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BUSINESS COMMUNICATION
compiled and presented by
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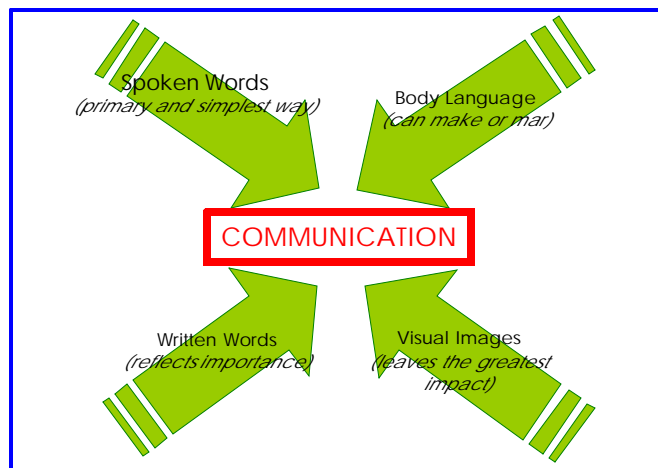
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01. WHAT IS COMMUNICATION?

Communication is the art of getting your message across effectively through:

- Spoken words *(primary and simplest way)*
- Written words *(reflects importance)*
- Body language *(can make or mar)*
- Visual images *(leaves the greatest impact)*



02. PURPOSE OF COMMUNICATION

- to get work done from peers and subordinates
- to improve the efficiency of our business transactions
- to coordinate/interact better
- to motivate and influence others
- to send/receive information in an unambiguous manner
- to save considerable time and effort
- to take better decisions, both personal and professional
- to develop better relationships, both at home and at work



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03. WHAT IS BUSINESS COMMUNICATION?

'Business Communication' is communication that occurs in an organizational context in order to:

- exchange information, ideas, plans, strategies
- offer the best of customer services
- make decisions, rules, proposals, contracts, and agreements, etc.

In fact, communication is regarded as the "lifeblood" of every organization.

04. METHODS OF BUSINESS COMMUNICATION

- | | |
|--|------------------------------|
| (a) Vertical communication (downward, upward) | (b) One-to-one communication |
| Horizontal communication (lateral communication) | One-to-many communication |
| (c) Formal communication | (d) Oral communication |
| Informal communication | Written communication |
| (e) Internal communication | |
| External communication | |

Features:

Oral Communication:

- immediate feedback
- shorter words/sentences
- prompt action
- less detailed tech. info.
- less colloquial language

Formal Communication:

- less flexible
- less responsive
- more accurate

Written Communication:

- delayed feedback
- longer words/sentences
- delayed action
- more detailed tech. info.
- more complex language
- possibility of review

Informal Communication:

