SEPT 2020

MODULE 1

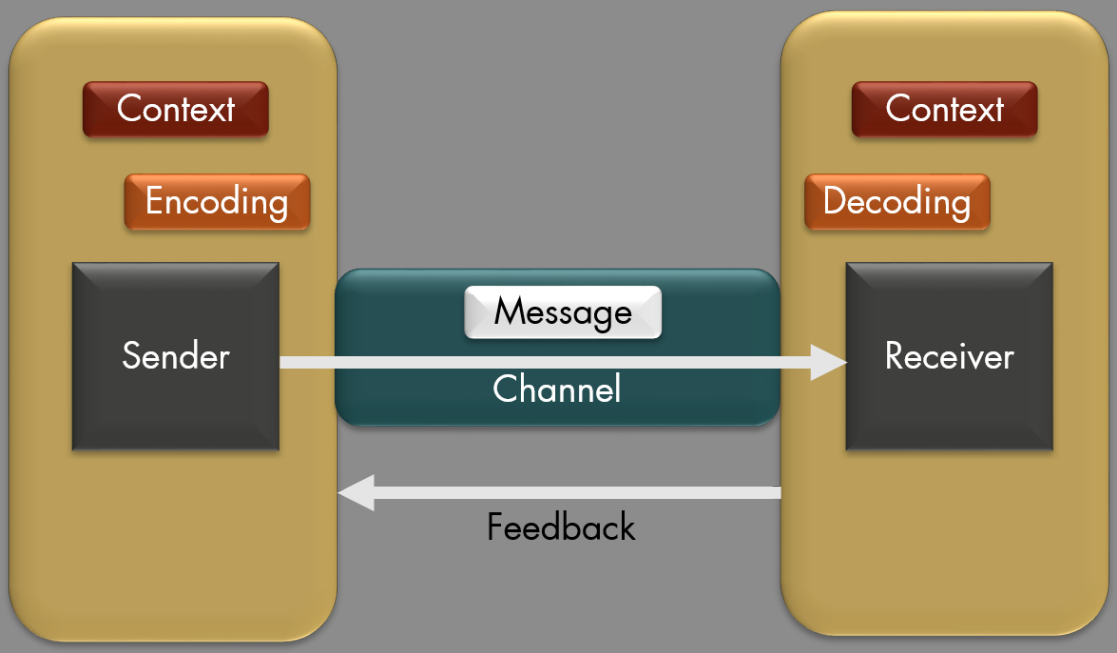
LEADERSHIP AND MANAGEMENT PRACTICE FOR THE CONSTRUCTION SECTOR

COMMUNICATION & LISTENING

CALA CONSTRUCTION
ACADEMY OF EXCELLENCE

keystone

THE SENDER RECEIVER MODEL



SOURCE: THE SENDER-RECEIVER MODEL, DAVID BERLO, 1960.

THE SENDER-RECEIVER MODEL

The sender-receiver model is the simplest communication model and underpins most others. The sender has an idea or concept he/she wants the receiver to appreciate. Before any useful outcome can be achieved from the communication, the receiver must accurately understand the sender's idea. This means the message has to be effective in the receiver' s space; if the message does not engage the receiver, the sender is wasting his/her time.

The following are always determined for effective communication:

1. Identify the Message: What information needs to be communicated and why?

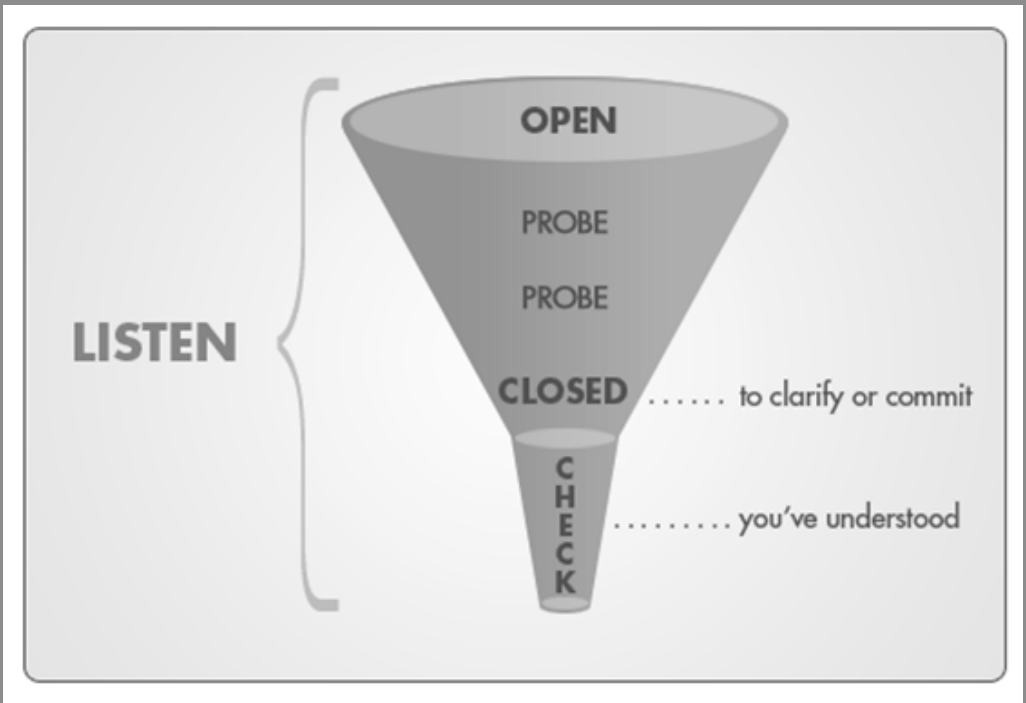
2. Target the Audience: Who needs this information?

