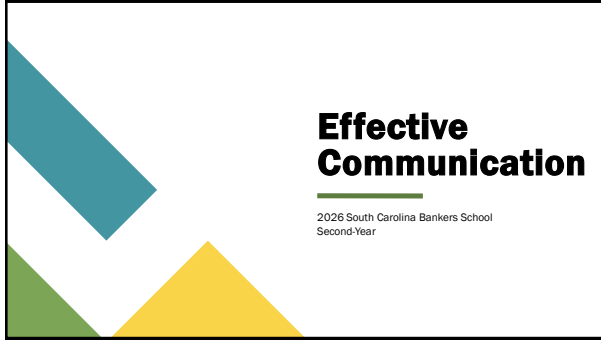
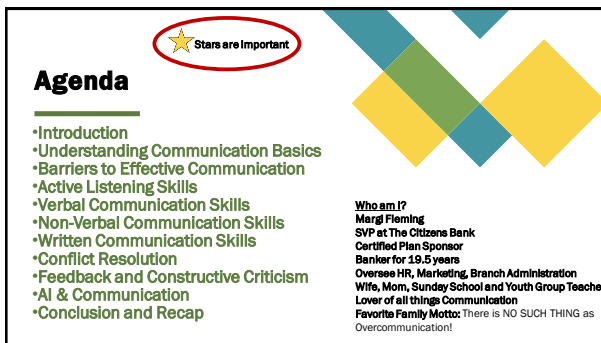




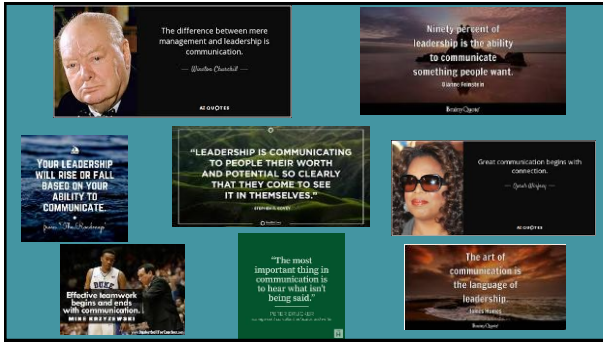
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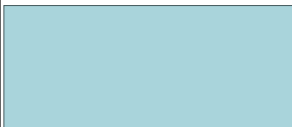
Importance of Effective Communication

- Effective communication is essential for success in both personal and professional life.
- It fosters understanding, builds relationships, and resolves conflicts.

5

Important Highlight

How does effective communication contribute to personal and professional success?

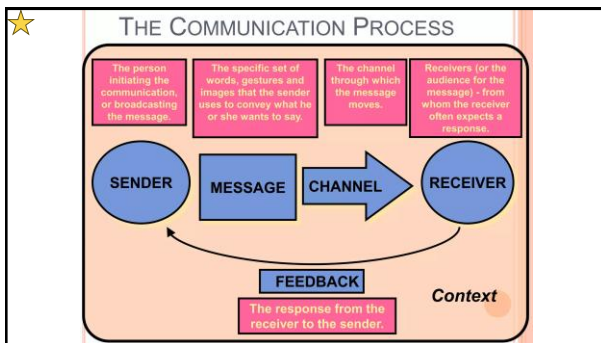


6

Understanding Communication Basics

- **Definition:** Communication is the exchange of information, ideas, and emotions.
- **Elements:** Sender, message, channel, receiver, feedback.
- **Types:** Verbal, non-verbal, written.

7



8

Before I play this next slide, is anyone offended by some spicy language?

I have a clip from
Rush Hour 1

9

Barriers to Effective Communication



10

Barriers to Effective Communication

Physical: Noise, distance, environment.

Psychological: Prejudice, emotions, mindset.

Semantic: Language differences, jargon.

Cultural: Different norms, values, beliefs.

11

Important Highlight

How can cultural barriers affect communication in a diverse workplace?



