



Healthy Communities

Modul 2

Communication Competencies and Motivating



Co-funded by
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Partners involved:



www.bgz-berlin.de

Germany



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Poland



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Austria

About the Project

With our **HEALTHY COMMUNITIES** project, we illustrate the contribution that adult education can strengthen the health skills of all citizens (including and especially groups with fewer opportunities), counteracting marginalization, and strengthening participation and commitment. One shortcoming of current health skills development programs is that they do not reach all population groups.

The project team has chosen to focus on the local community, in particular through the connection to the living environment in the community, which has so far only been elementary developed.

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Session 1

1. Handout on Active Listening

What Is Active Listening?

Active listening is when you not only hear what someone is saying, but also attune to their thoughts and feelings. It turns a conversation into an active, non-competitive, two-way interaction.

Robin Abrahams and Boris Groysberg from Harvard Business School describe active listening as having three aspects: cognitive, emotional, and behavioral.

- **Cognitive:** Paying attention to all the information, both explicit and implicit, that you are receiving from the other person, comprehending, and integrating that information.
- **Emotional:** Staying calm and compassionate during the conversation, including managing any emotional reactions (annoyance, boredom) you might experience.
- **Behavioral:** Conveying interest and comprehension verbally and nonverbally.

Here are the guidelines to help fine tune one's ability to follow these steps:

1. Keep your attention on the message being presented.
2. Refrain from thinking about your own response to what is being presented.
3. Refrain from offering judgement on anything the other person says.
4. Observe non-verbal content. These are their own kinds of communication which can be clarified by the active listener.

(From the Harvard Business Review, <https://hbr.org/>)

2. HANDOUT: 4 CORE PRINCIPLES OF ACTIVE LISTENING

1. Physical Attention

Face the person who is talking.

Notice the speaker's body language; does it match what he/she is saying?

Can you match the speaker's body language?

Try not to do anything else while you are listening.

2. Paraphrasing

Show you are listening and understanding what is being said.

Check the meaning and your interpretation.

Restate basic ideas and facts.

Check to make sure your understanding is accurate by saying:

“It sounds like what you mean is... Is that so?”

“So what happened was... Is that correct?”

3. Reflecting

Show that you understand how the person feels.

Help the person evaluate his or her feelings after hearing them expressed by someone else.

Reflect the speaker’s feelings by saying:

“Are you saying that you’re angry/disappointed/glad, because...?”

“It sounds like you feel...”

4. Clarifying

Help clarify what is said.

Get more information.

Help the speaker see other points of view.

Use a tone of voice that conveys interest.

Ask open-ended questions, as opposed to yes/no questions, to elicit more information.

5. Encouraging

Show interest by saying: “Can you tell me more about that?”

“Really? Is that so?”

(From the Global Peacebuilding Center, United States Institute of Peace. <http://www.buildingpeace.org>)

Videos on Active Listening

The Art of Active Listening | The Harvard Business Review Guide

<https://youtu.be/aDMtx5ivKK0?feature=shared>

Active Listening Skills

<https://youtu.be/7wUCyjiyXdg?feature=shared>

4 things all great listeners know

<https://youtu.be/i3ku5nx4tMU?feature=shared>

The Art of Listening | Simon Sinek

<https://youtu.be/qpnNsSyDw-g?feature=shared>

3. Exercise on Active Listening

The personal stories or challenges that the participants propose during the Active Listening Exercise in pairs should be related to real-life experiences in the health sector.

Examples for inspiration to be shared with participants before starting the exercise

Each person tells an experience concerning...

1. the path from booking an appointment with the doctor to being received and examined, focusing on eventual challenges and obstacles.
2. the time they urgently had to go to the hospital's emergency room, with details on the phases of reception, undertaking, and discharge.
3. a hospitalization in a hospital or private health centre.
4. the journey from the discovery of a health problem to its diagnosis.
5. treating or maintaining mental health.

The participants listen to/read this list of example scenarios and decide whether to take inspiration from it or to talk about a different kind of experience.

