

# Business Communication

# Understanding Business Communication

Communication is the process of sending and receiving messages.



**BENEFITS  
Of  
EFFECTIVE  
COMMUNICATION**

Quicker  
Problem  
Solving

Stronger  
Decision  
Making

Stronger  
Business  
Relationships

Satisfied  
Stakeholders

Promote  
Products

Enhanced  
Image

Steadier  
Workflow

Increased  
Productivity

# Importance of Communication

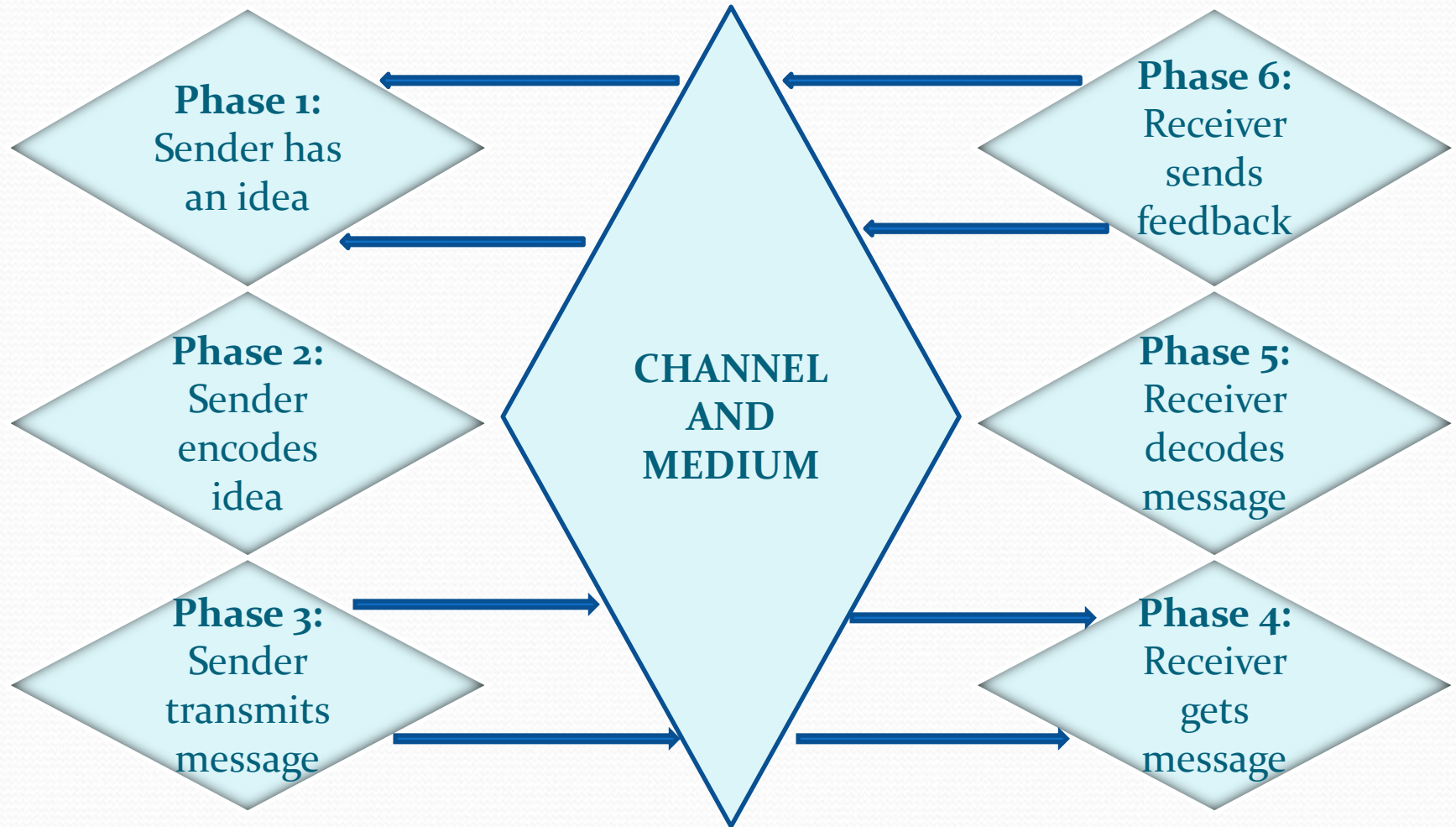
- Communicating at Internet Speed.
- Communicating with a Culturally Diverse Workforce.
- Communicating in the Age of Information.
- Communicating in Team-Based Organizations.



# Types of Communication

- **Internal Communication**
  - Formal Communication Network
    - Upward Flow
    - Downward Flow
    - Horizontal Flow
  - Informal Communication Network
    - Grapevine
- **External Communication**
  - Formal Outside Communication
  - Informal Outside Communication

# The Communication Process



# Communication Barriers


- Perceptual Differences
- Restrictive Environments
- Distractions
- Deception



# Overcoming Communication Barriers

- Adopt an Audience Centered Approach.
- Foster an Open Communication Climate.
- Create Lean, Efficient Messages.
- Commit to Ethical Communication.