- more flexible
- more responsive
- less accurate



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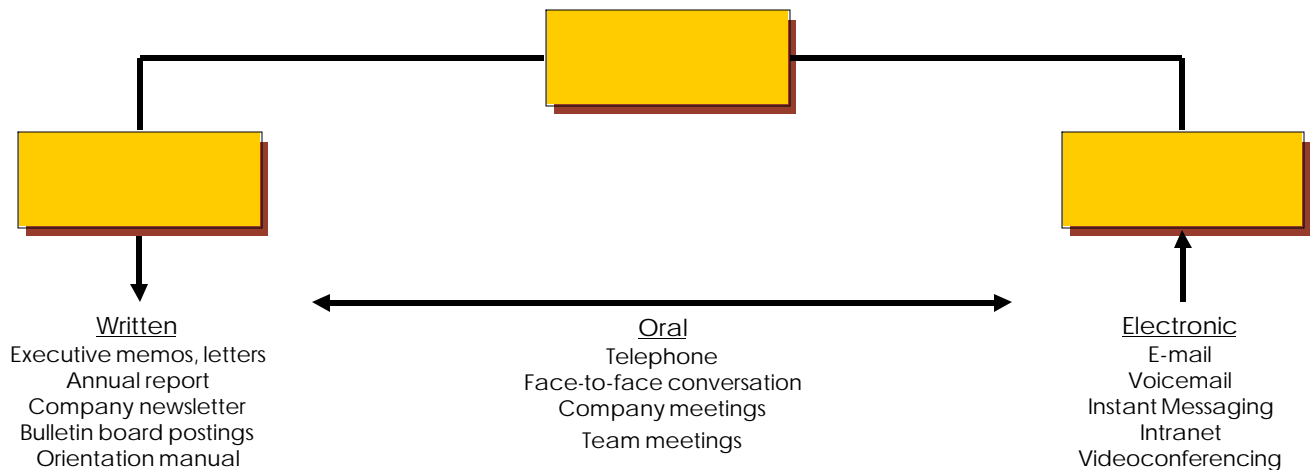
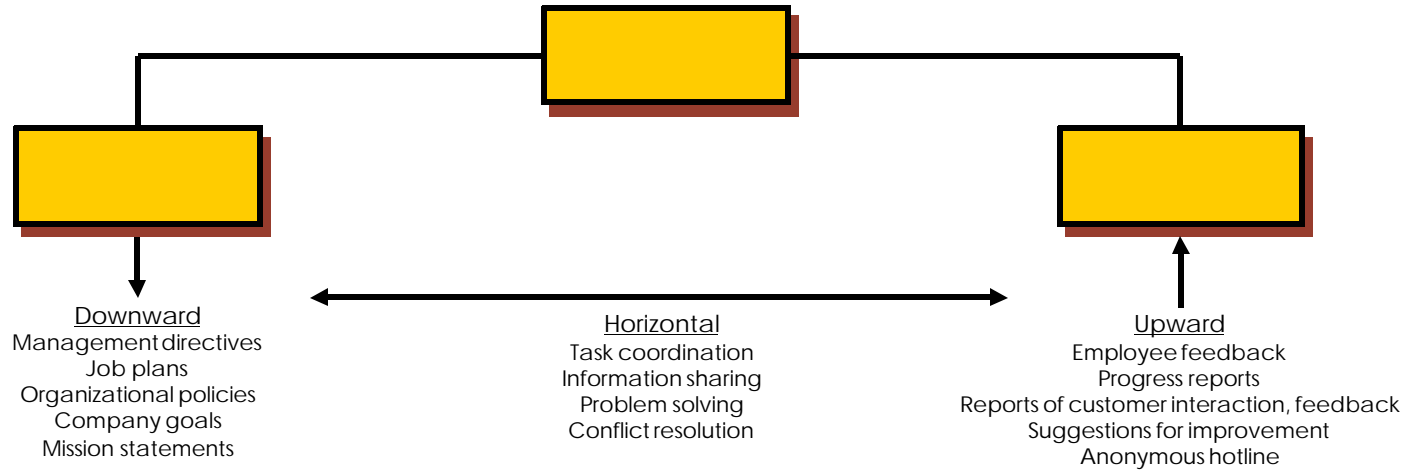


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Examples of different methods of business communication:





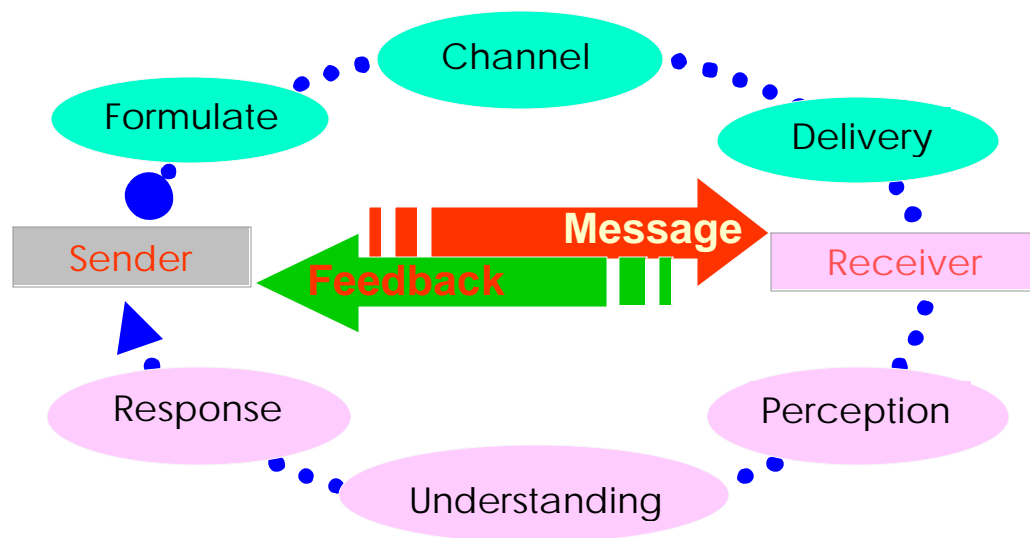
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05. TYPES OF BUSINESS COMMUNICATION

