

Effective Business Communication



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Generally people will:

10% of what they READ

20% of what they HEAR

30% of what they SEE

50% of what they SEE and HEAR

70% of what they SAY

90% of what they SAY and DO



5 C's of Communication

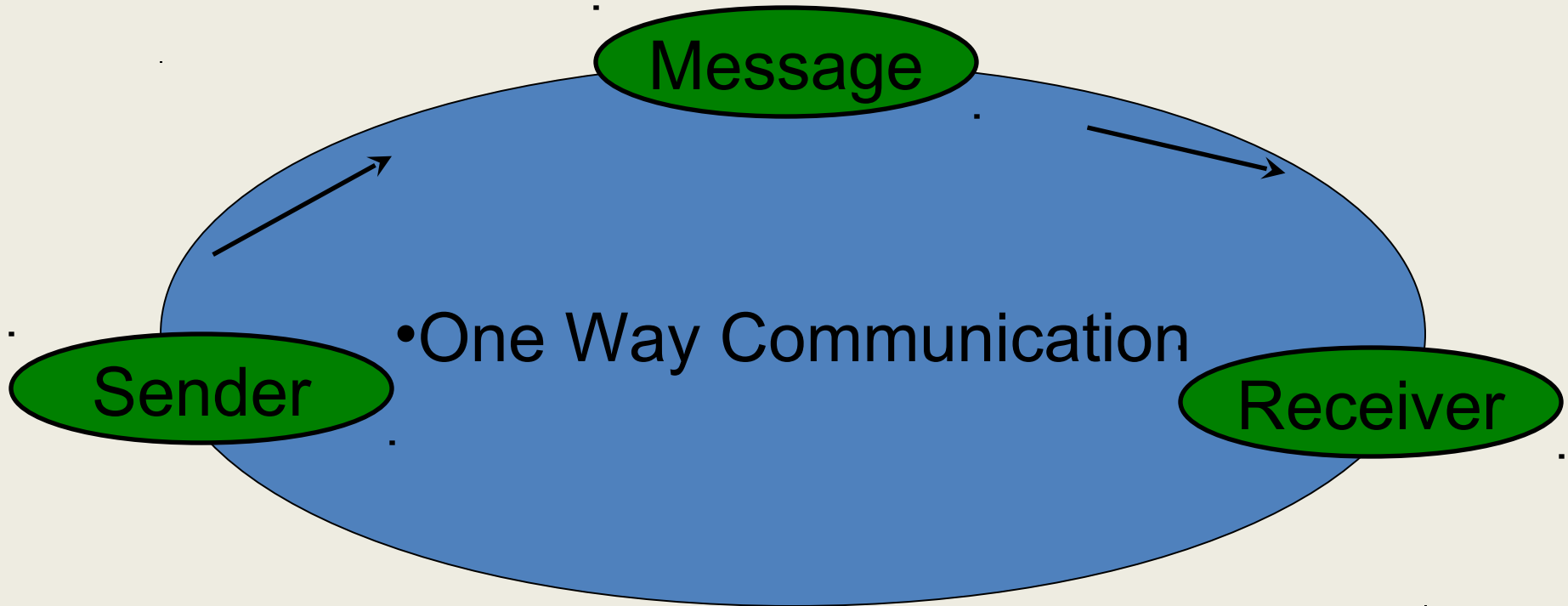


The Communication Process

- Communication requires a:
 - Sender ...produces the thought or idea to be transmitted
 - Receiver ...receives the transmitted thought or idea



