



# **Business Communication (1)**

## **Achieving Success Through Effective Business Communication**

# Business Communication (1)

- **Objectives**

1. Explain what effective communication is and highlight five characteristics of effective business messages.
2. Discuss three developments in the workplace that are intensifying the need to communicate effectively.
3. Describe how organizations share information internally and externally.
4. List and briefly define the six phases of the communication process.
5. Identify and briefly discuss five types of communication barriers.
6. Discuss four guidelines for overcoming communication barriers.
7. Discuss the attributes of ethical communication and differentiate between an ethical dilemma and an ethical lapse.

# Business Communication (1)

## 1. Effective Communication

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

# Business Communication (1)

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

# Business Communication (1)

## 2. Characteristics of Effective Messages

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

# Business Communication (1)

## 3. Basic Communication

- **Nonverbal**

- **Less structured, harder to classify**
- **More spontaneous, less control**

- **Verbal**

- **More structured, easier to study**
- **Conscious purpose, more control**

# Business Communication (1)

## 4. Usage of Business Communication Channels

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

# Business Communication (1)

## 5. Communication Challenges in Today's Workplace

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



# Business Communication (1)

## 6. Internal Communication

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

# Business Communication (1)

## 7. External Communication

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

# Business Communication (1)

## 8. 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**

# Business Communication (1)

## 9. Communication Barriers

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

# Business Communication (1)

## 10. Overcoming Barriers

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

# Business Communication (1)

## 11. Audience-Centered Approach

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

# Business Communication (1)

## 12. Communication Climate

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

# Business Communication (1)

## 13. Ethical Communication

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



# Business Communication (1)

## 14. Efficient Messages

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