



Communication & Customer Relations with Diverse Stakeholders within the University

Agenda

- introduction – who is who
- keynote: the importance of effective communication and customer relations
- case study
- coffee break
- case study - continue
- wrap-up

Introduction

- What is your name?
- What is your function at the university?
- Good or bad customer experience
- What made it good or bad?

Stakeholders



Stakeholders - Diversity

student	gender
employee	age
partner institution	nationality/ culture
external company	race/ ethnicity
government	sexual orientation
	health/ disabilities
	finances
	religion/ belief

Main Goals

- building stronger relationships with stakeholders
- promotion inclusivity and cultural sensitivity
- enhancement interpersonal communication skills
- addressing and resolving conflicts effectively
- improving service delivery and responsiveness

Communciation barriers

- Accusations
- Lecturing
- Mocking, shaming
- Issuing orders
- Sarcasm
- Interpretation, assumptions



Active Listening Technics

- Non-verbal communication
- Paraphrasing
- Clarification
- Personalisation, individual approach
- Empathy and emotional intelligence
- Positive, cooperative language

Instead of YOU, focus on I

Study Case



Wrap up

- What new did you learn today?
- What is it that you are leaving this meeting with?
- Any reflections?

Thank you!

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