Before starting the exercise in pairs, it is advisable to remind participants of the importance of memorizing facts, details, and emotions while playing the role of active listeners.

The experiences are then reflected in the group:

What was it like for the person telling the story?

What was it like for the listener to hear the story?

The aim is not to share the stories to the whole group, but to reflect on the experiences.

4. Handout on Non-Verbal Communication

What is "Non-Verbal Communication"?

Let's start with video examples!

English (funny intro) <https://youtu.be/3YxXsQMAvWg?feature=shared>

English (nvc at work) <https://youtu.be/HVC-rsbeTW0?feature=shared>

Mehrabian's Communication Theory

Mehrabian's Communication Theory offers a useful framework for enhancing communication effectiveness in various settings. It focuses on **nonverbal communication**, which is

composed of body language, facial expressions, and tone of voice. Context is also crucial for accurate message interpretation.

According to the theory:

- **7%** of communication is **words**.
- **38%** is **tone of voice**.
- **55%** is **body language** (gestures, posture) and **facial expressions**.

This theory highlights the importance of nonverbal communication in expressing emotions and attitudes. It is crucial in situations where verbal and nonverbal cues differ.

Understanding this theory can enhance communication in personal and professional relationships. Understanding Mehrabian's theory can help in managing relationships and expressing emotions effectively.

In real-life situations, this theory can enhance communication by considering nonverbal cues.

Body language is an important part of communication. Albert Mehrabian's model shows that words, tone of voice, and body language all play a role. Understanding body language cues, like facial expressions and posture, can help us understand how someone feels. For instance, crossed arms might mean the person is defensive. It's crucial to interpret these cues correctly to understand the real message. This can improve relationships and prevent misunderstandings.

By paying attention to non-verbal signals, we can communicate better with others. When verbal and non-verbal signals don't match, it can lead to confusion. Knowing how to read body language can make communication more effective, whether in person or through written messages like email or phone calls.

When applying Mehrabian's Communication Model, understanding **the context** is important. Interpretation of messages varies in different contexts: face-to-face interactions, telephone conversations, or written communications (emails). Considering the context guides the interpretation of emotional tone and communication effectiveness. Ignoring the context can lead to miscommunications and strained relationships due to incongruence between verbal and non-verbal cues.

Interpreting non-verbal cues can help individuals better understand others' feelings and attitudes, leading to stronger relationships. Applying Mehrabian's theory in real-life situations can help **manage emotions effectively**, especially when negative emotions are expressed through non-verbal cues.

Understanding and applying the model's findings can guide individuals in using proper body language and tone. This ensures alignment between verbal and non-verbal messages, improving **communication effectiveness** in both written and spoken forms.

(From Mehrabian, A. (1981). *Silent Messages: Implicit Communication of Emotions and Attitudes*. Belmont, CA: Wadsworth)

Session 2

1. My Motivation Map

“What motivates me to act?”

What values?

What objectives?

Internal factors?

External factors?

Brief overview of Motivational Maps:

A Motivational Map helps identify and understand the key factors that drive your energy, engagement, and satisfaction, both in personal and professional contexts.

To create your map, start by reflecting on your core motivators.

These can include factors like achievement, recognition, personal growth, relationships, or contribution to a cause.

Motivational maps can also focus on well-being, health, and community engagement.

Examples include:

- **Well-Being Motivation Framework** (based on Self-Determination Theory)
Focuses on intrinsic motivation through autonomy, competence, and relatedness, key for healthy behaviors and community involvement.
- **Health and Wellness Models** (e.g., Transtheoretical Model)
Maps stages of behavior change, helping understand motivations for health-related behaviors like exercise and diet.
- **Community-Oriented Models** (e.g., Social Ecological Model)
Emphasizes motivation in social and environmental contexts, influencing health and wellness at individual and community levels.

2. Handout on Internal vs External Motivation

Why do we do the things we do? What drives our behavior? Psychologists have proposed different ways of thinking about motivation, including looking at whether motivation arises from outside (**extrinsic**) or inside (**intrinsic**) an individual. Intrinsic motivation comes from within, and extrinsic motivation from without.