Written	letters, memos, reports, ...
Spoken	conversations, interviews, phone calls, radio, requests, sales calls, ...
Body Language	facial expressions, actions, voice, tone, silence, stance, ...
Visuals	photographs, paintings, videos, ...
Multi-media	television, newspaper, magazines, internet, ...

06. FLOW OF COMMUNICATION





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07. BENEFITS OF EFFECTIVE COMMUNICATION

You will:

- be able to communicate clearly with clients and other professionals
- possess superior presentation skills
- develop and communicate objectives and strategies better
- be able to write proposals and quotations clearly
- develop good overall oral/written communication skills

08. IMPORTANT SKILLS TO BE SUCCESSFUL IN ORGANIZATIONS

(On a scale of 1 to 5; 1 being least useful and 5 being most useful)

Communication	4.94
Teamwork	4.72
Leadership	4.60
Critical Thinking	4.57
Personal Management	4.52
Creativity	4.08

09. FREQUENCY OF SKILLS USE IN ORGANIZATIONS

(On a scale of 1 to 5; 1 being least useful and 5 being most useful)

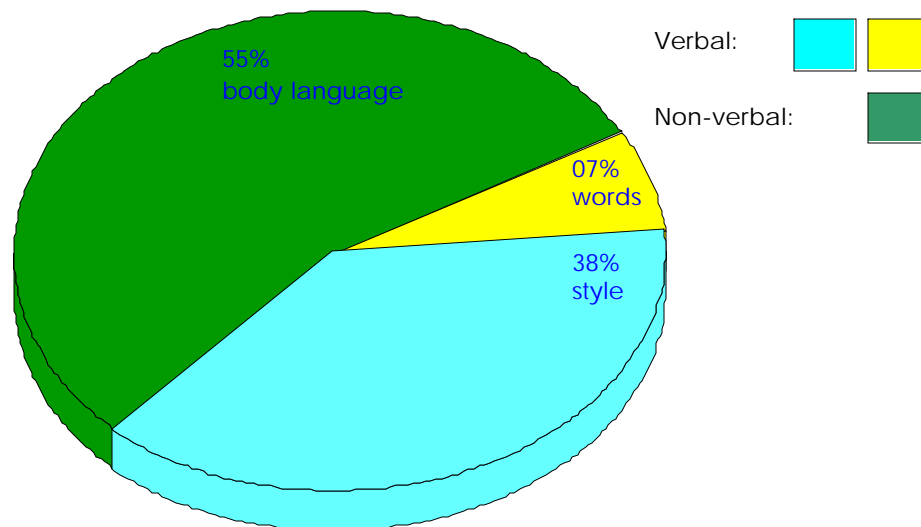
Communication	4.91
Teamwork	4.73
Personal Management	4.51
Critical Thinking	4.47
Leadership	4.46
Creativity	3.95
Technical/Scientific	3.91
Social Responsibility	3.89



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10. THE COMMUNICATION PIE



11. STATISTICAL VIEW OF COMMUNICATION

70% of our communication efforts are:

- Misunderstood
- Misinterpreted
- Rejected (not accepted)
- Disliked
- Distracted
- Not heard at all

(in spite of the same language and same culture!)

