

IMPROVING COMMUNICATION SKILLS

VIDEO COMPANION MATERIALS

**05080VHS01ENG
Viewer's Guide**

DISCLAIMER

This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional service. If legal advice or other expert assistance is required, the services of a competent professional person should be sought. *From the Declaration of Principles jointly adopted by the American Bar Association and a Committee of Publishers and Associations.*

Nothing contained in this publication shall constitute a standard, an endorsement, or a recommendation of the Educational Institute of the American Hotel & Lodging Association (the Institute) or the American Hotel & Lodging Association (AH&LA). The Institute and AH&LA disclaim any liability with respect to the use of any information, procedure, or product, or reliance thereon by any member of the hospitality industry.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means — electronic, mechanical, photocopying, recording, or otherwise — without prior written permission of the publisher.

Printed in the United States of America



©Copyright by the
Educational Institute
of the American Hotel & Lodging Association
A nonprofit educational foundation
2113 North High Street
Lansing, MI 48906 USA

Table of Contents

Self-Evaluation Checklist	1
Key Points	3
Self-Evaluation Progress	7
Property Information	7
Questions and Concerns	7
Important Video Information	8

Self-Evaluation Checklist

Improving Communication Skills

Before watching the video, take a few minutes to answer the following questions. Answer honestly; no one will see your responses but you. If you can answer "yes," place a checkmark in the first box to the right of the question.

Do I know:

- | | Before
watching
the video | After
watching
the video |
|---|--|---|
| 1. ...the definition of communication? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. ...the three groups of people I communicate with on the job? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. ...why communication is important to quality guest service? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. ...the three steps of speaking effectively? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. ...the three steps of listening actively? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. ...the key part of organizing my message? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. ...the two parts of delivering a message? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. ...how to check for understanding? | <input type="checkbox"/> | <input type="checkbox"/> |

- | Do I know: | Before
watching
the video | After
watching
the video |
|---|--|---|
| 9. ...the goal of active listening? | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. ...why it's important to look at the speaker while listening? | <input type="checkbox"/> | <input type="checkbox"/> |

These questions will be addressed in the video. If you answered "yes" to a question, check to see if the video handles the idea the same way you do. If you did not answer "yes" to a question, pay special attention when that question is being addressed in the video. When you finish watching the video, you will be directed to answer the questions in the Self-Evaluation Checklist again.

Key Points

Improving Communication Skills

Communication in the Hospitality Industry

Communication is:

- An exchange of content and an exchange of feelings.
- One of the keys to quality guest service.
- Important to doing your job well and earning the respect of co-workers.

Three Steps of Effective Speaking

1. Organize the Message

- Think of one main point you want to communicate.
- When your message is complex, break it down into steps.

2. Deliver the Message

- Verbal
 - use clear, direct words.
- Non-Verbal
 - Vocal
 - Use voice tone that sounds interested and full of energy.

- Speak at a pace that will help you be understood.
 - Balance the volume of your voice—don't speak too loudly or softly.
- Visual
- Use alert, confident posture.
 - Make frequent eye contact.
 - Let your facial expression match how you feel about your message.
 - Use gestures to help emphasize and explain what you're saying.

3. Check for Understanding

- Ask questions to make sure the listener understands.

The Three Steps of Active Listening

1. Pay Attention
 - Stop what you're doing and pay full attention.
 - Look at the speaker while he or she is talking.
 - Show interest and attention by nodding appropriately.
 - Don't interrupt.
2. Understand the Message
 - Attach meaning
 - Ask yourself, "What does the speaker want me to know or do?"
 - Listen for how the speaker feels about the message.
 - If you're not sure of the content or feelings of a message, ask questions
 - When you feel that you understand the message, repeat it in your own words to check your understanding.
 - Evaluate the message
 - Decide how you feel about it and what you will do.

3. Respond to the Message

- Respond to both the content and the feelings of the message.
- Tell the speaker what you will do.
- If necessary, take notes to help you remember the message.

Self-Evaluation Progress

Now that you have watched the video, go back to the Self-Evaluation Checklist at the beginning of this Viewer's Guide. Respond to the questions again. If you can answer "yes", place a checkmark in the second box to the right of the questions. If you can't answer "yes" to a question, review the video and the Key Points to find the information you need.

Property Information

Review, and attach as necessary, appropriate property procedures and policy information regarding this subject.

Questions and Concerns

Do you have questions or concerns about the information in the video or this guide? What workplace problems have you experienced related to this subject? Take time to write these questions and concerns below, then discuss these points with your supervisor.
