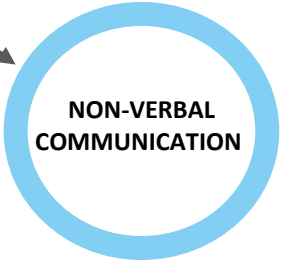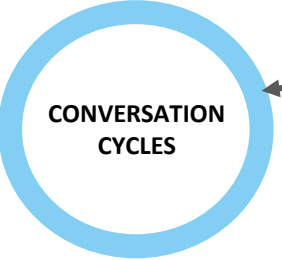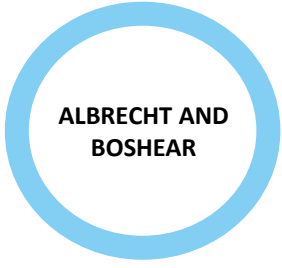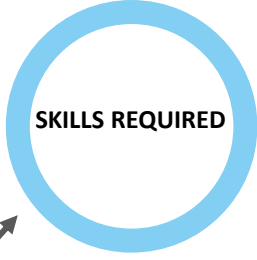**EMPOWER**
DEVELOPMENT

7 QUESTIONS

'The transmission of a message or idea from one person to another person, so that both parties share a mutual understanding'

COMMUNICATION

COMMUNICATION CONSIDERATIONS

- ✓ The message to be communicated
- ✓ The audience
- ✓ Feedback
- ✓ Timelines

SKILLS REQUIRED

- ✓ Rapport building
- ✓ Empathising
- ✓ Signposting
- ✓ Listening
- ✓ Questioning
- ✓ Summarising
- ✓ Voice control

- ✓ Facts
- ✓ Feelings
- ✓ Values
- ✓ Opinions

ALBRECHT AND BOSHEAR

LEARNING OUTCOME 3 UNDERSTAND THE IMPORTANCE OF GOOD COMMUNICATION TO MAINTAIN AND BUILD CLIENT RELATIONSHIPS IN THE INSURANCE INDUSTRY

METHODS OF COMMUNICATION

- ✓ One-way methods
- ✓ Two-way methods

- ✓ Inform
- ✓ Invite
- ✓ Acknowledge
- ✓ Listen

CONVERSATION CYCLES

NON-VERBAL COMMUNICATION

- ✓ Body language (gestures, facial expressions and eye contact)
- ✓ Use of voice (volume, pace, clarity, variety and tone)
- ✓ Positive language

- ✓ Wording or terminology
- ✓ Clarity of message
- ✓ Verbal skills
- ✓ Body language
- ✓ How the message is interpreted
- ✓ Poor listening skills
- ✓ Environmental factors
- ✓ Information overload
- ✓ Personal differences
- ✓ Choice of communication style or medium

BARRIERS TO COMMUNICATION

Developing insurance professionals

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