12

Active Listening Skills

Active listening is crucial for understanding others and building rapport.

Techniques: Maintain eye contact, nod to show understanding, paraphrase to confirm comprehension, ask clarifying questions.

Role-playing exercises will allow for practical application.

13

The Big Bang Theory – Active Listening



14



Important Highlight

Why is paraphrasing an important active listening technique?



15



Communication Origami – Activity

Get out the printer paper handed to you at the beginning of class. If you need a piece, let me know!



<https://www.bjclearn.org/resiliency/PDFs/033109.pdf>

16

Verbal Communication Skills

- Clarity and brevity in speech enhance understanding.
- Verbal communication can lead to different interpretations.
- Tone and inflection convey emotions and attitudes.
- Assertiveness promotes clear communication, while aggressiveness can lead to conflict.

17

★ **Important Highlight**

What is the difference between assertiveness and aggressiveness in communication?



18

Non-Verbal Communication Skills



Body language, facial expressions, and gestures complement verbal communication.

They convey emotions, attitudes, and intentions.

19

Important Highlight

How can body language influence the perception of a message?



20

Written Communication Skills

Clear and concise writing is essential for effective communication.

Structure: Introduction, body, conclusion for emails and messages.

Grammar and punctuation tips improve readability and professionalism.

21

Important Highlight

Why is it important to pay attention to grammar and punctuation in written communication?



22

Conflict Resolution

Understanding different conflict styles helps in managing conflicts.

Strategies: Active listening, empathy, compromise, collaboration.

Role-playing exercises will provide practical experience in resolving conflicts.

23



Important Highlight

What are some strategies for managing conflicts in a team setting?



24

Feedback and Constructive Criticism

Feedback is vital for personal and professional growth.

Guidelines: Be specific, timely, and constructive.

Practice sessions will allow participants to give and receive feedback effectively.

25



Important Highlight

How can feedback be delivered effectively to encourage improvement?



26

Great News! If you aren't a pro at communication... you can be!

Continued practice leads to improvement in communication skills.

27

Important Highlight

What are some ways to continue practicing and improving communication skills outside of the classroom?

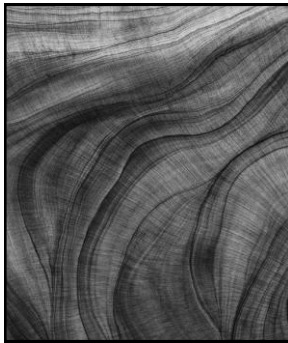


28

AI & Communication

Can AI help with communication??

Let me count the ways!



29

Is anyone afraid that their job will be replaced by AI?

What about co-workers at your bank?



30

Since so much of AI is based on Human Prompts and Human verification – **you shouldn't be worried about AI taking your job.**

HOWEVER – you should be worried about someone proficient in AI taking your job.

Cassie Thompson – Senior Director of People and Culture



31

Adapt or Die

"Artificial Intelligence, deep learning, machine learning — whatever you're doing if you don't understand it — learn it. Because otherwise you're going to be a dinosaur within 3 years."
— Mark Cuban (2017)



32

What are some benefits of using AI for Bankers?

More Effective & Proper Communication

AI tools can analyze written and verbal communication for tone, clarity, and compliance, helping bankers craft more professional, consistent, and regulation-oriented messages across customer and internal channels.



33

What are some benefits of using AI for Bankers?

Improved Customer Experience

AI-powered chatbots and virtual assistants provide 24/7 customer support, answer questions quickly, and personalize interactions, increasing customer satisfaction and loyalty.

34

What are some benefits of using AI for Bankers?

Streamlined Operations

AI automates repetitive tasks like data entry, compliance checks, and document processing, reducing human error and freeing staff to focus on higher-value activities.

35

What are some benefits of using AI for Bankers?

Predictive Insights for Growth

AI analyzes customer behavior and market trends to identify cross-sell and up-sell opportunities, helping banks develop targeted marketing strategies and drive revenue growth.