The Communication Process

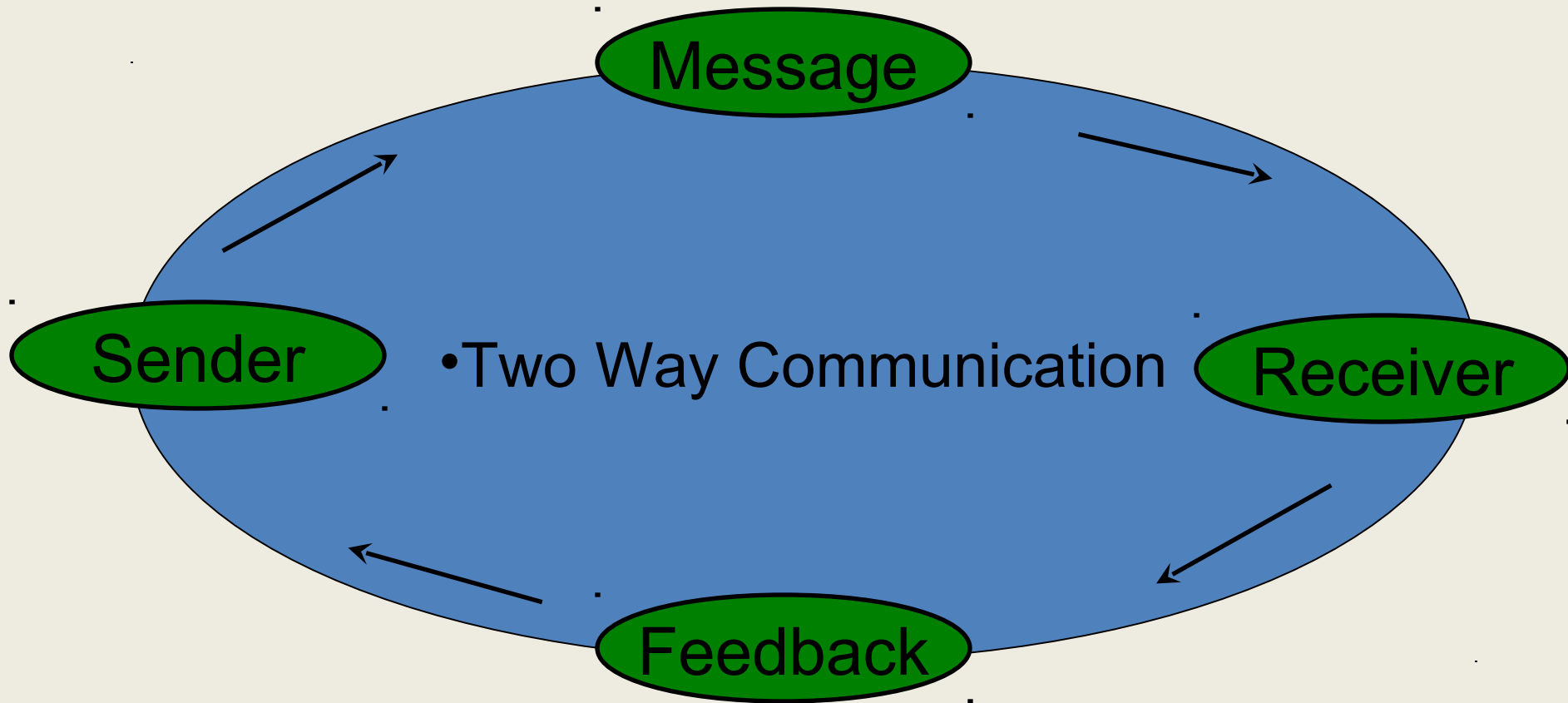


Message sent → no response

Examples of One-Way Communication

- Calling to say you won't be at work, you're sick
- Sending letter to a magazine editor
- Leaving a note on the supervisor's desk
- Sending flowers to your professor

The Communication Process



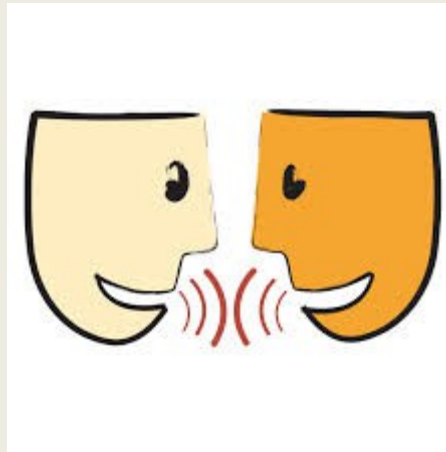
Message sent → response happens

Examples of Two-Way Communication

- Your boss / HR calls back to tell you that you have no more sick leaves left.
- Calling magazine editor instead.
- Stopping by the supervisor's desk to talk.
- Getting good internal marks for giving your professor flowers ----- could happen!