3. Decide on the Timing: When is the information needed by the receiver for the best effect?

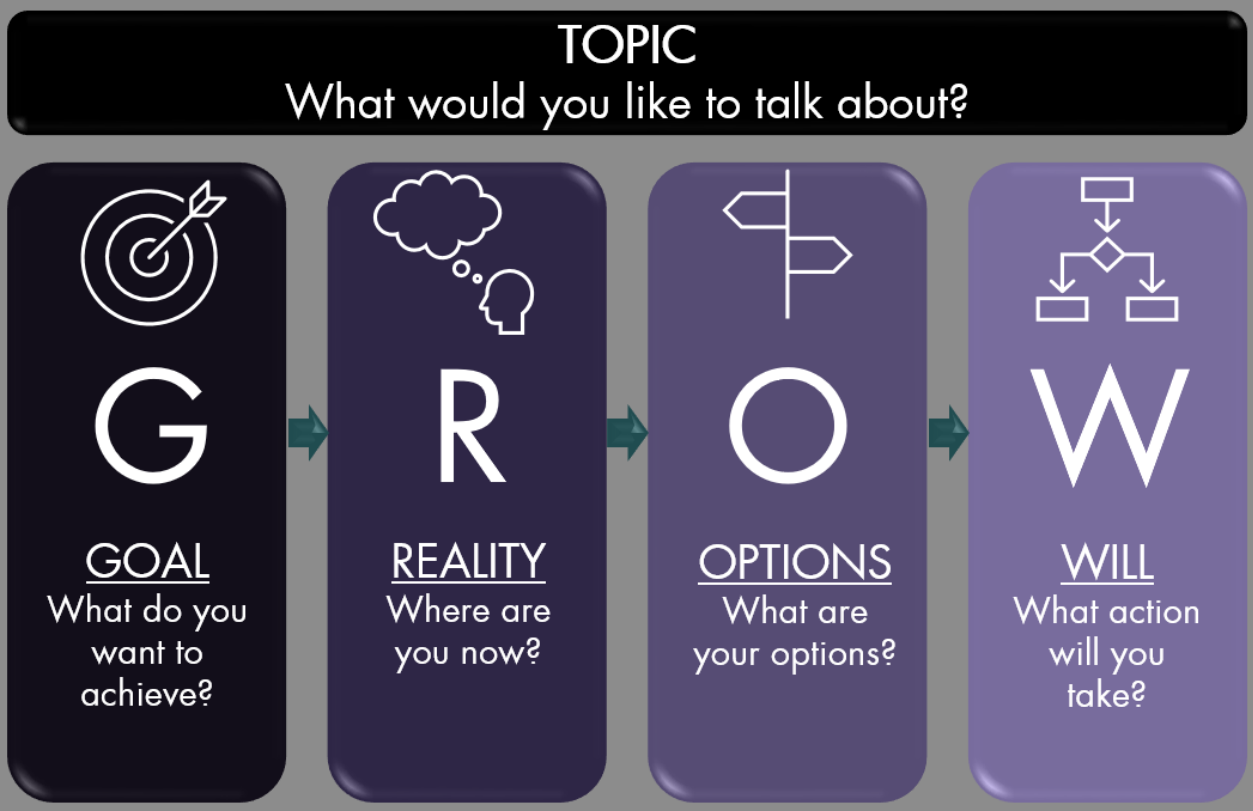
4. Determine the Format: What is the best way to communicate the information?

5. Communicate and Review: Do the communication and review to see if it worked.

THE QUESTION FUNNEL & LISTENING SKILLS



THE 'GROW' MODEL



G – is for **goal** setting as a first step. While this may seem counter-intuitive, most people that you will coach know what they want. They have a goal for themselves in mind but no path to get there.

R – is for **reality**. What is the reality of the current situation? What actions have already been taken? What is stopping/blocking you from achieving your goal?

O – is for **options**. What are the possibilities, strategies and alternatives? What can you brainstorm which would help you move forward?

W – is for what you **will** do to determine a course of action. What are the obstacles and how committed are you? What way forward will you pick and how will you know you've succeeded?