



UNIT 1 INTRODUCTION TO COMMUNICATION

Elyse Cohen, Executive Assistant; America Online, Inc.

America Online, Inc. is the world's leader in interactive services, Web brands, Internet technologies, and E-commerce services.

Body Talk: How might Elyse's nonverbal communication benefit or hinder personal interaction in the business setting?

Stories from the Real World

- ▶ **Name: Elyse Cohen**
- ▶ **Profession: Executive Assistant**
- ▶ **Years of Experience: Five**

How do you use communication in your daily life?

I have face-to-face discussions, phone conversations, and I send written messages using E-mail, fax, and regular mail.

How important are communication skills on the job?

Having excellent communication skills impacts my professional life everyday. If I do not communicate effectively, then it could set off a chain reaction that could potentially impact the company on a higher level.

What is your greatest communication lesson?

I am constantly scheduling meetings and planning events, so I have had to learn how to EFFECTIVELY communicate by LISTENING to what people have to say and then tailoring my communication style for each individual in an effort to make each person totally comfortable and to avoid any MIScommunication.

What is your biggest communication challenge?

I think the biggest challenge in communicating is learning to adapt to each person's individual communication style. I work to overcome this challenge by LISTENING to what people have to say. If I'm in a face-to-face conversation, I watch the other person's physical reactions and movements to see whether they are angry, nervous, etc.

Thinking Critically

How does Elyse use communication in her profession?

What role does effective communication play in a business setting?