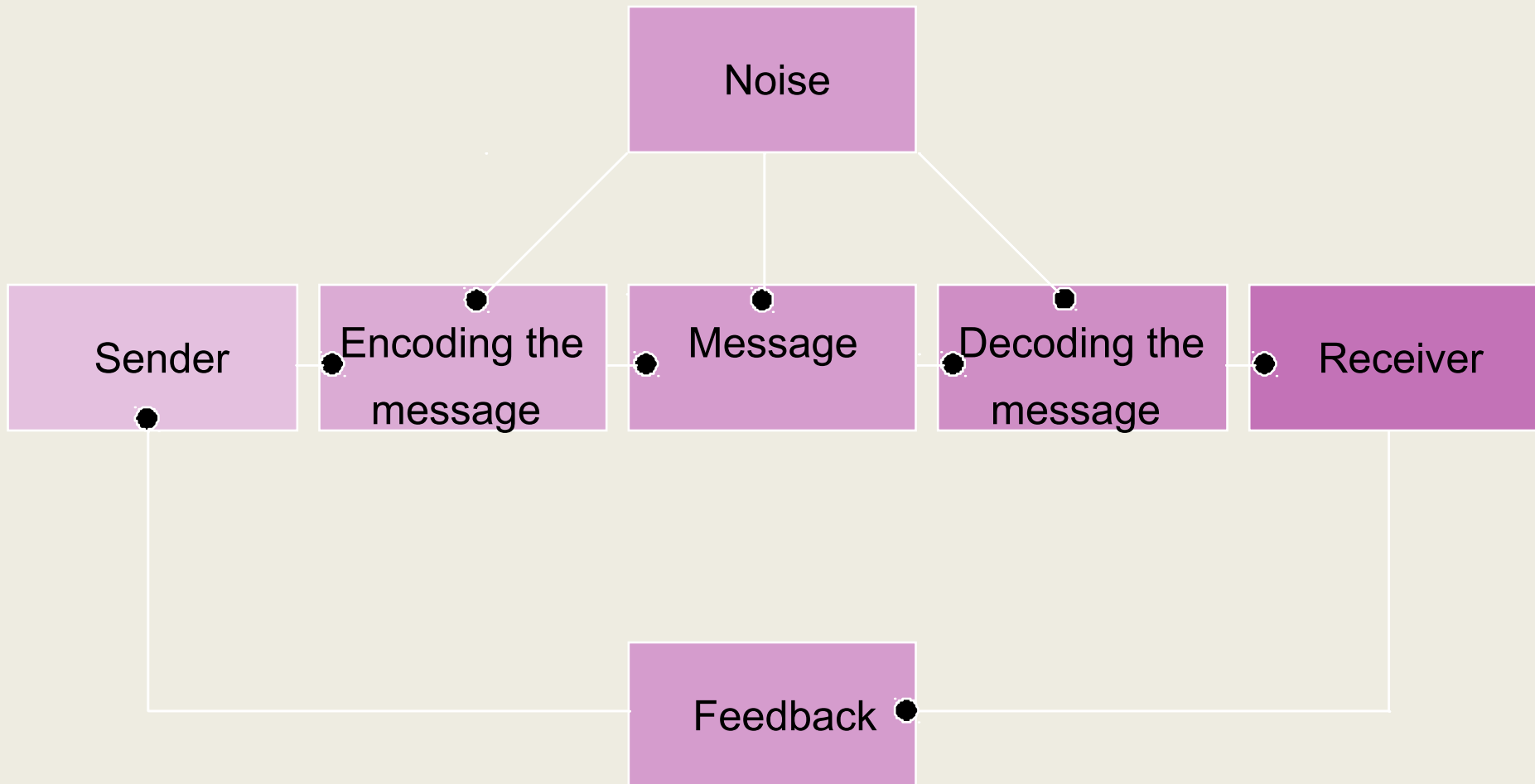
The Communication Process

- The thought or idea that is received is not always the thought or idea that was **sent**!



