

UHMT1012 GRADUATE SUCCESS ATTRIBUTE



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

CH3 COMMUNICATION SKILLS

Dr. Mohd Saiful Azimi Mahmud (azimi@utm.my)
P19a-04-03-30, School of Electrical Engineering, UTM

www.utm.my

innovative • entrepreneurial • global



univteknologimalaysia

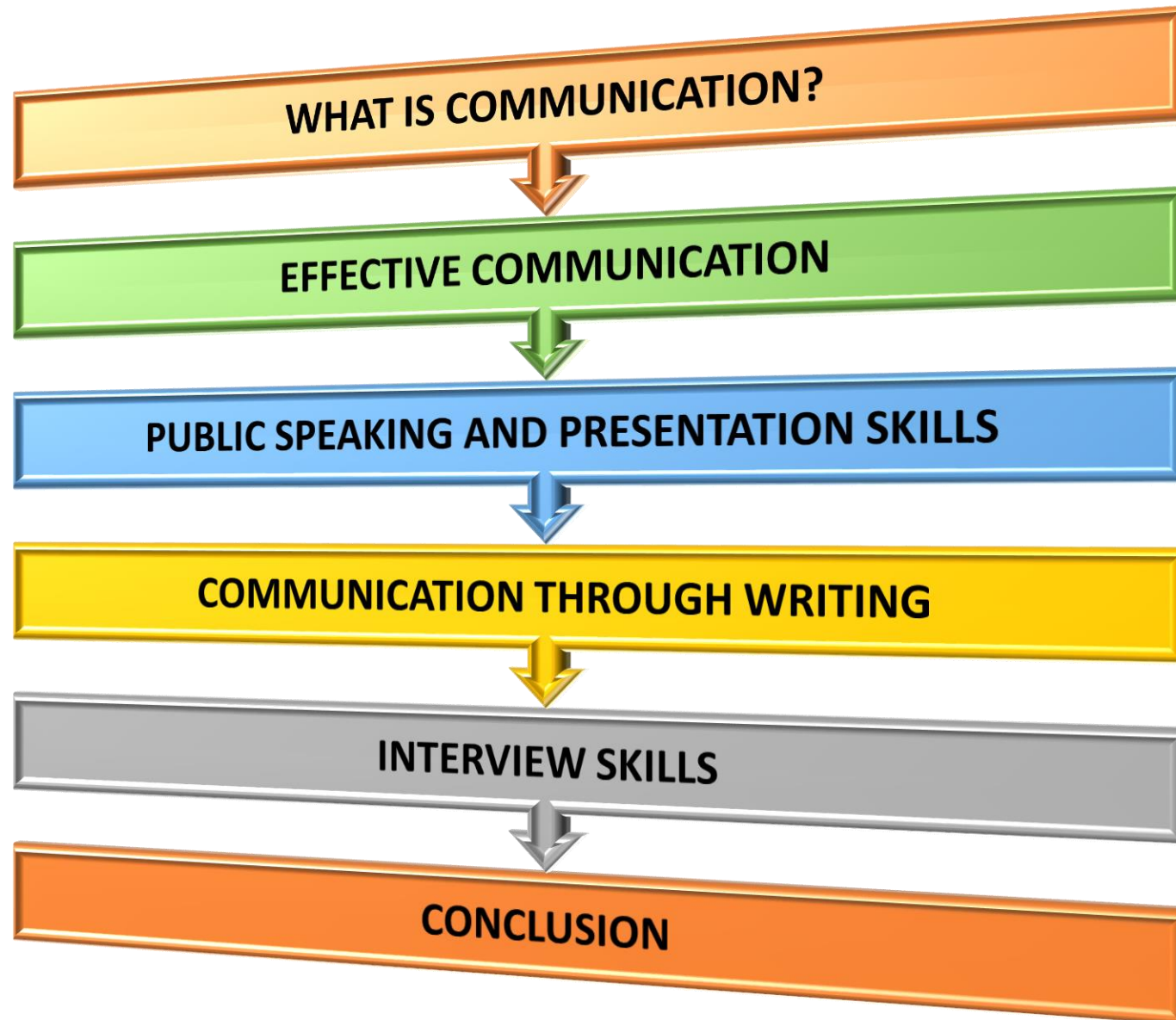


utm_my

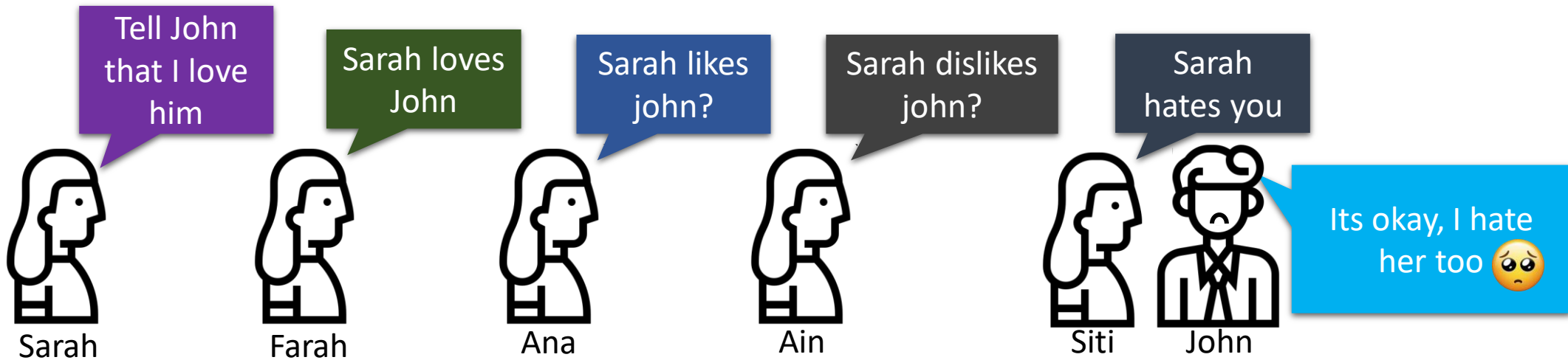


utmofficial

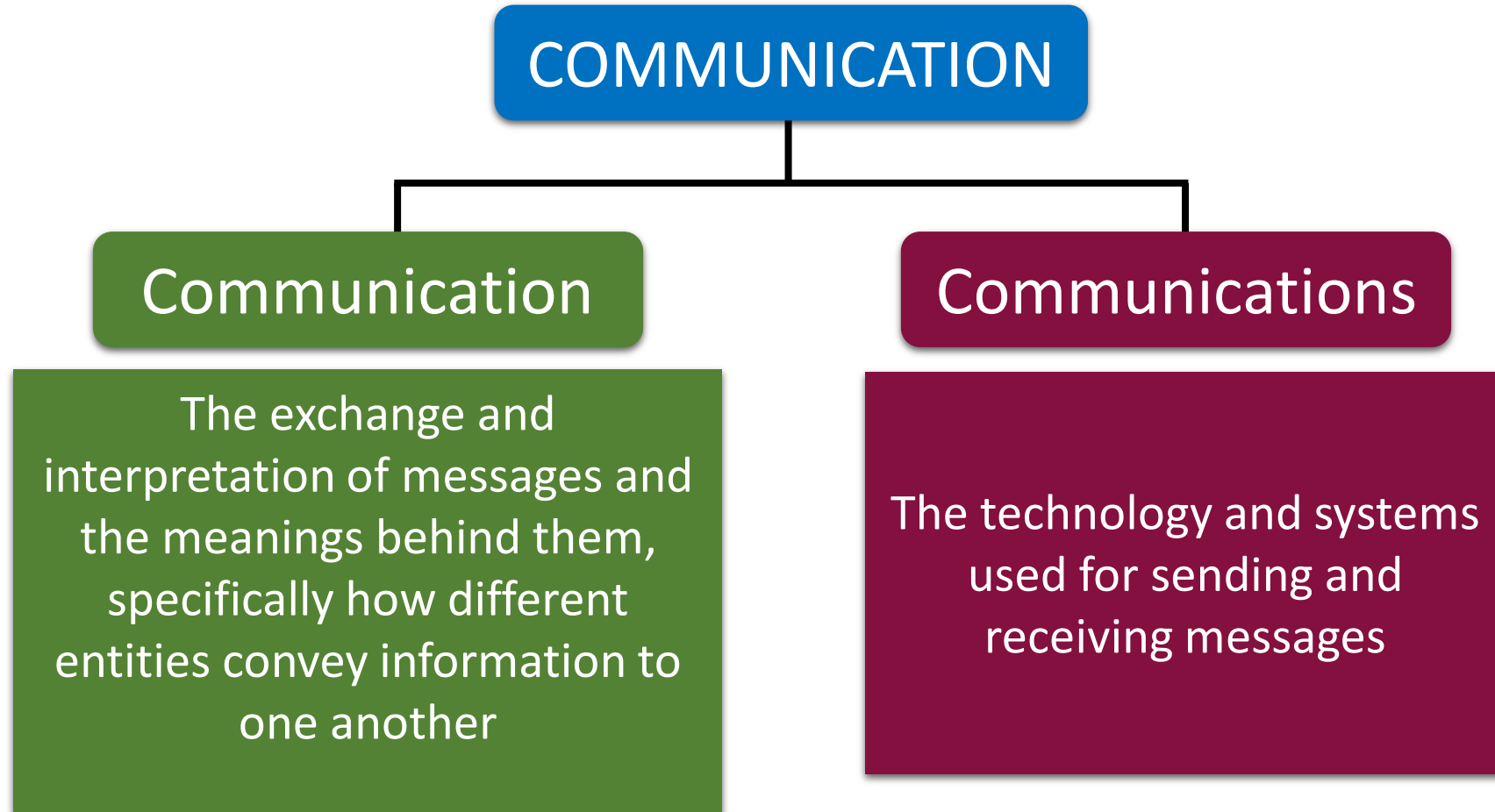
WHAT YOU WILL LEARN TODAY?