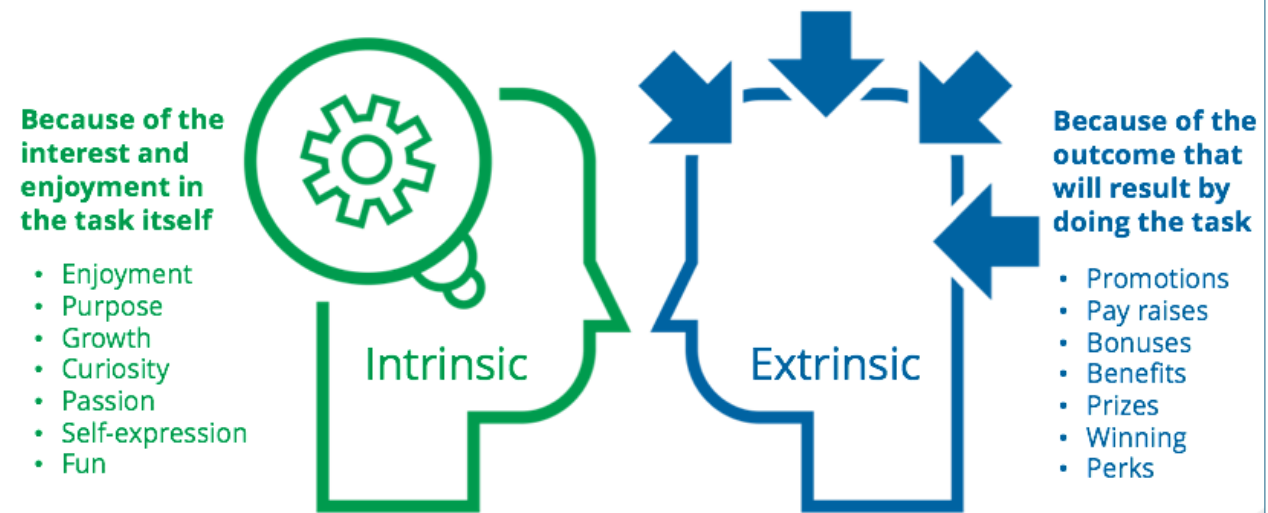
Sometimes you're better off doing things for enjoyment, but in other cases, you might need a little extra outside motivation. However, it pays to be careful since excessive external rewards can sometimes dampen intrinsic motivation.

What are Intrinsic and Extrinsic Motivation?

Intrinsic motivation is when you engage in a behavior because you find it rewarding. You are performing an activity for its own sake rather than from the desire for some external reward. The behavior itself is its own reward.

Extrinsic motivation is when we are motivated to perform a behavior or engage in an activity because we want to earn a reward or avoid punishment. You will engage in behavior not because you enjoy it or because you find it satisfying, but because you expect to get something in return or avoid something unpleasant.

INTRINSIC VS. EXTRINSIC MOTIVATION: WHY WE DO WHAT WE DO



<https://statuscell.com/blog/wp-content/uploads/2020/12/intrinsic-vs-extrinsic-motivation-comparison.png>

Internal motivation

Internal motivation is driven by personal satisfaction and the intrinsic value we place on our work. It includes the joy of solving a challenging problem, the fulfillment of achieving a personal goal, and the sense of pride in doing a job well. Internal motivation is deeply rooted in our values, passions, and the sense of purpose we derive from our work.

Internal motivation is often more sustainable than external motivation because it comes from within. It does not rely on external validation or rewards, making it more resilient to external changes. When internally motivated, we are more likely to stay committed and enthusiastic, even in the face of obstacles.

External Motivation

External motivation comes from outside influences. It includes rewards like bonuses, promotions, recognition, and praise from others. These motivators can be powerful, providing a tangible reason to push through complex tasks. For example, knowing that a successful project could lead to a significant bonus can inspire a team to work extra hours and deliver exceptional results.