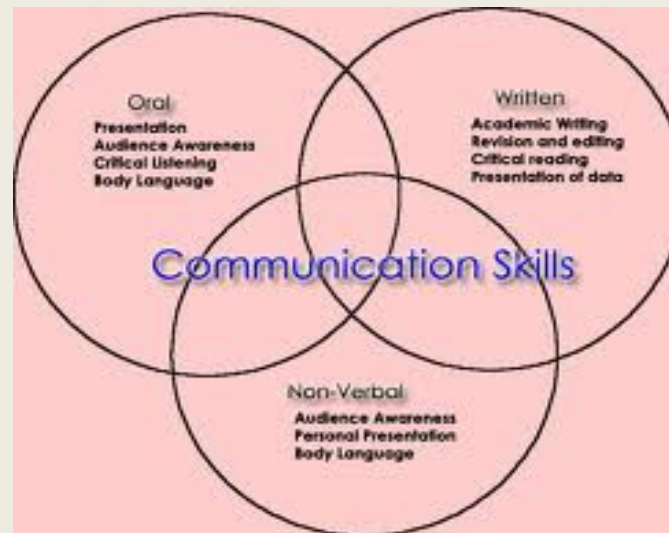
- **EXAMPLES ??????**

Business Communication Process



Types of Communication

- **Verbal** – no explanation necessary
- **Nonverbal** – 80% - 90% of the impact of the message comes from nonverbal elements

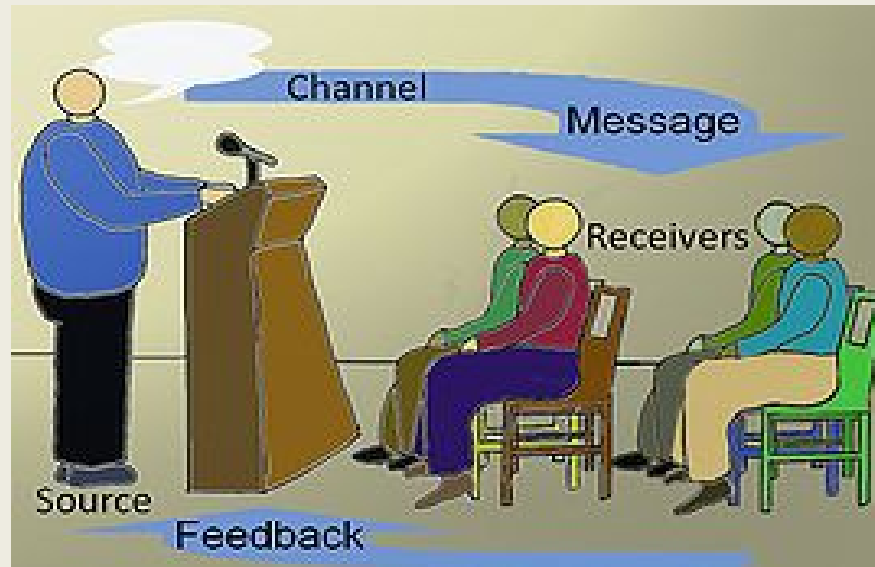


Nonverbal Communication

- Eye contact
- Facial expression
- Tone of voice
- Never underestimate the power of ... BODY LANGUAGE!

