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COMMUNICATION SKILLS

UNIT 2

TOPIC :

- **Communication Styles** : Introduction, The Communication Styles Matrix with example for each-Direct Communication Style, Spirited Communication Style, Systematic Communication Style, Considerate Communication Style



Communication Styles

- Communication styles refer to the characteristic ways in which individuals express themselves when interacting with others. It involves verbal language, non-verbal cues, tone of voice, body language, and the degree of assertiveness and responsiveness.
- Each person tends to have a dominant communication style, but it can change depending on the situation, audience, and emotional state.
- Understanding communication styles helps in:
 - Reducing misunderstandings
 - Building better relationships
 - Improving team collaboration
 - Handling conflicts effectively
- The four primary communication styles are best illustrated using the Communication Styles Matrix, which is based on two dimensions:
 - Assertiveness (how openly someone expresses their thoughts and needs)
 - Responsiveness (how emotionally they react or engage with others)

Direct Communication Style

- The Direct Communication Style is a form of communication where a person expresses their thoughts, ideas, or instructions clearly, concisely, and with confidence, often focusing on facts, tasks, and results. This style is often assertive, goal-oriented, and avoids unnecessary elaboration or emotional tone.

Key Characteristics

- **Assertive & Confident** – Direct communicators express themselves with clarity and confidence.

- **Goal-Oriented** – They focus on achieving results or completing tasks efficiently.
- **Straight to the Point** – They avoid small talk and prefer a no-nonsense, brief, and clear style.
- **Firm Tone** – Their tone may come across as commanding or firm, even blunt.
- **Low Emotional Expression** – Less concern with how the message emotionally affects others.
- **Active Decision-Making** – They prefer quick decisions and fast actions.

Examples of Direct Communication

- “I need this report completed by 5 PM today.”
- “We will move forward with option B because it’s more cost-effective.”
- “No, that approach won’t work. Let’s focus on the budget first.”

Advantages

- ✓ **Saves Time** – Quick decision-making and to-the-point conversations.
- ✓ **Increases Clarity** – Messages are not confusing or vague.
- ✓ **Builds Confidence** – Shows leadership and decisiveness.
- ✓ **Improves Efficiency** – Helps teams focus on objectives and goals.

Disadvantages

- ✗ **May Seem Rude or Aggressive** – If not balanced with empathy, it may come across as insensitive.
- ✗ **Lacks Emotional Sensitivity** – Can hurt feelings or ignore team morale.
- ✗ **Discourages Open Dialogue** – Others may feel afraid to share different views.
- ✗ **Risk of Misunderstanding** – Especially if tone or body language isn't considered.

Spirited Communication Style

- The Spirited Communication Style** is characterized by enthusiastic, expressive, and persuasive communication. People with this style are energetic, optimistic, and often rely on emotions, stories, and charisma to engage and influence others. They enjoy interaction and are generally people-oriented, using passion and personal connection to communicate their ideas.

Key Characteristics

- **Energetic and Enthusiastic** – They speak with excitement and use expressive gestures.
- **Emotional and Personable** – Emotions are openly expressed; they enjoy building rapport.
- **Storytelling-Oriented** – They often use stories, examples, or analogies to explain ideas.
- **Persuasive Communicators** – Great at influencing others and selling ideas.
- **Spontaneous and Creative** – Their conversations may be lively and unpredictable.
- **Visual and Dramatic** – They often use facial expressions, hand movements, and voice modulation.

Examples of Spirited Communication:

- “Imagine how exciting it would be to launch this new project—it’s a game-changer!”
- “You know what happened last time we tried this? Let me tell you the story...”
- “Wow, I’m so proud of how everyone performed today! Let’s keep that energy going!”

Advantages

- ✓ **Highly Motivational** – Inspires and energizes others to act.
- ✓ **Strong Rapport Building** – Creates a friendly and welcoming atmosphere.
- ✓ **Encourages Creativity** – Sparks innovation through open dialogue.
- ✓ **Memorable Communication** – Uses emotion and stories that people remember.

