, strengthen relationships and help you to become more productive.

Good communication skills will help you progress professionally and personally. The more you practice, the easier it will become!

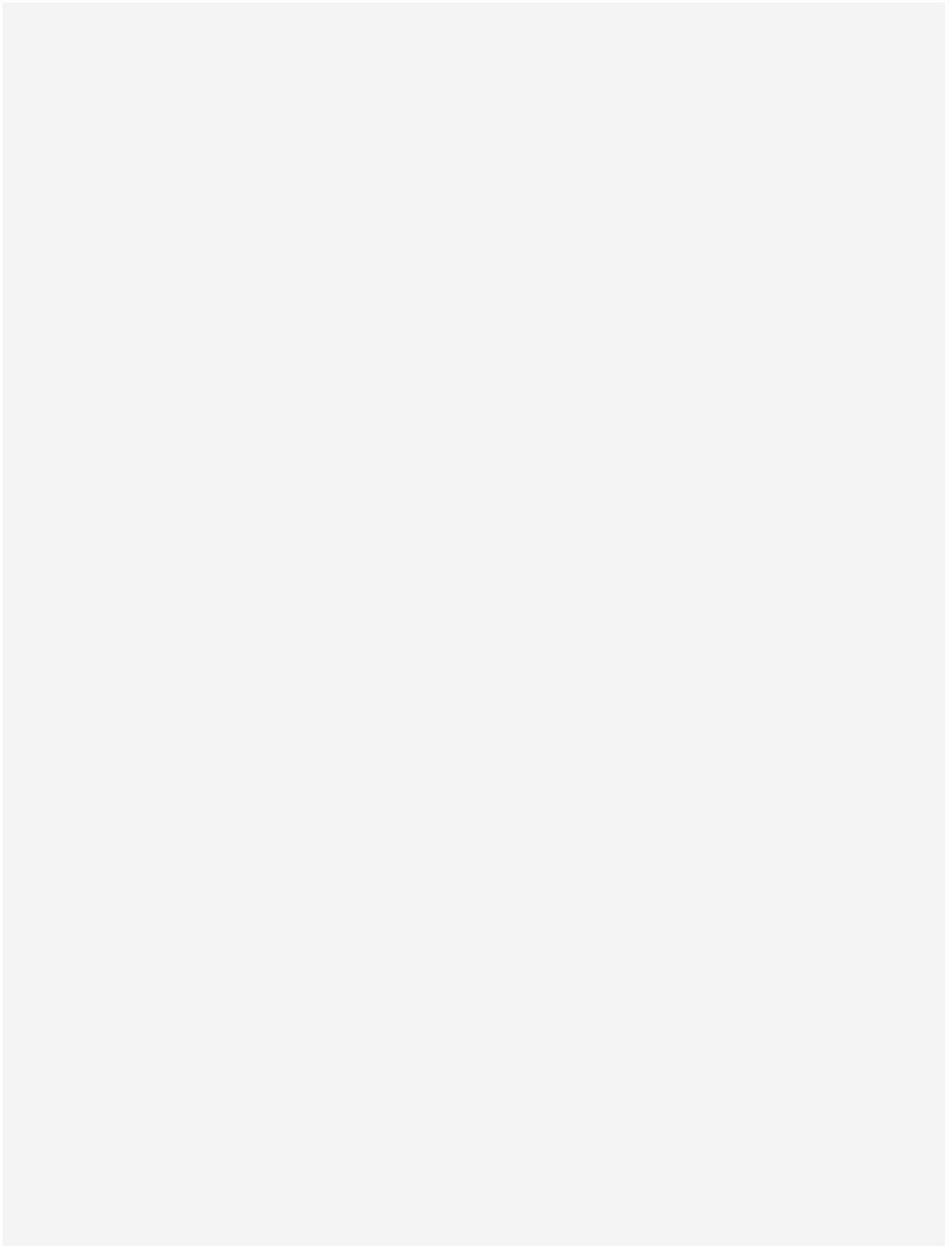
Further links

- [Careers at Deloitte](#)
- [Our programmes](#)
- [Our events](#)
- [Frequently asked questions](#)
- [Dot the Bot \(ask a question\)](#)