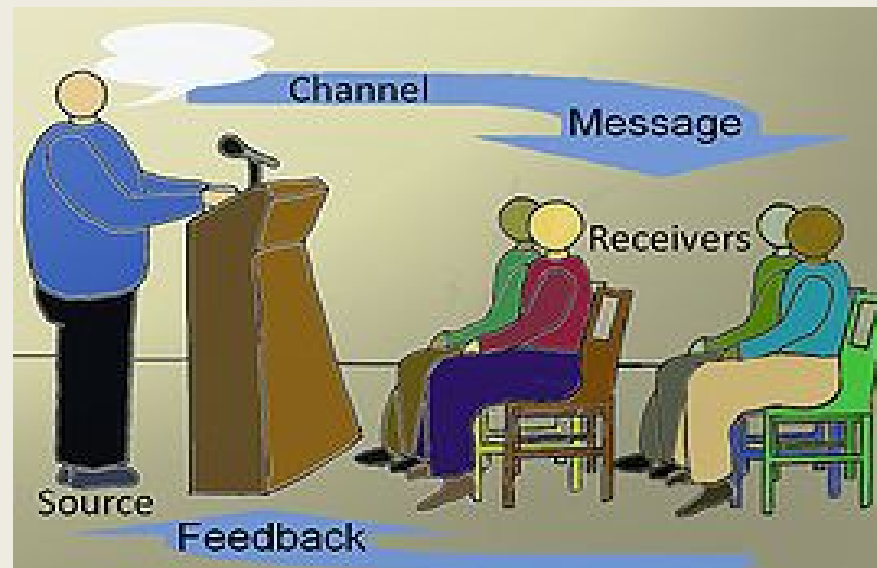
Feedback and Filters

- Feedback – verbal and nonverbal responses that the receiver gives by further communicating with the original sender or another person



Feedback and Filters

- Filtering – the tendency for a message to be ‘watered down’, changed or halted completely at some point during transmission.

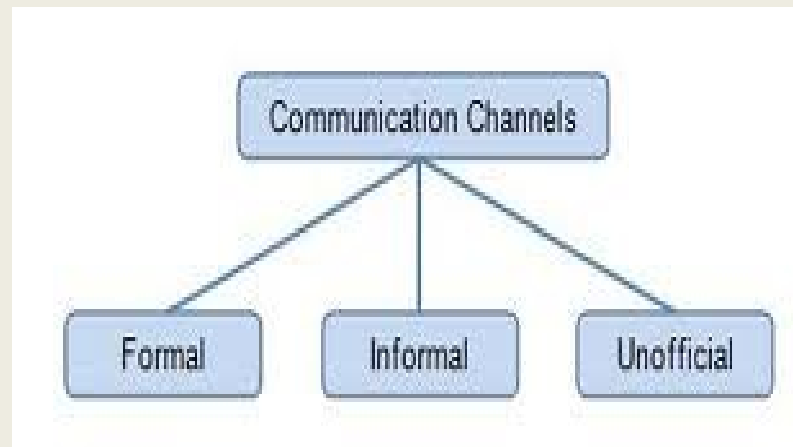


Examples of Filters

- You:
 - Are thinking of something else
 - Are angry
 - Don't understand the language or accent
 - Jump to conclusions
 - Fail to read nonverbal messages

Channels of Communication

- **Formal Channel** – following the “chain of command” – discussing issues or concerns with your immediate supervisor first before going over his or her head to a higher-level manager.

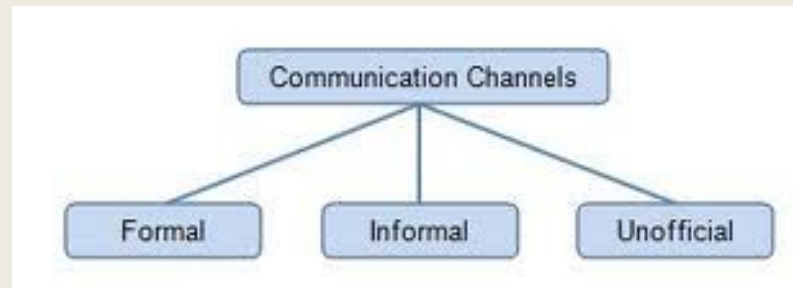


Channels of Communication

- **Informal Channel** – conveying information along channels within an organization other than those formally designed by the organization.