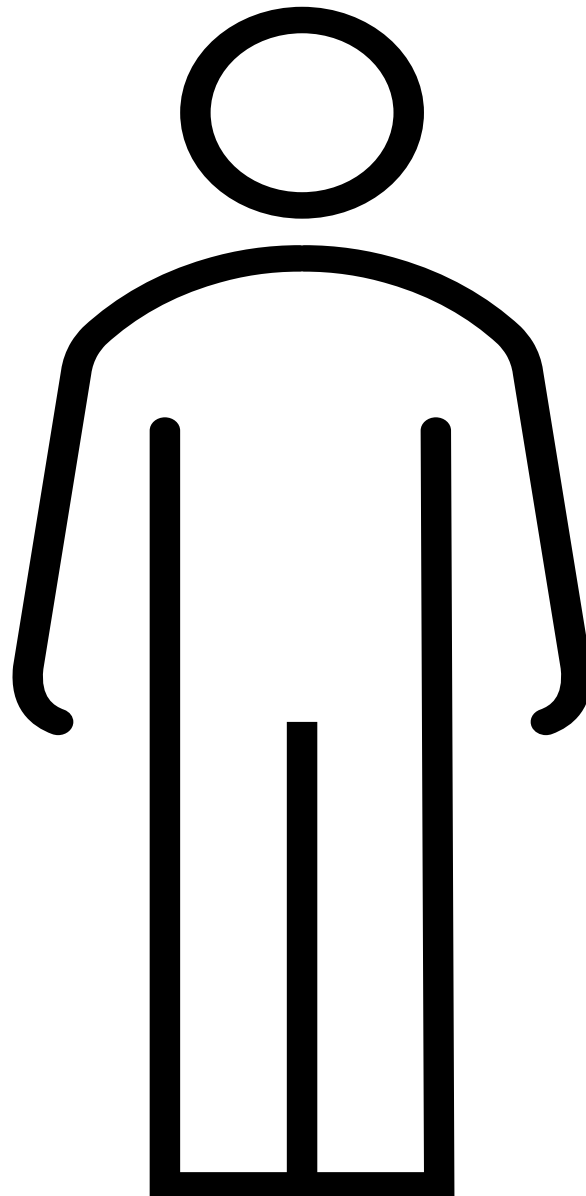
However, relying solely on external motivation can be risky. External factors are often beyond our control and can fluctuate based on circumstances. Economic downturns, organizational changes, or shifts in management priorities can all impact on the availability and consistency of external motivators.

Examples

Intrinsic Motivation	Extrinsic Motivation
Exercising regularly because it makes you feel energized and strong	Exercising regularly to reach a specific weight goal set by a doctor or coach
Running a workshop because you are passionate about sharing knowledge and helping others learn	Running a workshop because it is required to complete the training course or to gain recognition
Using positive body language and active listening in conversations because you value meaningful and respectful communication	Using positive body language and active listening in conversations to appear professional and improve performance evaluations
Building relationships with colleagues because you enjoy collaborating and learning from them	Building relationships with colleagues to gain favors or professional opportunities

3. PERSONA analysis

“What internal and external motivations



4. Example Scenarios of Supportive Feedback

In the exercise, we'll practice a scaling activity where participants will provide appreciative feedback to themselves. This will help them recognize their progress, strengths, and areas of improvement in a constructive way.

The goal is to foster a positive mindset that encourages continued growth and commitment. Participants could construct their supportive feedback, practice formulating supportive feedback, and finally share in plenary session.

For these exercises, prepare a sheet of paper or a digital file where to take some notes.

Exercise 1 – When do I feel supported and motivated?

1. Think of one typical daily task you perform at home for your family or at the workplace for your colleagues.
2. Describe the way people usually react (or do not react) to your action.
3. How do their reactions make you feel? And why?
4. Would you like a different reaction? If yes, why?

Exercise 2 – How to give constructive feedback to someone else?