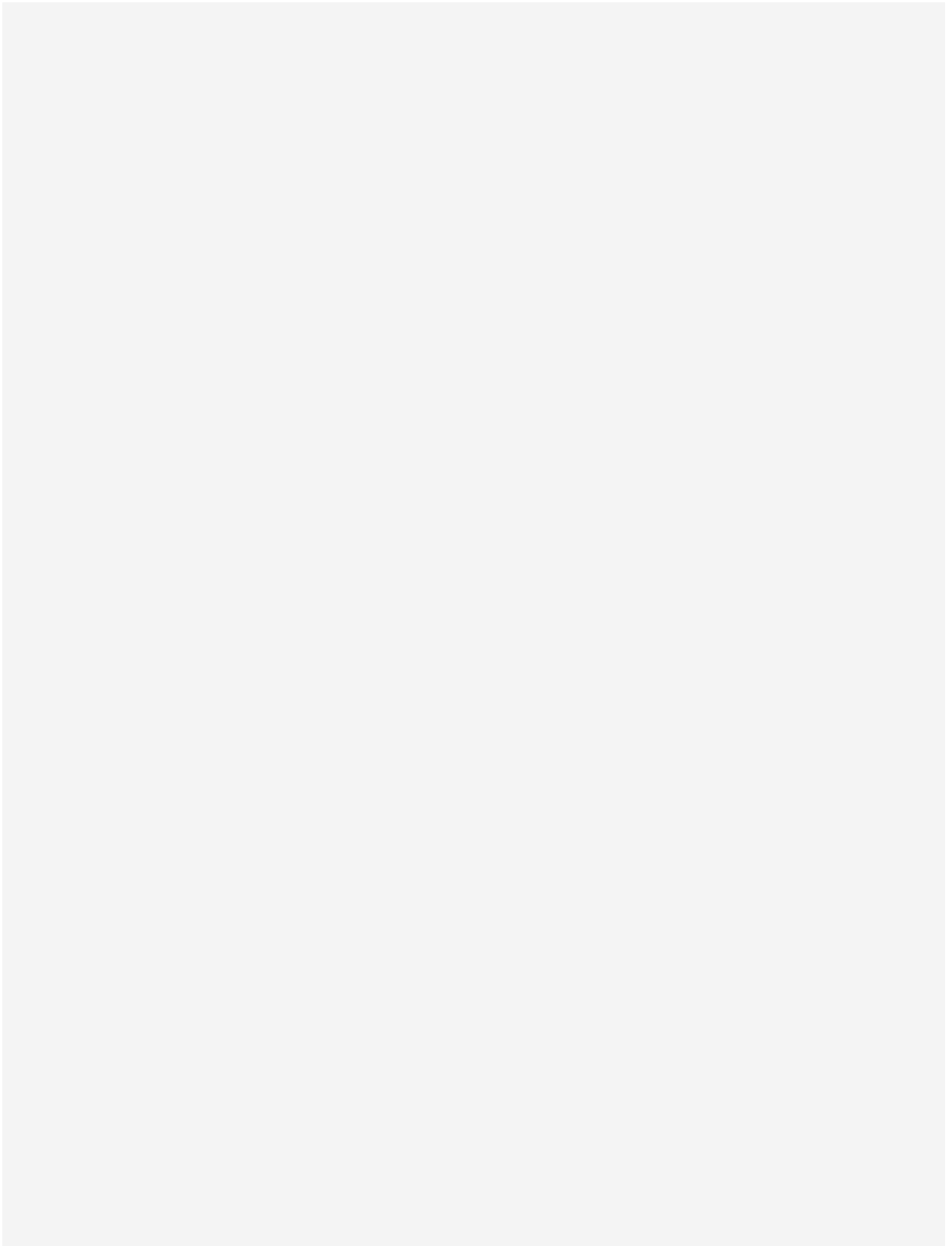
Reflection and insights



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