

Communicative Competence at Work

Video Transcript

Slide 2

Communication is the key to building successful relationships. We each express our opinions, contribute our thinking, and offer our perspectives through our interactions with others. Successful interactions combine language skills, communication strategies and cultural awareness.

Slide 3

In the workplace, communication skills are critical to leveraging the cultural diversity, knowledge base and personal experiences that each worker brings to the table. These communication skills facilitate collaboration, teamwork, problem solving, customer service, and workplace safety.

Slide 4

Employers include “excellent communication skills” on job descriptions. But what does it mean to possess these skills? And how do we define them?

Slide 5

Project 360 has developed the Communicative Competence at Work framework outlining the key communication competencies for today’s diverse workplace. It’s a common language to describe professional intercultural communication skills.

Slide 6

Communication competency describes what, how, when and to whom one communicates in different workplace roles. This can be tricky when we don’t share a first language or cultural background with our coworkers, because the way we express ourselves is shaped by where we come from – another town, another province or another country.

Slide 7

But our differences don’t stop there! Every occupation and workplace has its own workplace culture, practices and language, and each of us has our own personal style.

Slide 8

These different approaches to communication can cause our messages to breakdown. What may appear to be a lack of ideas, might actually be a matter of taking time to find the right

words; what might feel like time wasted to some people, is building rapport to others; a certain tone may offend some, while not affecting others at all.

Slide 9

Our intentions are usually good, but misunderstandings can happen. The good news is our diverse experiences lead to stronger innovation.

Slide 10

Our 360 approach has included research and perspectives from language and communication professionals, competency experts, employers, employees, HR professionals, and trainers to bring together what matters most when it comes to communicating effectively. It describes language, strategies, and approaches that leverage our diversity to create an inclusive environment.

Slide 11

The Communicative Competence at Work framework increases our awareness of what it means to communicate interculturally. It describes how each of us plays a role in effective communication, and suggests how we can create opportunities for everyone around the table to contribute.

Slide 12

Explore the framework to learn how you and your colleagues can continuously improve your communicative competence in the workplace.