36

What are some benefits of using AI for Bankers?

Enhanced Fraud Detection

AI can analyze large volumes of transactions in real time to detect unusual patterns and flag potentially fraudulent activity, improving security and reducing losses.

37

Prompt Engineering



Task



Context



Examples



Role



Format



Tone

38

Task

- What do you want the AI tool to do?
- Start with an action verb.
- Clearly articulate expected outcome in one or multi-steps.
- Examples: Compose an email.
Craft a Job Description.
Compare the content of . . .



39

Context

- Constrain the endless possibilities.
- What does success look like?
- What background could be helpful in directing the answer?
- Example: The company is trying to teach this concept. The end goal for this program is this. This is the first time the team has used this approach.



40

Examples

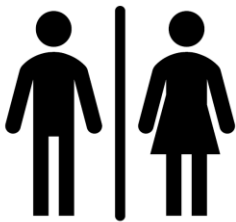
- Copy/Paste similar outcomes
- Give examples to emulate
- Examples: Use the following template. Follow these examples in tone and word choice. Use this structure when suggesting answers.



41

Role

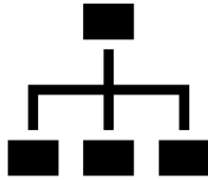
- Think of someone you wish you had instant access to
- Direct the AI tool to assume that role
- Example: You are the VP of People Strategy. You have 20 years of experience in organizational development. Your career has a heavy focus on change management.



42

Format

- Visualize what you want the end result to look like
 - Email
 - Bullet points
 - Code block
 - Paragraphs
- Spreadsheet optimized data
- Examples: Give your results in 10 bullet points with alliterated starting words. Format the data to be optimized for spreadsheet usage.



43

Tone

- What feeling are you going for?
 - Casual
 - Formal
 - Witty
 - Enthusiastic
 - Caring
 - Professional
 - Polished
- Use a professional tone, and aim for an excited feeling throughout.



44

Content Generation with ChatGPT for Banking

11:52

Get Plus

Sample letter to customer introducing the Bank Manager and we thank them for opening an account. Letting them know we are happy to help with all their financial needs.

and with

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

123 space return

Dear [Customer's Name],

We hope this letter finds you well and thriving. We are writing to express our sincere gratitude for choosing [Bank Name] for your financial needs. Your decision to open an account with us is truly appreciated, and we are committed to providing you with excellent service and support every step of the way.

We are excited to introduce you to our Bank Manager, [Manager's Name]. [Manager's Name] brings [his/her] expertise and dedication to our team and is committed to ensuring that your banking experience with us is nothing short of exceptional. [He/She] is available to assist you with any inquiries, concerns, or financial goals you may have.

At [Bank Name], we understand that each customer has unique financial aspirations and needs. Whether you are saving for the future, planning for retirement, or seeking investment opportunities, we are here to support you every step of the way. Our comprehensive range of banking products and services is designed to meet your individual requirements and help you achieve your financial goals.

Please feel free to reach out to [Manager's Name] or any member of our dedicated team if you have any questions, need assistance, or would like to explore our offerings further. Your satisfaction and financial well-being are our top priorities, and we are here to serve you.

Once again, thank you for choosing [Bank Name]. We look forward to building a long-lasting relationship with you and being your trusted financial partner for years to come.

Warm regards,

[Your Name]
[Your Title/Position]
[Bank Name]

45

Important Highlight

AI Disclaimer

1. Check your company policies before using AI.
2. Do NOT input any personal or private information into AI software. NEVER!
3. Set up as a personal account, not a business or BANK account. This *may* protect your company with potential litigation.



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Here is the link to a Quizlet to help you "study" if you'd like:
<https://quizlet.com/929127234/sc-bankers-school-effective-communications-class-2nd-year-flash-cards/7i-h2k33&x=1jqY>

Thank you

The Citizens Bank
 Margi Fleming, CSPS
 Senior Vice President
 mffleming@tcbsc.bank
 843-519-2552

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