

Achieving Success Through Effective Business Communication

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Achieving Success in Today's Competitive Environment

Competing for Jobs

Writing Clearly

Speaking Skillfully

Winning Customers

Listening Carefully

Adapting to Situations

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Effective Communication

Stronger Decision Making and Faster Problem Solving

Earlier Warning of Potential Problems

Increased Productivity and Steadier Workflow

Stronger Business Relationships

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Effective Communication

Clearer and More Persuasive Marketing Messages

Enhanced Professional Images for Employees and Companies

Lower Employee Turnover and Higher Employee Satisfaction

Better Financial Results and Higher Return for Investors

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Communicating in Organizational Settings

	Internal	External
Formal	Planned Communication Among Insiders	Planned Communication With Outsiders
Informal	Casual Communication Among Employees	Casual Communication With Outsiders

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Internal Communication

Downward

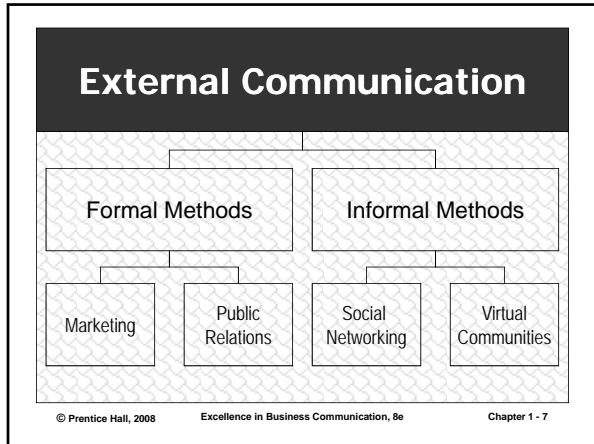
Upward

Horizontal

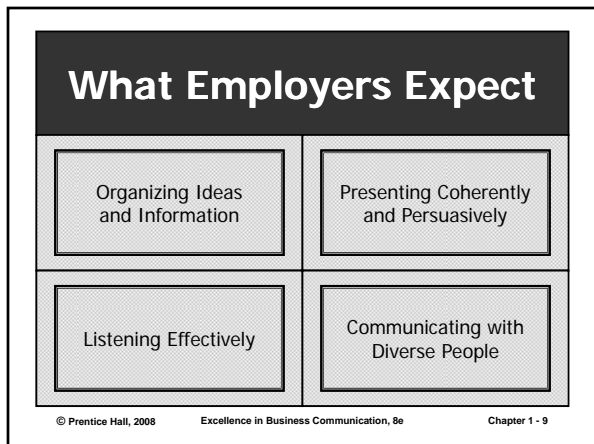
Grapevine



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- ## Recognizing Effective Communication
- ✓ **Practical information**
 - ✓ **Factual information**
 - ✓ **Concise and efficient information**
 - ✓ **Clear expectations and responsibilities**
 - ✓ **Persuasion and recommendations**
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What Employers Expect

Using Communication Technology	Mastering High-Quality Speaking and Writing
Practicing Business Etiquette	Communicating Ethically

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Why Is Business Communication Unique?

Globalization and Diversity	Information Value	Pervasiveness of Technology
Reliance on Teamwork	New Corporate Structures	Communication Barriers

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Increasing Value of Business Information

Knowledge Workers

Competitive Insights	Customer Needs	Regulations and Guidelines
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Globalization and Workforce Diversity

Communication Challenges

Products and Markets


Business Partnerships

Employees and Executives

Communication Opportunities

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Pervasive Technology




Communication

Continuous Learning

Competitive Advantage

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Evolving Organizations



Tall Structures


Flatter Structures

Flexible Structures

Corporate Cultures

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Reliance on Teamwork

<p style="text-align: center;">Assignments and Projects</p>	
<p style="text-align: center;">Communication Issues</p>	


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Effective Communication

Connect with Audience	Minimize Distractions
Use Audience Centered Approach	Improve Communication Skills
Give Useful Feedback	Use Business Etiquette

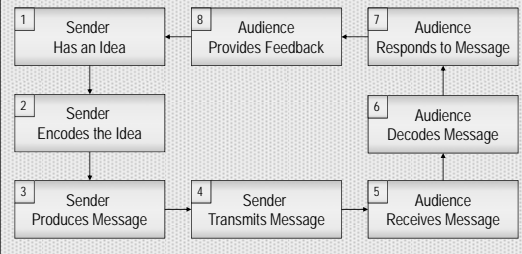
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Connect with the Audience

Communication Process	
Communication Barriers	
Mind of Your Audience	

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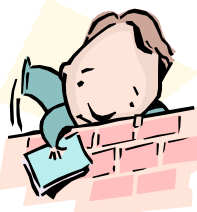
Communication Process



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Communication Barriers

- Noise and Distractions
- Competing Messages
- Filtering of Messages
- Channel Breakdowns



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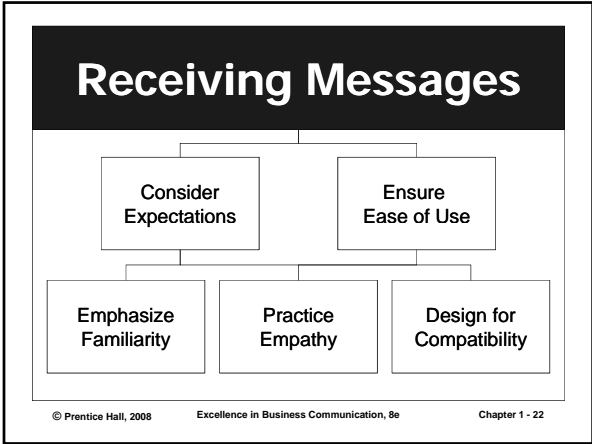
The Mind of the Audience

Business Messages

- Receiving
- Decoding
- Responding



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Decoding Messages

- ✓ Cultural Issues
- ✓ Individual Beliefs
- ✓ Language Issues
- ✓ Thinking Styles

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Responding to Messages

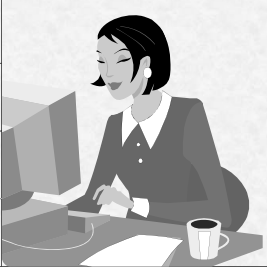
Memory

Ability

Motivation

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Minimize Distractions

Use Common Sense	
Practice Courtesy	
Respect Differences	
Insulate Yourself	

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Minimize Distractions

Limit Messages	
Prioritize Messages	
Recognize Feelings	
Anticipate Reactions	


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Audience-Centered Approach

The "You" Attitude	Emotional Intelligence
Focus on the Audience	Learn About the Audience
Care About the Audience	Relate to the Audience

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Build Communication Skills

On-the-Job Training	
Communication Classes	


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Giving and Responding to Feedback

Constructive Feedback	Destructive Feedback
Process Focused	Personal Attacks
Outcome Focused	Unclear Guidelines


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Etiquette in Business

Respect	
Courtesy	
Common Sense	

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Communication Technology




Maintain Perspective

Boost Productivity

Reconnect with People

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Ethical Communication



✓ True in Every Sense

✓ Includes Relevant Information

✓ Not Deceptive in Any Way

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Unethical Communication

Unethical Practices

Plagiarism

Selective Misquoting

Misinterpreting Numbers

Distorting Visuals

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