

Achieving Success Through Effective Business Communication

Effective Communication

- **Quicker problem solving**
- **Stronger decision making**
- **Increased productivity**
- **Steadier work flow**

Effective Communication

- **Stronger business relationships**
- **Clearer promotional materials**
- **Enhanced professional image**
- **Improved stakeholder response**

Characteristics of Effective Messages

- **Provide factual information**
- **Give facts, not impressions**
- **Clarify and condense information**
- **State precise responsibilities**
- **Persuade and make recommendations**

Basic Communication

- **Nonverbal**
 - **Less structured, harder to classify**
 - **More spontaneous, less control**
- **Verbal**
 - **More structured, easier to study**
 - **Conscious purpose, more control**

Usage of Business Communication Channels

- **Listening 45%**
- **Reading 16%**
- **Speaking 30%**
- **Writing 9%**

Communication Challenges in Today's Workplace

- **Advances in technology**
- **Globalization**
- **Workforce diversity**
- **Team-based organizations**

Internal Communication

- **Official structure**
 - **Formal chain of command**
 - **Up, down, across formal power lines**
- **The grapevine**
 - **Informal networking**
 - **Unofficial lines of power**

External Communication

- **Formal contacts**
 - **Marketing**
 - **Public relations**
- **Informal contacts**
 - **Employees**
 - **Managers**

The Communication Process

- **Sender has an idea**
- **Sender encodes the idea**
- **Sender transmits the message**
- **Receiver gets the message**
- **Receiver decodes the message**
- **Receiver sends feedback**

Communication Barriers

- **Perception and language**
- **Restrictive environments**
- **Distractions**
- **Deceptive tactics**
- **Information overload**

Overcoming Barriers

- **Adopt audience-centered approach**
- **Foster open communication climate**
- **Commit to ethical communication**
- **Create lean, efficient messages**

Audience-Centered Approach

- **Understand biases**
- **Consider education**
- **Factor in age**
- **Recognize status**
- **Acknowledge style**

Communication Climate

- **Modify organizational structure**
- **Facilitate feedback**

Ethical Communication

- **Recognize ethical choices**
- **Make ethical choices**
- **Motivate ethical choices**

Efficient Messages

- **Send fewer messages**
- **Minimize distractions**
- **Develop communication skills**