Only 30% is effective!



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12. BARRIERS TO EFFECTIVE COMMUNICATION:

- Personal barriers
 - Organizational barriers
 - Process barriers
- *Personal barriers:*
 - Your style and character (*rude, polite, shy, etc.*)
 - Preparation & presentation
 - Lack of clarity (*pronunciation, pitch, etc.*)
 - Lack of credibility
 - Timing
 - Jargon and pronunciation
 - Sender's speed of thought
 - Receiver s not prepared
 - Information overload
 - Not repeating and important point
 - Meeting in the evening
 - Distractions
 - *Organizational barriers:*
 - Culture
 - Environment
 - Size
 - Structure
 - Pace of activity
 - *Process barriers:*
 - Channel/medium
 - Irrelevant information
 - Lack of proper response
 - Absence of feedback
 - Inappropriate questions
 - Information overload



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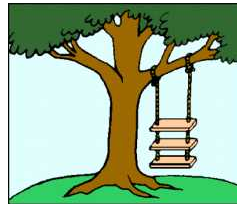
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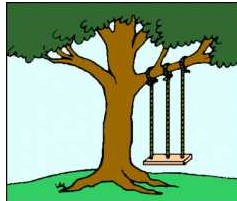
An example of organizational miscommunication:

Miscommunication in product development

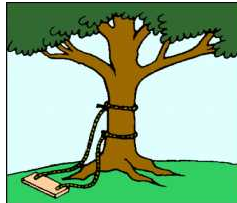
The way marketing requested it:



The way sales ordered it:



The way engineering designed it:



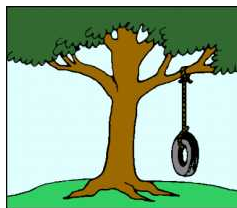
The way production manufactured it:



The way maintenance installed it:



What the customer actually wanted!!





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Message Distortion (top-down vertical communication):

Message	Amount of message
Written by Board of Directors	100%
Received by Vice President	65%
Received by General Supervisor	55%
Received by Plant Manager	40%
Received by Team Leader	30%
Received by Worker	20%

13. OVERCOMING THESE BARRIERS

- Start improving pronunciation
- Develop the habit of reading - start with the English newspaper/comics
- Understand first, then communicate
- Don't be afraid of asking questions
- Listen well, and then respond.
- Develop the 7 C's of effective communication

1. Completeness

2. Conciseness

3. Consideration

4. Concreteness

5. Clarity

6. Courtesy

7. Correctness

14. COMPLETENESS

- Ensure that you provide all required information
- Answer all questions asked as far as possible
- Always give something extra, where applicable and desirable

Examples:

Incomplete: Please fax me the departure from New Delhi to Frankfurt on the 6th of this month.

Incomplete: Why was my request for additional furniture for my office not responded to?



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15. CONCISENESS

- Do not use wordy expressions
- Always use only relevant material
- Do away with unnecessary repetition

Examples:

Wordy : At this time

Concise: Now

Wordy : Due to the fact that

Concise: Because

Wordy : Have a need for

Concise: Need

Wordy : In due course

Concise: Soon

Wordy : Allow me to say how helpful your response was.

Concise : Your last response was helpful.

Wordy : Please find attached the list you requested.

Concise : The list you requested is attached.

Wordy : There are four rules that should be observed.

Concise : Four rules should be observed.

Wordy : We hereby wish to let you know that our company is pleased with the confidence you have reposed in us.

Concise : We appreciate your confidence.

16. CONSIDERATION

- Focus on "you" instead of "I" or "we".
- Demonstrate audience benefit or interest in the receiver.
- Ensure that you emphasize positive, pleasant facts while you speak.

Examples:

Insensitive: You failed to enclose your cheque in the envelope.

Consideration: The cheque was not enclosed. (*passive voice*)

Consideration: The envelope we received did not have a cheque in it. (*depersonalized*)

Unpleasant: When you travel on company expense, you will not receive approval for first-class fare.

Pleasant: When you travel on company expenses, your approved fare is tourist class.