WHAT IS COMMUNICATION?



WHAT IS COMMUNICATION?



WHY COMMUNICATION IS IMPORTANT?

Human always
communicate (With god,
other human or creatures)

After 20 years, you may
become a manager where
70% of your time will be
used to communicate

CAREERS WHICH REQUIRE PROFESSIONAL COMMUNICATION



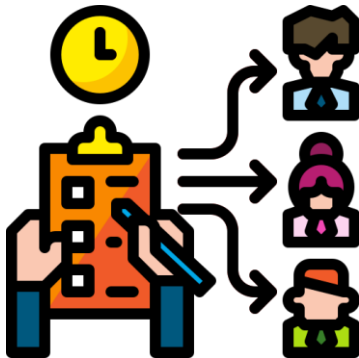
Health communication



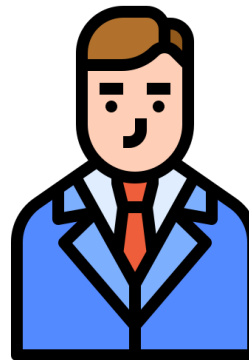
Business communication



Marketing communication



Managerial communication



Corporate communication



Engineering communication

IMPORTANT COMMUNICATION SKILLS

Interpersonal
communication skills



Argumentativeness
skills



Listening skills



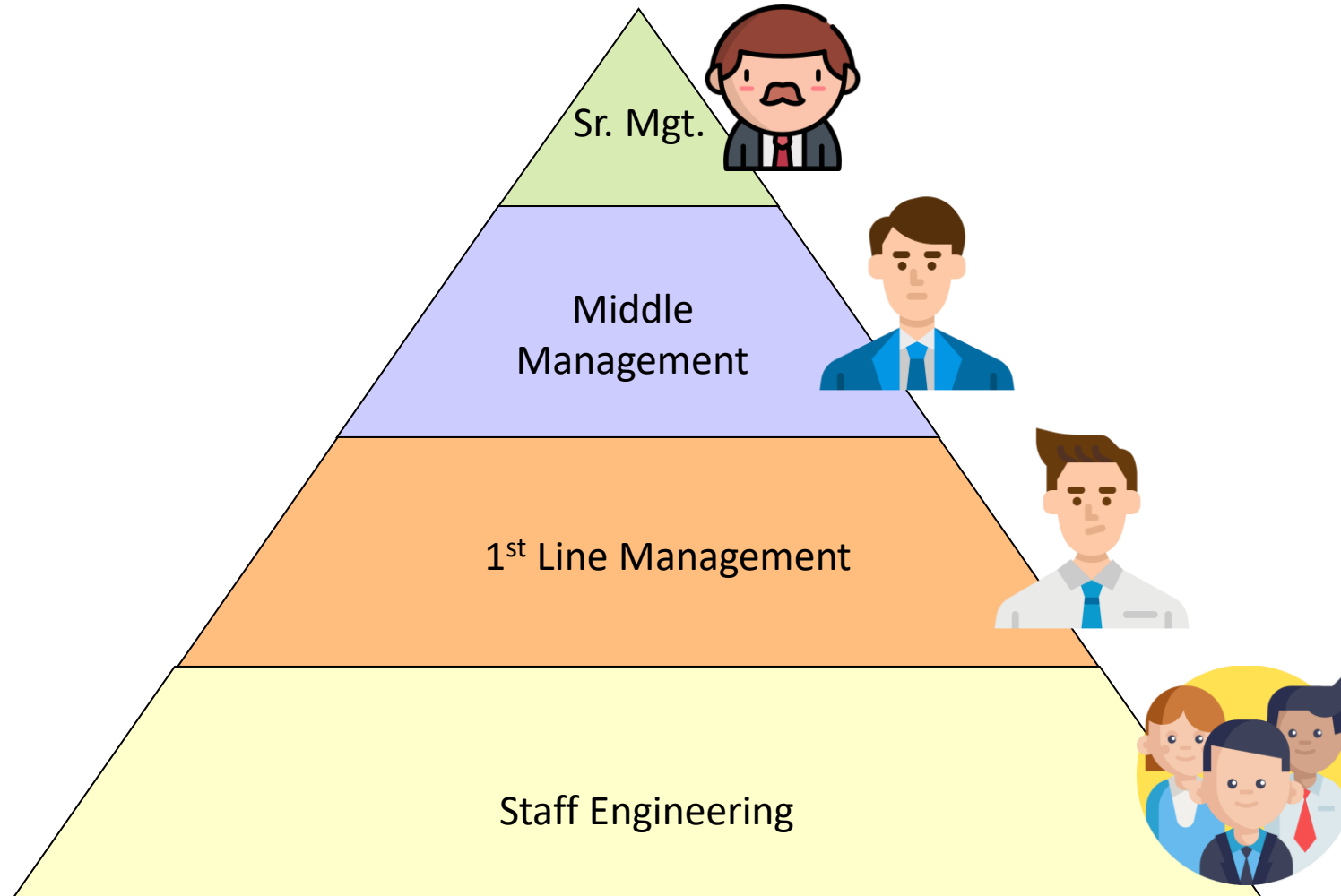
Public Speaking skills



Writing Skills



TRADITIONAL CAREER MODEL



The Career “Pyramid”

Change of work contents with engineering career progression

	First-line Supervisor	Mid Manager	Executive
Technical	70%	25%	5%
Managerial	25%	50%	25%
Visionary	5%	25%	70%

By virtue of being an engineer, you are a Technical Communicator

- Engineering is a people-oriented profession.
- Engineers not only develop technologies; they help people make use of technology.
- Engineers must communicate with *regulators, funding agencies, suppliers, clients, customers, the media*, and sometimes the *general public*.



COMMUNICATION IN ENGINEERING

Study among Northeastern University alumni (mechanical, electrical, computer)



The areas of greatest importance [to engineers] are

- Problem solving,
- Accomplishing tasks within the organization, teamwork,
- Oral communications,
- Professional ethics,
- Writing skills, and
- Use of personal computer tools.