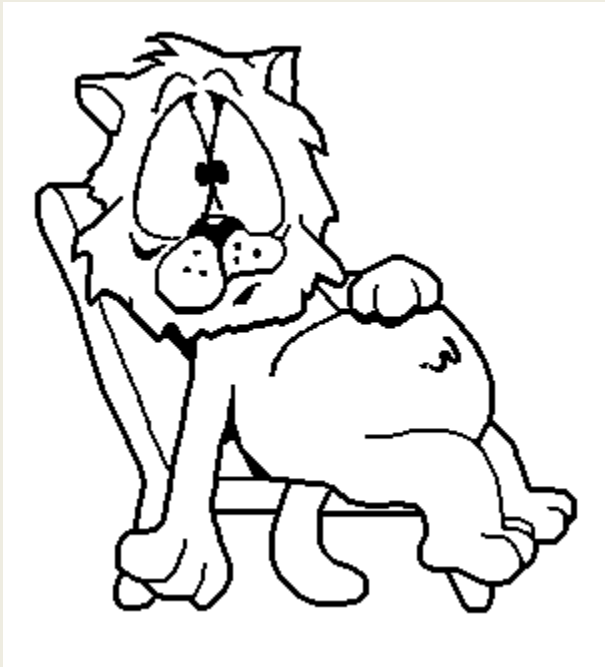
– **The GRAPEVINE**

- Transmission of information by word of mouth without regard to organizational levels.



Communication Styles

- **Passive** Communication happens when you simply give in without expressing your feeling or rights.



Communication Styles

- **Aggressive** Communication is the opposite of passive. You communicate your feelings in a forceful manner without regard to the rights or feelings of others.



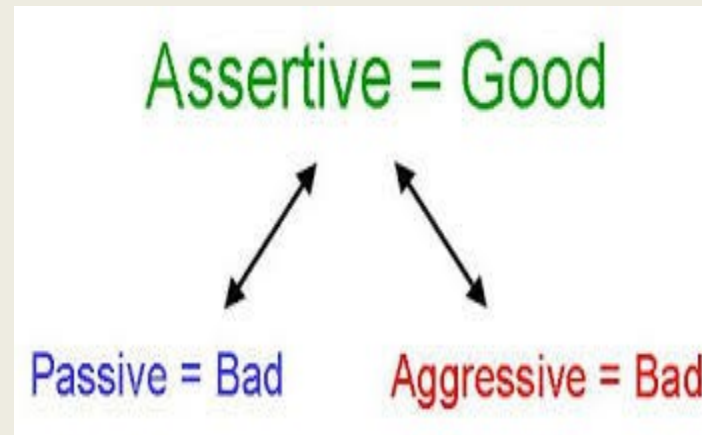
Communication Styles



- **Assertive** Communication is the most positive and effective communication style. You stand up for your rights but do not impinge on the rights of others.

Assertive Communication

- Establish eye contact with the receiver
- Do not use gestures that are threatening
- Stand or sit erect, but not stiff
- Speak in a normal voice and tone



Rules for the Sender

- **Be clear**
 - Ask for feedback to confirm you were understood
- **Be brief**
 - Use short words and short sentences but don't omit important information
- **Be polite**
 - Use please and thank you enough to appear sincere but not apologetic

Effective Listening Techniques

- Make eye contact
- Listen without speaking
- Listen without thinking, “What will I say next?”
- Give feedback to be sure you understand what the speaker meant

Listening Skills

1. Sit up.
2. Look interested.
3. Lean forward.
4. Listen.
5. Act interested.
6. Nod your head to show that you are tuned in.
7. Track the speaker with your eyes.

Effective Written Communication

- Identify the Objective of the Message:
 - Promote goodwill
 - Inform
 - Request
 - Persuade
 - Apologize



Effective Written Communication

- Use Direct Order when writing requests and messages that inform
 - Present the main idea first and follow with supporting information
- Use Indirect Order when writing to persuade, apologize, or promote goodwill
 - Present the supporting information between the main idea

Effective Writing Techniques

- Review
- Revise
- Ask for input
- Edit
- Print!



Effective Business Communication

The End

