Seminar 11
Effective Communication - Why bother?
and
Selling yourself

Communication Skills – What are they?

- Oral
  - Explain and present your ideas clearly to diverse audiences
- Written
  - Write effectively for a variety of purposes for different audiences
- Non-verbal
  - Enhance expression of your ideas and concepts using non-verbal cues

Some Industry Comments

Course Review - BIS Industry Focus Group, May 2003

“Some skills are frequently lacking eg. communication”

“Verbal, written and presentation skills are very important. Such communication skills should include:
- Ability to be informative and concise
- Ability to translate between the technical staff and user staff i.e. not use purely technical language
- Ability to present, in front of an audience”

“Critical assessment and understanding of client/user requirements is vital.”

Do we need communication skills in Systems Development?

- In every stage of systems development we need to communicate with the:
  - Owners/managers of the system
  - Users of the system
  - Team of developers building the system

- The inability to effectively communicate WILL result in system failure

How can I improve?

- There are many resources that deal with standard communication skills such as:
  - Conducting an interview
  - Preparing a report
  - Presenting your ideas

  This skill set is a must in the system developer’s tool kit

Help !!!! .... this is not working (1)

- What if the user is not interested /aggressive/ a hinderance?
IMS2000 and communication
• What have you learnt about communication during this subject?
• How will you do things differently in IMS3000?

Selling yourself – the need for effective communication
• What has the BIS given you?
• How do you sell it?
• What are the opportunities?
• Is a resume important?