Disadvantages

- ✗ **Can Lack Focus** – May go off-topic or avoid structured conversations.
- ✗ **Overly Emotional** – May overlook facts in favor of feelings.
- ✗ **Can Be Overwhelming** – Intensity may intimidate quieter personalities.
- ✗ **May Miss Details** – Tends to focus on the big picture over specifics.

Systematic Communication Style

- The Systematic Communication Style** is characterized by organized, logical, and detail-oriented communication. Individuals with this style value accuracy, structure, and planning. They prefer to communicate in a clear, methodical, and factual manner, often using data and analysis to support their points.
- They focus more on the "how" and "why" of things, ensuring that all parts of a process or idea are carefully considered.

Key Characteristics

- **Precise and Factual** – Uses facts, figures, and data to make points.
- **Logical and Analytical** – Focuses on step-by-step reasoning and structure.
- **Well-Organized** – Prefers outlines, lists, charts, or structured formats.
- **Cautious and Reserved** – Thinks before speaking and avoids emotional expression.

- **Detailed-Oriented** – Pays close attention to specifics and accuracy.
- **Formal and Professional** – Tends to use proper language and avoids slang.

Examples of Systematic Communication

- “According to the data from last quarter, our sales increased by 17%.”
- “Let me explain the three-step process we’ll follow to ensure compliance.”
- “Before we make a decision, I’d like to analyze the potential risks involved.”

Advantages

- ✓ **Clear and Structured** – Communication is organized and easy to follow.
- ✓ **Reliable and Accurate** – Reduces misunderstanding through precise information.
- ✓ **Great for Planning and Problem Solving** – Ideal for complex tasks or detailed work.
- ✓ **Consistent and Professional** – Maintains high standards of communication.

Disadvantages

- ✗ **May Seem Cold or Distant** – Lacks emotional engagement or warmth.
- ✗ **Slow Decision-Making** – Tends to overanalyze or overplan.
- ✗ **Can Appear Rigid or Inflexible** – May resist spontaneous changes or creativity.
- ✗ **Overwhelms with Detail** – Might include too much technical or unnecessary info.

Considerate Communication Style

- The Considerate Communication Style** focuses on empathy, harmony, and building relationships. People with this style are thoughtful, cooperative, and supportive in their communication. They prioritize the feelings and comfort of others over facts or urgency and aim to maintain peace and avoid conflict.
- They are excellent listeners and prefer communication that is gentle, respectful, and emotionally aware.

Key Characteristics

- **Empathetic and Compassionate** – Understands and values the emotions of others.
- **Patient and Calm** – Responds gently and avoids confrontation.
- **Polite and Courteous** – Uses respectful language and soft tone.
- **Team-Oriented** – Encourages cooperation and consensus.
- **Good Listener** – Gives time to others to express their views fully.
- **Supportive and Encouraging** – Offers help and reassures others.

Examples of Considerate Communication

- “I can see this is difficult for you. Let’s work through it together.”
- “Thank you for sharing your opinion. I appreciate your honesty.”
- “How are you feeling about this decision? Your input matters.”

Advantages

- ✓ **Promotes Trust and Respect** – Builds strong interpersonal relationships.
- ✓ **Reduces Conflict** – Calms tense situations and encourages understanding.
- ✓ **Increases Team Morale** – People feel heard, valued, and supported.
- ✓ **Excellent in Customer Service** – Handles complaints with empathy and care.

Disadvantages

- ✗ **May Avoid Tough Conversations** – Hesitant to give critical feedback.
- ✗ **Lacks Assertiveness** – Can lead to being overlooked or taken for granted.
- ✗ **Delays Decisions** – Might prioritize feelings over necessary actions.
- ✗ **People-Pleasing Tendencies** – May struggle to say "no" or set boundaries.