# Communication in Teams: Collaboration, Listening, Nonverbal and Meeting Skills

# Working in Teams

- Advantages:
  - Increased information and knowledge.
  - Increased diversity of views.
  - Increased acceptance of a solution.
- Disadvantages:
  - Hidden agendas.
  - Free riders.
  - Conflict.
  - Time consuming activities.



# Group Dynamics

- Team Roles
  - Self-oriented roles.
  - Team-maintenance roles.
  - Task-facilitating roles.
- Five phases of Team Decisions
  - Orientation.
  - Conflict.
  - Brainstorm.
  - Emergence.
  - Reinforcement.



# Developing an Effective Team

- Clear sense of purpose.
- Open and honest communication.
- Decision by consensus.
- Creative thinking.
- Focused.
- Understanding and resolving conflict.

# Working in Teams

- Collaborating on Team Messages.
- Speaking with Team Members.
- Listening to Team Members.
  - Content listening.
  - Critical listening.
  - Empathetic listening.



# The Listening Process

- Receiving
- Interpreting
- Remembering
- Evaluating
- Responding



# Nonverbal Communication

- Types:
  - Facial Expressions.
  - Gestures.
  - Posture.
  - Vocal characteristics.
  - Personal Appearance.
  - Touching Behavior.
  - Use of Time and Space.

# Meetings

- Preparing for Meetings.
  - Decide on Your Purpose.
  - Select Participants.
  - Choose an Appropriate Location.
  - Set and Follow an Agenda.
- Conducting and Participating in Meetings.
  - Keep the Meeting on Track.
  - Encourage Participation.
  - Close and Follow-up.





# Communicating Interculturally



# Communicating Across Cultures

- Intercultural Communication
  - The process of sending and receiving messages between people from different cultural backgrounds.
- Market Globalization
  - The increasing tendency of the world to act as one market.
- The Multicultural Workforce
  - Cultural Diversity

# Culture

**Culture is a shared system of symbols, beliefs, attitudes, values, expectations and norms for behavior.**

- Culture is learned.
- Cultures vary in stability.
- Cultures vary in complexity.
- Cultures vary in tolerance.



# Improving Intercultural Sensitivity

- Recognize Cultural Differences.
  - Cultural Context.
    - High-context culture.
    - Low-context culture.
- Overcome Ethnocentrism.
  - Avoid stereotyping.
  - Acknowledge and respect differences.



# Develop Effective Intercultural Skills

- Improve written skills
  - Use plain English.
  - Avoid slang and jargon.
  - Be brief.
  - Use short paragraphs.
- Improve oral communication skills
  - Speak clearly.
  - Look for feedback.
  - Rephrase where necessary.
  - Adapt.



# Planning Business Messages

# The Three-Step Writing Process

Planning	Writing	Completing
<ul style="list-style-type: none"><li>❖ Analyze</li><li>❖ Investigate</li><li>❖ Adapt</li></ul>	<ul style="list-style-type: none"><li>❖ Organize</li><li>❖ Compose</li></ul>	<ul style="list-style-type: none"><li>❖ Revise</li><li>❖ Produce</li><li>❖ Proof-read</li></ul>



# Analyzing Your Purpose

- Define your Purpose:
  - General Purpose. (to inform, to persuade, to *collaborate*)
  - Specific Purpose.
- Sense Check:
  - Is your purpose realistic?
  - Is this the right time?
  - Is the right person delivering your message?
  - Is your purpose acceptable to your organization?

# Analyzing Your Audience

- Identify the primary audience.
- Determine audience size.
- Determine audience composition.
- Judge your audience's level of understanding.
- Estimate your audience's probable reaction.



# Investigating Necessary Information

- Collect Information Informally:
  - Considering others' viewpoints.
  - Browsing through company files.
  - Chatting with supervisors or colleagues.
  - Asking your audience for input.
- Provide All Required Information:
  - Accurate.
  - Ethical.
  - Pertinant.



# Adapting Your Message to Serve Your Audience and Purpose

- Select Appropriate Channel and Medium.
  - Oral Media.
  - Written Media.
    - Letters and Memos.
    - Reports and Proposals.
  - Electronic Forms.
    - Voice Mail.
    - Teleconferencing.
    - Fax.
    - Email.
    - Websites.

# Establish a Good Relationship with Your Audience

1. Use the “You” Attitude.
2. Emphasize the Positive.
3. Establish Your Credibility.
4. Be Polite.
5. Use Bias-Free Language.
  - Gender bias.
  - Racial bias.
  - Age bias.
  - Disability bias.
6. Project the Company’s Image.