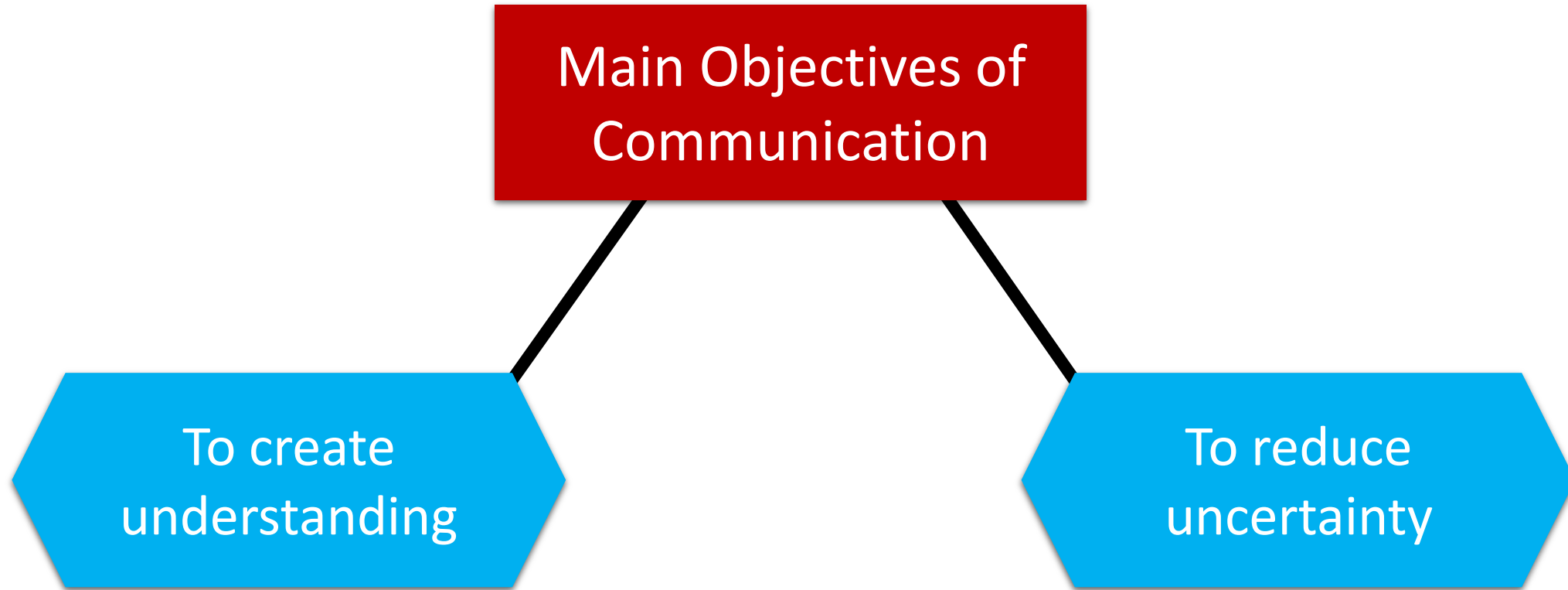


Research related to the important of communication among engineers

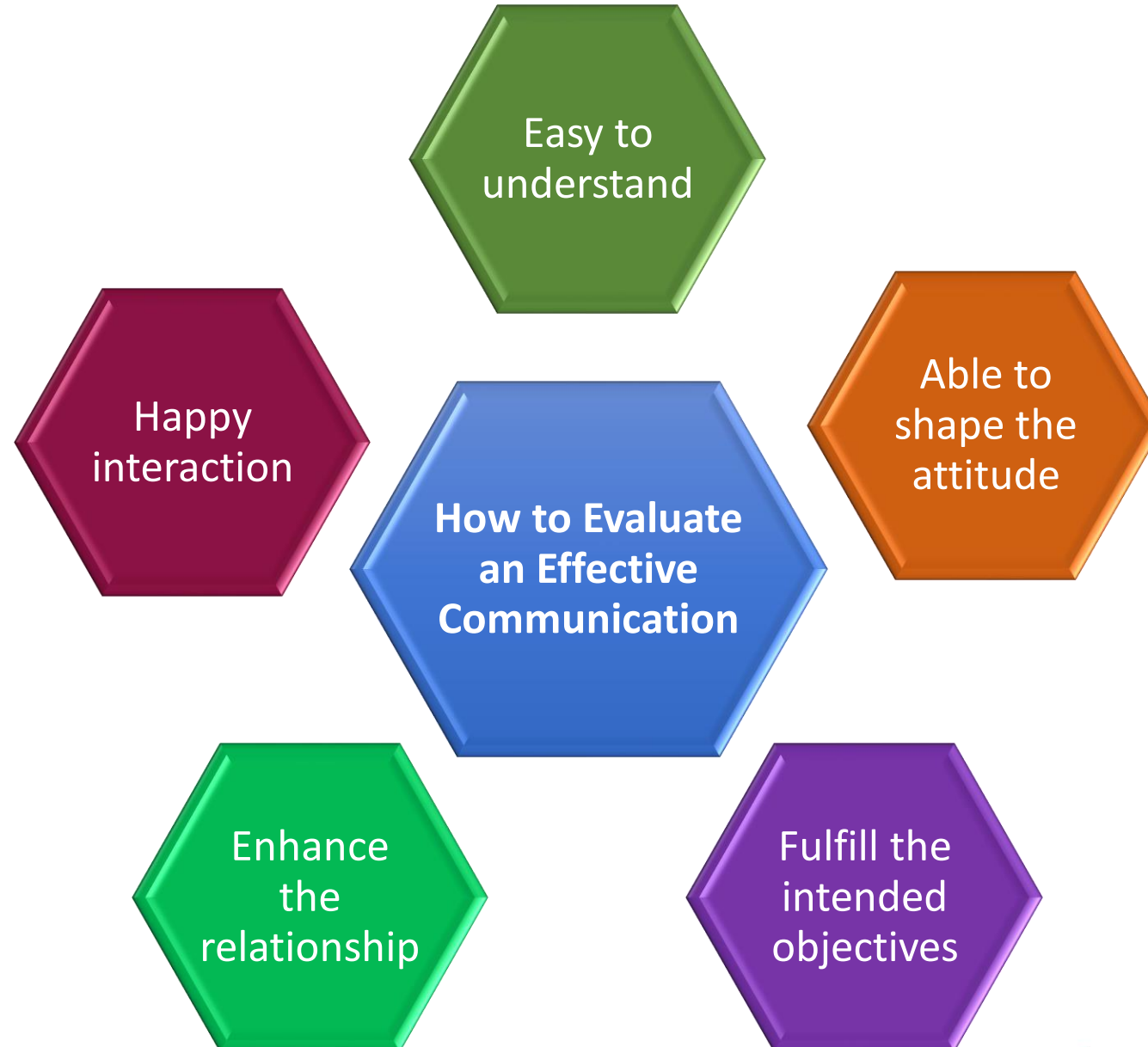
From 16 skills rated by engineers in UK, the top 50% in descending order were

- Relationship building
- Listening
- Motivating
- Giving feedback
- Negotiating
- Small group leadership
- Persuading
- Routine information exchange





EFFECTIVE COMMUNICATION