The formula to deliver supportive feedback in the most powerful way is:

1. Describe a person's specific behaviour.
2. Describe the positive consequences of this behaviour.
3. Describe how you feel about the behaviour (both positives and negatives can be mentioned, but always with an improvement-oriented and non-judgmental approach).
4. Describe why you feel that way.

5. Handout on Supportive Feedback

Feedback is a tool to support motivation and commitment. But how can feedback be a powerful motivator, particularly when approached with a Solution-Focused mindset?

A Solution-Focused Approach to feedback complements positive actions and strengths rather than focusing on problems. This approach helps individuals feel more empowered and

motivated to make progress.

What is Constructive Feedback?

Looking for a precise definition? Constructive feedback is feedback that focuses on:

- Improving performance or behaviour
- Helping recipients learn, grow, and develop their skills
- Addressing actions that can be changed or improved
- Being honest, specific, and actionable

Why Is Constructive Feedback So Important?

Constructive feedback goes beyond just offering encouragement - it's about fostering growth and improvement.

The purpose of constructive feedback is to:

- Guide and support recipients in improving their performance
- Help them identify areas for improvement and offer specific suggestions on how to make changes
- Boost their confidence by acknowledging strengths and progress
- Create a culture of continuous improvement, fostering personal and professional development.

Annexes

Presentation Slides - Session 1

Presentation Slides – Session 2

Developed and project coordination:

BGZ Berliner Gesellschaft für Internationale Zusammenarbeit mbH
(Berlin Association for International Cooperation)

www.healthycommunities.eu

Project Partner

Caritas der Erzdiözese Wien - Hilfe in Not

Eurocultura

Stowarzyszenie Trenerskie Organizacji Pozarzadowych

Gesundheit Berlin-Brandenburg e.V.

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Modul 2 Session 1

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Agenda - Session 1

- Introduction to Module 2
- Learning outcomes
- Active Listening
- Non-Verbal Communication



Module 2 - Communicational Competence and Motivating

A training session to enhance the **communication skills** of community role models who promote health awareness and facilitate access to healthcare services.

The module focuses on key areas such as:

- **active listening**
- **non-verbal communication**
- **motivational techniques**

Through interactive activities and role-playing, participants will develop strategies to **build trust**, **engage diverse audiences** and **inspire healthier behaviours** within their communities. The course emphasizes the importance of goal setting, inclusive communication, and providing supportive feedback.

Introduction to Module 2

The main objective of this module is to equip participants with essential skills and techniques for **effective communication and motivation** in community engagement.

This includes fostering meaningful interactions, enhancing trust, and encouraging positive behaviour change.



Upon completion of module 2, participants will be able to:

- Demonstrate **effective active listening** and **interpret non-verbal communication** cues.
- Engage in meaningful conversations using open-ended and reflective questioning techniques.
- **Recognize motivational drivers** (internal/external) to encourage positive engagement and goal achievement.
- Provide **constructive and supportive feedback** in community interactions.
- Facilitate role-playing and interactive discussions to reinforce communication and motivational skills.

Session 1 – Active Listening and Non-Verbal Communication

In this workshop, you will have the opportunity to:

- Discover methods and techniques of [active communication](#);
- Practice active listening, understand non-verbal communication through engaging role-playing scenarios.
- Participate in group discussions on topics such as [overcoming communication barriers](#), building trust and [resolving conflicts](#).
- Analyse real-world examples to learn from the experiences of others and improve your communication skills.



Let's begin...

WHAT DO WE MEAN BY «ACTIVE LISTENING»?

Activity 1: Active Listening Exercise

- Objective: To practice active listening skills and demonstrate understanding.
- Instructions:
 - Pair up with a partner.
 - One person will share a personal experience or challenge.
 - The other partner will listen attentively without interrupting.
 - After the sharing, the listener will summarize the speaker's main points.



Try to memorize facts, details and emotions while listening!

