

BOOK REVIEW ABOUT THE BOOK

Sonya Hamlin (2006). *How to Talk So People Listen: Connecting in Today's Workplace* (paper back), Harper Collins, USA. ISBN: 0060734078, 314 pages, 12.99\$

REVIEWED BY

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BACKGROUND INFORMATION ABOUT THE BOOK AND ITS AUTHOR

Sonya Hamlin, an award-winning television talk-show host, consults and coaches America's Fortune 100 firms and managers comprising IBM, Bayer Corporation, JPMorgan Chase, Lehman Brothers, American Express, and ExxonMobil. Sonya has taught communication skills at Harvard's Law School, Kennedy School of Government and Graduate School of Ed.; Boston University's Medical School and School of Communication; the Wharton School; Sloan School of Mgmt. MIT; University of Texas and NYU's Law Schools; Brandeis International Business School as well as at Oxford and Cambridge in the U.K. Hamlin appears on network television as a communications professional and specialist and is the author of the best-selling *What Makes Juries Listen TODAY*. Hamlin is a nationally recognized expert in many phases of the communication and author of five books. Hamlin's best-selling books, the latest one being *How to Talk so People Listen: Connecting in Today's Workplace* (HarperCollins), is also published in Russia, China, Poland, Turkey, the U.K., Canada, Brazil, India & Indonesia.

SUMMARY OF THE BOOK

How to Talk So People Listen is a pioneering, realistic guide to effective communication and a priceless resource for anyone considering to refine their communication and presentation skills. The book consists of the following sections. A brief outline of this book can be detailed as follows.

Enter Technology, Exit Talking

This section of the book tells us about what are the basic things we need to know first and how we are currently listening and learn, what motivate us to listen, and how the workplace get affected by communication. The book details how communication turned to be the biggest issue in the 21st century, witnessing communication revolution. It also tells us about the effect of television on telling factual information and the role of played by computers and the internet in our day to day life.

Generation Gaps and Diversity in Today's Workplace

This section of the book tells us about a brilliant work of categorizing the different communication styles and strategies between Generation X and Y and baby boomer's, all of whom are employed together in today's diverse organizations. It gives better preparation in controlling different generation of employees in the same organization by ensuring their better participation in the change process.

How to Get Anyone to Listen to Anything

The skill to make others reflect is important for success in several fields. This section of the book is all about the basics of what can motivate anyone to listen and various verbal and non-verbal ways that to tackle the listener's attention. Major learning that we are getting from this section is the differential approach in managing resistance from others during the communication process.

The Pre-Think Chart: Strategizing One-on-One Encounters

This section of the book gives us an idea about how we can talk even to an alien. It elaborates various aspects like determining the others concerns and comforts, well comprehend them and catch language to reach out and include other's needs as one reach for one's own. The Pre-think chart incorporated in the book support us to make effective intervention and interaction. The objective is communication as better outcome for all parties.

Close Encounters: One-on-One

The success of any interaction depends on the first move. This section of the book discusses about how we can make an effective beginning, diverse ways of handling problems, negative reactions, managing boredom and inattention which is frequent in one-on-one encounters.

This section improves our troubleshooting skill in making effective closure of communication.

Seeing Is Believing: Making Your Message Visual

Communication would be more effective if we can organize our visuals effectively. This section of the book talks about new approaches in making the visual appealing the audience, the principles to be during designing process, choosing the medium effective use of color, managing the message visually and verbally. The learning makes the communication, believable, persuasive, interesting and memorable.

How to Create Great Presentations

The success of many interactions rests upon the effective creation of presentations. Great planning will always lead to effective communication. This section of the book makes us to learn about understanding our audience, approaches in organizing materials, the importance of writing suitable speech notes during communication.

How to Deliver Great Presentations

The first impression is the best impression. How to make the first impression is the first challenge. This section of the book discusses about the importance of body language, personal styles, techniques of telling, organizing your message, making best ways of layout of the presentation which are activating the audience. More significantly, this particular section of the book gives a better understanding of strategies in closing the presentations.

The Art of Q & A

In order to provide effective feedback on the communication elements, the presenter should understand the level of audience and the way they clarify things as well in advance. The presenter has to manage varied categories of people like, passive listeners, active audience and aggressive knowledge seekers. This section of the book tells us about varied communication strategies to manage all kinds of audience that make all the audience on presenter side.

Meetings: How to Lead and How to Be Heard

This section of the book gives us an idea about why meetings don't work. It tells us what are the skills one need to learn and sharpen. The

content of this part strongly supports the reader in getting ideas about how to plan a meeting, schedule a meeting creating the agenda and further the leadership skills for handling people. The most significant part the book shared is the communication skills for meeting leaders and communication skills for meeting leaders participants.

EVALUATION OF THE BOOK

In today's extremely hi-tech society where everybody can organize and access the whole lot from their PC or cell phone, the prominence of good communication cannot be stressed powerfully enough. Cloud-computing, teamwork, and flexibility technologies have extended vital mass and are producing a vital inflection point for industries of all dimensions. Using the suitable method of communication for varied situations will make everything pour easier, and support makes workers feel that they are significant and treasured supporters of one's enterprise. In this revised and updated edition, Sonya Hamlin displays how to effectively capture popular care so that they attend, comprehend, and are swayed by one's message, especially in the plugged-in, fast-paced, visually-driven atmosphere that is today's place of work.

This book provides gives thought - aggravating acumen and practical explanations to interconnecting with others in a dynamic world. Sonya Hamlin gives thrust to the challenges like thoughtful understanding on the generations, assimilating a multiethnic labor force, and connecting successfully in an impatient, visually driven society. She also offers techniques, are both explicit and spoken, for reaching a specified hearer. This book is engraved for one and all, from the entry-level worker to the executive. Especially her chapter on handling one-on-one encounters is predominantly helpful for both managers and subordinates. This book packs a lot of relevant facts on a real-world communication issues.

CONCLUSION

Sonya Hamlin has incorporated a whole kit an individual desire to learn about how to communicate and interact effectively in a technology driven modern world. It does not matter which level a person in the organizational structure or strata. What is important is that the author's comprehensive analysis of how we know one another will ascertain vital to anybody who needs to move into the higher ladder in their personal and professional life. Sonya's book does a brilliant work of recognizing

the different communication flairs and plans between Generation X and Y and baby boomers, all of whom are functioning together in a diverse organization. Yet the important note is about the significance of face-to-face interactions and 'How To Talk So People Listen' details solely and undoubtedly the essentials of effective communication whether speaking one-to one or presenting before an audience. The book emphasizes the importance of listening and delivers an excellent piece on leading efficacious meetings. This book is a marvelous orientation for anybody who beliefs the significance of effective communications.