How to Create an Effective Communication

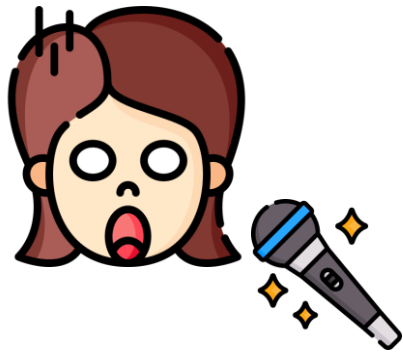
Cognitive
(Knowledge)

Affective
(Emotion,
attitude)

Psychomotor
(Gesture)

ORAL COMMUNICATION

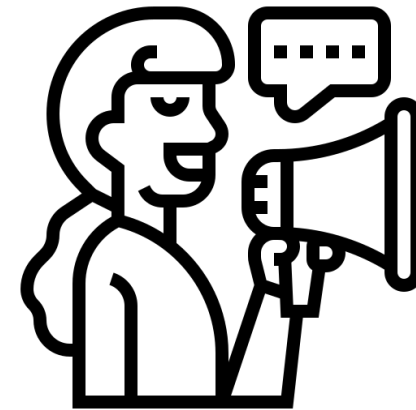
Types of Public Speaking



Impromptu Speech



Factual Speech



Persuasive Speech

Public Speaking Skills



```
graph TD; A[Public Speaking Skills] --> B[Script Preparation]; A --> C[Presentation];
```

