**Top 5 Business Communication Secrets - Importance of Soft Skills for Communication Tactile communication, perception, channel selection, soft skills, persuasion**

Description: Corporate consultant Mark Jeffries discusses the importance of soft skills to communication. More specifically, Jeffries uses examples commonly found in business, including hand shaking, the giving and taking of business cards, sitting during meetings, taking notes during a meeting, and closing. He talks about the right things to do versus the wrong things. Jeffries mentions how important soft skills are because people will assume things about you based on them, whether you intend to convey a certain meaning or not.

Please share your thoughts on the following issues as you watch Mark Jeffries discussing the importance of soft skills to communication. More specifically, Jeffries uses examples commonly found in business, such as hand shaking and giving someone your card, to demonstrate what should and should not be done. *Use with:* [*https://www.youtube.com/watch?v=qDIvO4upt9A*](https://www.youtube.com/watch?v=qDIvO4upt9A)

1. Why is the simple tactile communication of shaking one’s hand important when meeting a new business client?
2. What does quickly putting a person’s business card in your pocket convey to the receiver? Conversely, why is commenting on some aspect of the card important?
3. How does the perception of power and status impact how somebody might view a person who is slouched in his chair with his arms folded during a meeting?
4. Why is channel selection important when taking notes during a meeting? More specifically, what does writing by hand convey that typing on a laptop does not?
5. Why are these soft skills of communication effective in persuading someone?