Activity 1: Active Listening Exercise

Examples for inspiration:

- the path from booking an appointment with the doctor to being received and examined, focusing on eventual challenges and obstacles.
- the time they urgently had to go to the hospital's emergency room, with details on the phases of reception, undertaking, and discharge.
- a hospitalization in a hospital or private health centre.
- the journey from the discovery of a health problem to its diagnosis.
- treating or maintaining mental health.

Activity 2: Non-Verbal Communication Observation

- Objective: To recognize the importance of **non-verbal communication and its impact** on messages.
- Instructions:
 - Watch a [short video clip](#) or a live demonstration of non-verbal communication.
 - Discuss the impact of body language, facial expressions, and tone of voice on the message being conveyed.





Healthy Communities

THANKS FOR YOUR ACTIVE PARTICIPATION
AND YOUR KIND ATTENTION!

Let's now proceed to the next session!



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Modul 2 Session 2

Communication competencies and motivating



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Agenda - Session 2

- Introduction to Session 2
- Activity 1 – Motivation Mapping
- Activity 2 – Internal vs External Motivation
- Activity 3 – PERSONA analysis
- Activity 4 – Supportive Feedback

Session 2 – Motivation and Supportive Feedback

This workshop will equip participants with **essential motivation** and **goal-setting skills** to inspire and empower community members.

Participants will explore intrinsic and extrinsic motivation, learn effective goal-setting techniques, and develop strategies for overcoming obstacles.

Activity 1 – Motivation Mapping

- Complete the "My Motivation Map" worksheet
- Identify your personal motivators and values

...Reflect on what drives you and inspires you!

Motivation Mapping

What values?

What objectives?

Internal factors?

External factors?

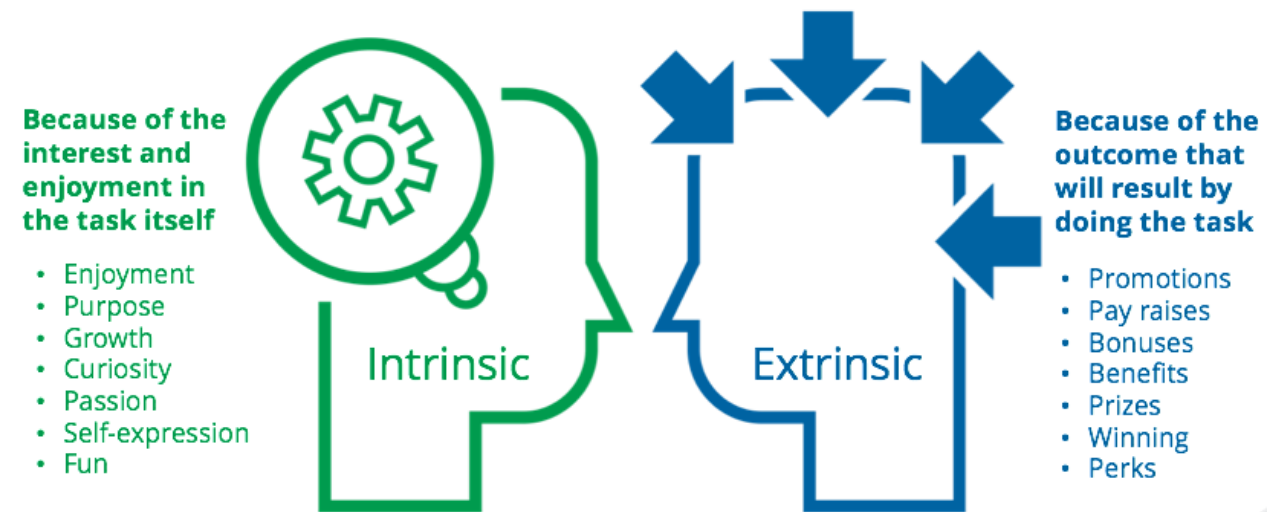
Motivation Mapping

“What motivates me to act?”