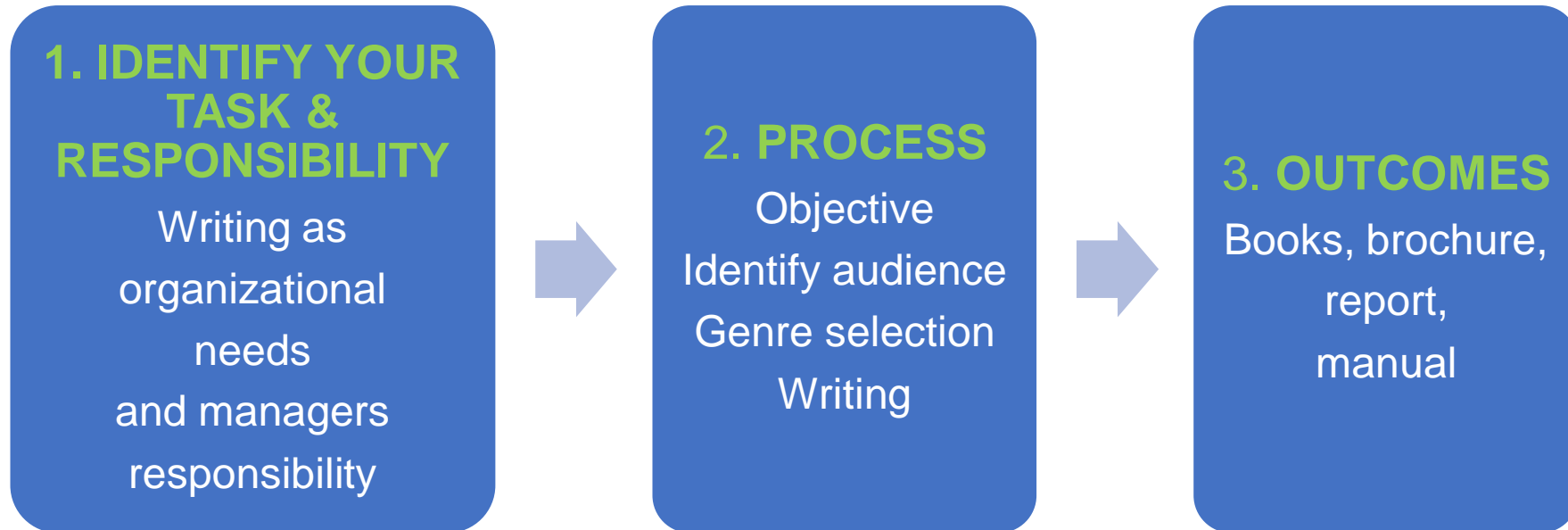
Script Preparation

- Script details preparation
- Audience type and behaviour analysis
- Create and arrange the presentation script efficiently with sufficient flow

Presentation

- Style of language
- Style of the voice
- Able to control the emotion in any situation
- Maintain the credibility and ethics

COMMUNICATION THROUGH WRITING



PROCESS 1: WRITING FOR WORK

Memo

Research report

Budget proposal

Correspondent letter

Form

Manual

Training material

Flow Chart

Training manual

Appraisals

Progress report

Brochure

Work schedule

Policy and procedure

Order

Needs analysis

Questionnaire

Budget report

Genre is a category that have style, form and content of work such as:

- **Correspondent:** Memo and letter
- **Action plan:** Policy and procedure – step by step, explained specific action directly, have an order,.
- **Proposal:** have guideline for problem solving, clear topics for main ideas and have a suggestion , recommendation or solution
- **Report:** report about job, annual report – have a clear title/ sub, chapter, chart, picture, visual and always complete
- **Internal research and article:** have a title and sub title, have a professional direction
- **Bulletin:** have information, diverse title, short paragraph, column that easy to see by audience.
- **Promotion and marketing:** Announcement, brochure – attractive, colourful, try to make audience remember the information

