

Knowledge, Skills and Attitudes/Values that a Good Communicator Should Have

Knowledge	Communication Skills	Values /Attitudes
<ul style="list-style-type: none"> ● Knowledge on the topic and how it has to be handled ● Knowledge about the target population being addressed – their beliefs, values, traditions, social norms etc. ● Knowledge of the region where one is working ● Knowledge of the local leaders, opinion makers, functionaries, etc. 	<ul style="list-style-type: none"> ● Ability to build rapport with individuals and groups ● Ability to see oneself as part of the community ● Ability to speak effectively ● Ability to listen attentively ● Ability to negotiate and handle arguments etc. ● Ability to analyse situations and different points of view ● Ability to use positive body language for best impact ● Ability to 'empathise' ● Ability to use different tools for effective communication – posters, flip charts, exercises, community dialogue tools etc. 	<ul style="list-style-type: none"> ● Being honest and transparent ● Respect for all, including the poor and marginalised ● Treating all equally irrespective of religion, caste, gender, age, physical condition and socio- economic status ● Commitment to one's work and mission ● A sense of fairness and justice ● A belief that every individual or family has the right to make its choices and that one's role is to provide them with the right knowledge and skills to make 'informed choices'.