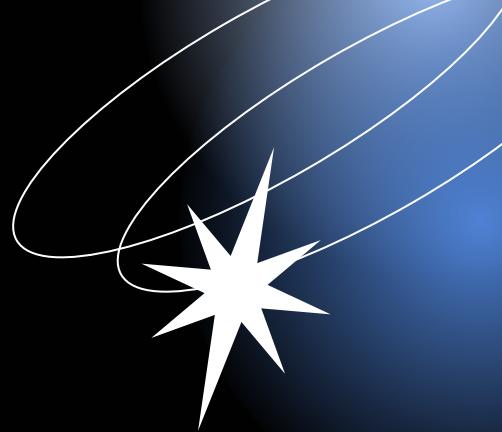


# Communication



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# 1. What is communication?

Communication is the ability to exchange information between two or more people with a successful result, that is, to create a conversation in which people can easily understand each other.

We communicate constantly, in one way or another, that is where we can find the different types of communication.



## 2. Types of communication:

There are different types of communication:

- Verbal communication
- Non-verbal communication
- Active listening



# Verbal communication:

Verbal communication consists in the words and the tone of the voice we use at the time we are presenting an idea or convincing someone about our idea.



# Non-verbal communication:

The non-verbal communication consists on the gestures we do, the looks we give and the position of our bodies that we have while presenting an idea or project.



# Active listening:

In communication, we must be really focused on everything that people tell us. We mustn't have prejudices and we mustn't give recommendations without listening first.



# 3. Entrepreneurial communication:

Communication is a way to interact with people.

Entrepreneurs always try to improve their communication skills to share their ideas in a good way to their clients or team.

- Skills:

To be a good communicator, an entrepreneur needs:

- A good body language
- To explain things clearly
- To listen attentively to other people
- To know how to express their ideas by talking and by writing.

# 4. Activities to practice:

We have prepared three activities to improve our communicative skills.



# Activity 1: The Elevator Game

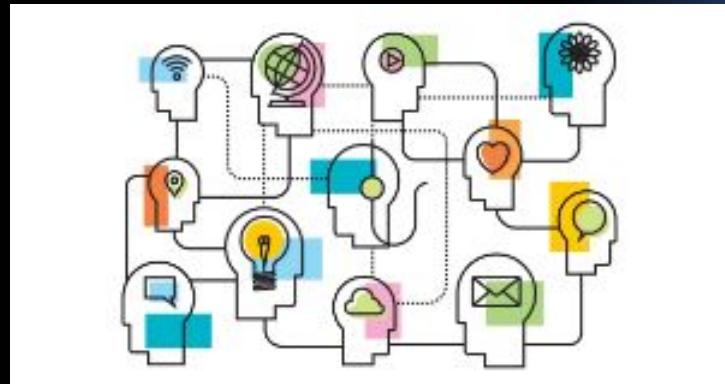
This game consists of convincing a group of people of an idea in a short time as if you were in an elevator.

In groups of 4 students, we will have to convince our classmates of an absurd belief or absurd idea, and then the classmates have to decide whether they have been convinced or not.



# Activity 2: Describing a business idea

This game consists on describing a idea of a project without saying what the project is and trying to make other people guess it by describing it.



# Activity 3: Pass the project

This game consists of one person having a short time of 30 seconds to start describing a project, and when their time is up another person will have to continue it and so on until everyone has contributed a part of the project.

We are going to do this game by making a big circle with a single group, that is, all the people together.