PROCESS 3 : DRAFT WRITING

Simple sentence

Active words and
sentence

Get other's
feedback

Edit

Avoid jargon

Visualize

Concrete idea and avoid
abstract idea

Short
paragraph

Avoid incomplete
sentence

Follow the format

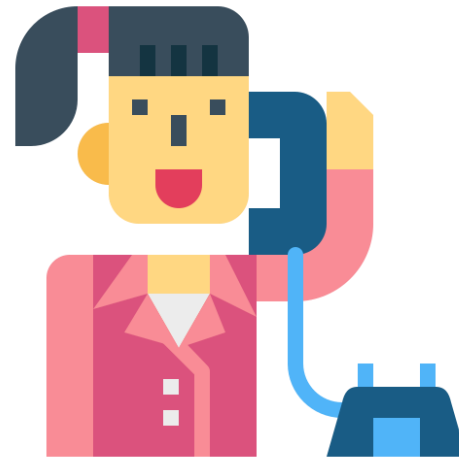
INTERVIEW SKILLS

What is interview? “Is a **relatively formal conversation held to accomplish specific purposes by asking and answering questions**”



A SMALL REMINDER

- Face to face interview is the type of face to face interview (There is also interview session via phone)
- Face to face communication requires a very good speaking skills and non verbal communication (Eye contact, gesture, etc)
- Need to equip yourself with those skills before attending interview



TYPES OF INTERVIEW

- Counseling interview
- **Employment interview**
- Exit interview
- Grievance interview
- Group interview
- Informational interview
- Interrogation interview
- Performance review
- Persuasive interview

BASIC INTERVIEW SEQUENCE

1. (Opening Phase)
 - Rapport (First impression)
 - Orientation
 - Motivation
2. QnA session
3. Closing session

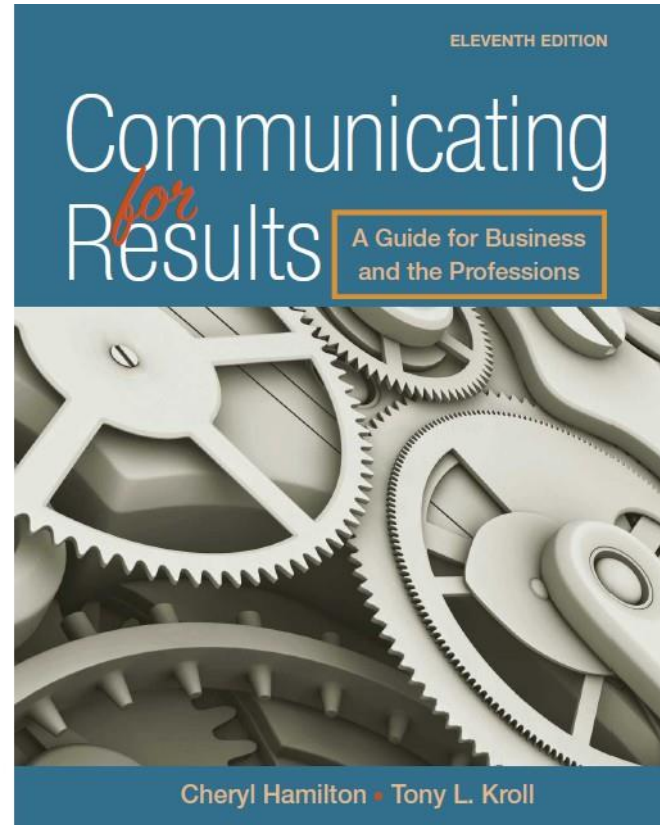


BAD FIRST IMPRESSION

Item	Percentage of executives that noticed the item (%)
Needed a hair cut	100
Soiled shirt cuffs and collar	97
Frayed cuffs and collar	88
Needed a shave	83
Tie badly knotted	79
Scuffed shoes	79
Shirt collar badly fitted	76
Slacks needed pressing	76
Poor-fitting suits	59
Wrong suit style or color	46
Slack too short	41

SOME TIPS

- Be prepared for any type of interviewer
- Be prepared for a possible group interview
- Carefully plan answer to probable questions
- Exercise your responsibility during the interview
- Be prepared with questions to ask the interviewer
- Be prepared to follow up the interview if necessary



Cheryl Hamilton & With Cordell Parker
(2017) *Communicating for Results: A Guide
for Business and the Professions* (11th).
Belmont, California: Wadsworth.



univteknologimalaysia



utm_my



utmofficial

Thank You

www.utm.my

innovative • entrepreneurial • global