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17. CONCRETENESS

- Use specific facts and figures from reliable sources.
- Put action into verbs.
- Choose vivid, image-building words.

Examples:

Vague, general, and indefinite: Eastern Europe is making progress in getting investments.

Concrete, precise: In 1990, investments in Eastern Europe were about US\$30 million; today, that figure has increased by 12%.

Passive: Grades of students will be sent to the students by the school.

Active: The school will send students their grades.

Action hidden: The function of this office is the collection of payments and the compilation of reports.

Action verbs: This office collects payments and compiles reports.

18. CLARITY

- Use precise, concrete, and familiar words.
- Construct effective sentences & paragraphs, with right emphasis.

Examples:

Unfamiliar: After our perusal of pertinent data, the conclusion is that a lucrative market exists for the subject property.

Familiar: The data we studied show that your property is profitable and in high demand.

Unclear: His report was about managers, broken down by age and gender.

Familiar: His report focused on the age and gender of managers.

Little emphasis: The airplane finally approached the speed of sound, and it became very difficult to control.

Better emphasis: As it finally approached the speed of sound, the airplane became very difficult to control.



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19. COURTESY

- Be sincerely tactful, thoughtful, and appreciative.
- Use expressions that show respect.
- Choose non-discriminatory expressions.

Examples:

Tactless, blunt: I rewrote that letter three times; the point was clear.

Tactful: I', sorry the point was not clear; here is another version.

Avoid expressions such as: I do not agree with you; obviously you overlooked; we don't believe; we must insist; why have you ignored.

Use politically correct words.

20. CORRECTNESS

- Use the right level of language.
- Always check the accuracy of facts, figures, and words.

Examples:

Use: **Think** instead of **deem**; **use** instead of **utilize**; **question** instead of **interrogate**; **can hardly** instead of **can't hardly**; **stolen** instead of **stoled**.

Understand words that can confuse such as:

between, among

affect, effect

imply, infer

principal, principle

accept, expect

eminent, imminent

anxious, eager

farther, further

21. COMMUNICATION TECHNOLOGIES:

E-MAIL:

- Same guidelines for business writing applies here
- Use of acronyms/abbreviations
- Use of emoticons

VOICE MAIL

TELE-CONFERENCE

FAXES



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22. BODY LANGUAGE:

- Facial expressions

- Gestures

- Posture



Nervousness

clearing throat
whistling
covering mouth
pulling ears

sighing sound
smoking
jiggling money or keys
wringing hands

short breaths
wringing hands
pointing index finger
rubbing hand through hair

tightly clenched hand
fist like gestures
rubbing back of neck

Frustration



Openness

open hands
unbuttoned coat

arms crossed
touching nose
rubbing eyes
drawing away

sideways glance
rubbing nose
buttoned coat

Defensiveness



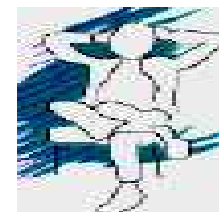
Cooperation

upper body in sprinter's position
open hands
sitting on edge of chair
hand to face gestures

steeped hands
back stiffened
hands in coat pockets with thumb out
hands on lapels of coat

hands behind back

Confidence





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23. WRITING SKILLS:

HAVE clarity in writing...

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Rs. 20,00,00,000/-

Rs. 20 crore

While writing,

- plan what you want to say in your letter/report.
- check for spelling and punctuation mistakes (*spare him, not kill him; spare him not, kill him*)
- use simple language and avoid ambiguous words.
- keep the letter short and simple. (*KISS principle*)
- select appropriate font style and size so as to be pleasing

While writing, also:

- be creative (use appropriate graphs/tables wherever necessary).
- visualize the reader as you write.
- do not write un-broken paragraphs.
- use numbered paragraphs to facilitate easier cross-referencing.
- use headings and sub-headings if required.
- do not print without thoroughly checking your resources.



WISH
YOU
GREAT
SUCCESS
AS A



VERY CAPABLE COMMUNICATOR!

THANK YOU