Activity 2 - Internal vs. External Motivation

- Discuss the **differences** between internal and external motivators
- Consider **examples** of each type of motivation
- Analyse the **impact** of both types of motivation **on goal achievement**

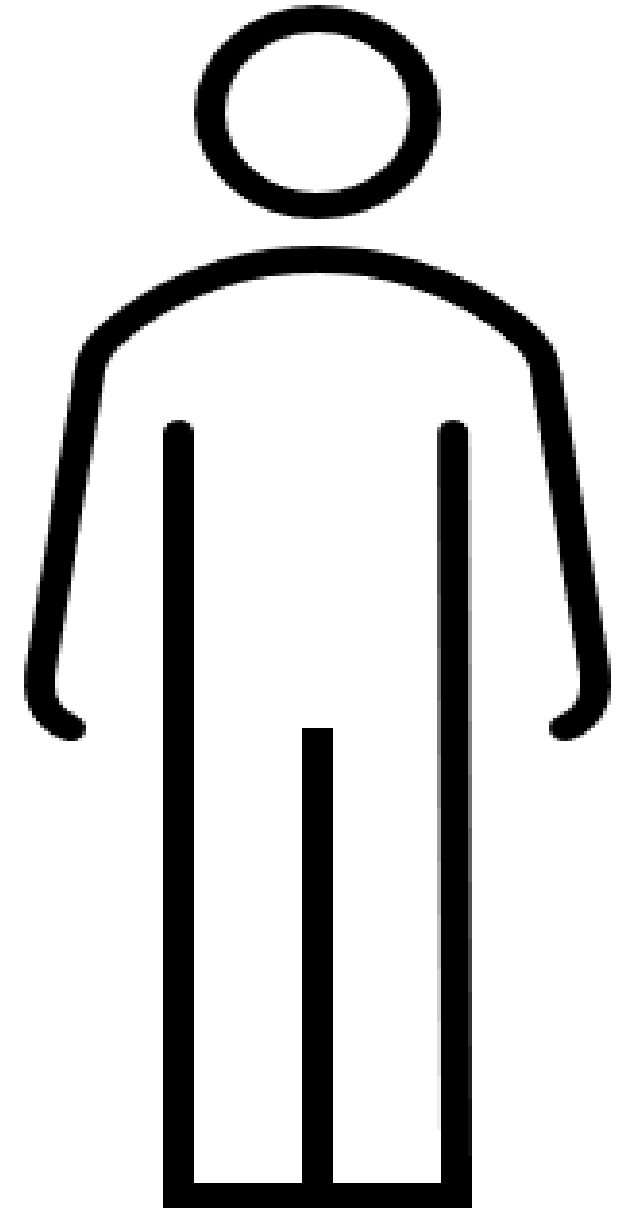
INTRINSIC VS. EXTRINSIC MOTIVATION: WHY WE DO WHAT WE DO



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Activity 3 – PERSONA analysis

- Draw a persona (beneficiary)
- Brainstorm about internal and external motivations
- Write them down inside or outside the persona



Activity 4 – Supportive Feedback (Solution Focused Approach)

- Example scenarios
- Discuss how **positive reinforcement** can boost motivation and encourage progress
- Learn tools and techniques to **deliver supportive feedback** (scale, complementing)
- Identify ways to provide positive feedback and rewards to yourself or others



Activity 4 – Supportive Feedback (Solution Focused Approach)

Supportive Feedback

Example scenarios

Exercise 1 – When do I feel supported and motivated?

1. Think of one typical daily task you perform at home for your family or at the workplace for your colleagues.
2. Describe the way people usually react (or do not react) to your action.
3. How do their reactions make you feel? And why?
4. Would you like a different reaction? If yes, why?



Activity 4 – Supportive Feedback (Solution Focused Approach)

Supportive Feedback

Example scenarios

Exercise 2 – How to give constructive feedback to someone else?



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2. Describe the positive consequences of this behaviour.
3. Describe how you feel about the behaviour (both positives and negatives can be mentioned, but always with an improvement-oriented and non-judgmental approach).
4. Describe why you feel that way.

And now... look at you!

- Give positive and appreciative feedback to yourself for something you have done well (best in reference to your work as a guide/supporter)



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Berlin, 2026