



The Art of Business Communication

Module 1

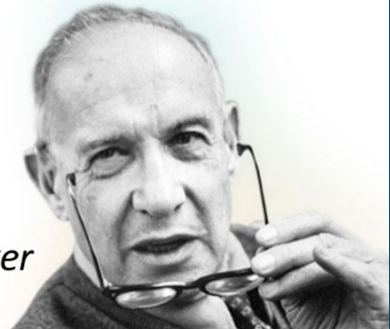


Objectives

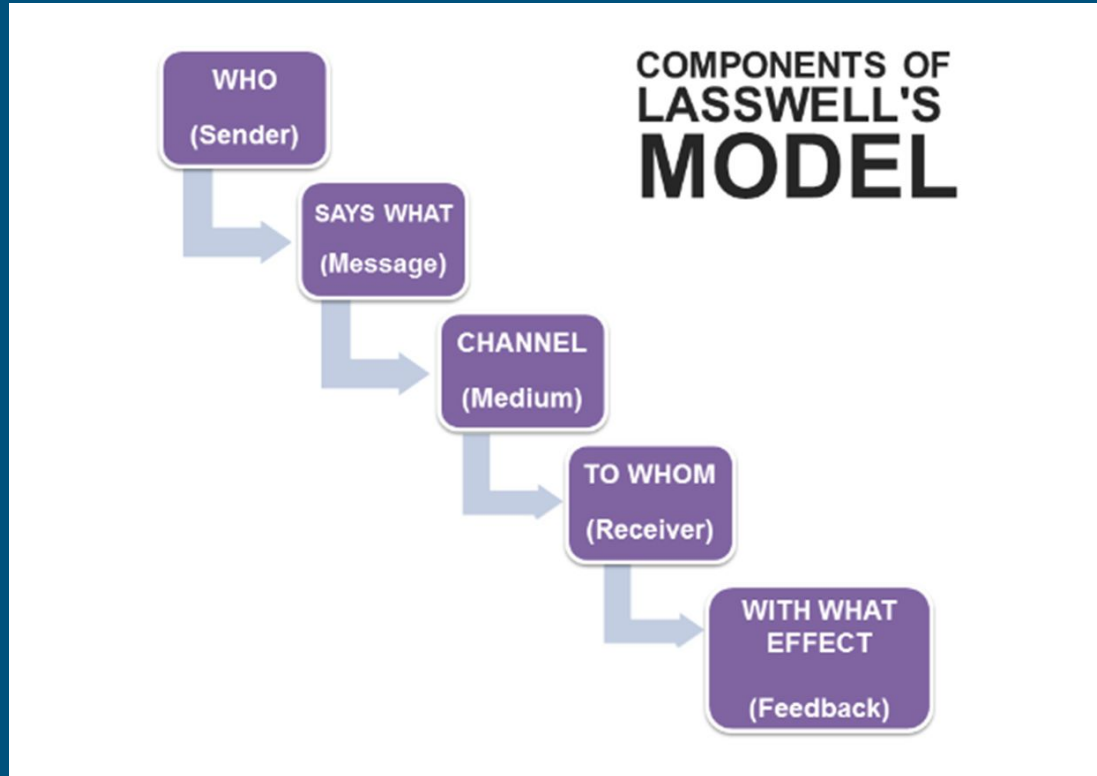
1. Understand the fundamentals of business communication.
2. Identify the types of business communication.
3. Know the different barriers to effective business communication.
4. Identify the 10 C's of effective business communication.

“The most important thing in communication is hearing what isn’t said.”

– *Dr. Peter F. Drucker*



What is Communication?



Business Communication

- The sharing of information between people within the organization.
- Refers to how the company shares information to promote its product or services to potential customers.

Benefits of Business Communication

- Build business relationships
- Motivate team
- Strengthen partnership/Customer Loyalty.

Types of Business Communication

Internal Communication:

- Includes all communication within the organization.
- Internal communication helps address organizational concerns.

Types of Internal Communication

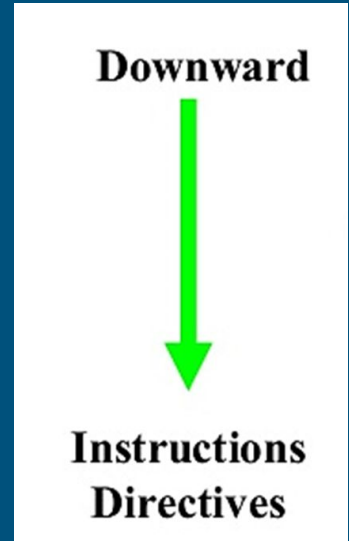
1. Downward Communication
2. Upward Communication
3. Horizontal / Lateral Communication.

Downward Communication

- General provides information from the top of the organization down to the low-ranking staff

Example:

- Team manager instructs on how to complete a task.

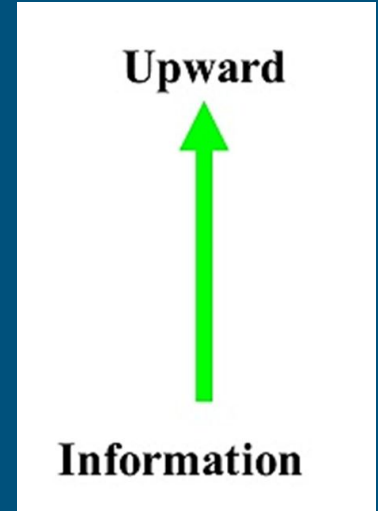


Upward Communication

- The flow of information from lower-ranking staff to management.
- Without upward communication, management works in a vacuum, not knowing if the messages have been received properly, or if other problems exist in the organization.

Example:

- Feedback provided by employees
- Offering ideas.



Horizontal Communication

Involves coordinating information, and allows people with the same or similar rank in an organization to cooperate or collaborate.

- Communication among employees at the same level is crucial for the accomplishment of the assigned work.

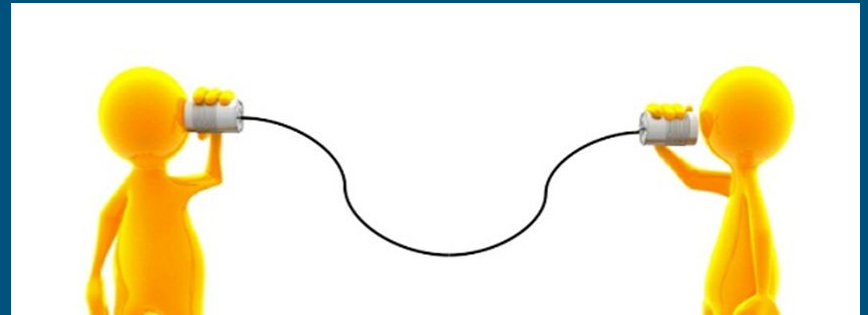
Example

- Team working together to accomplish a task.

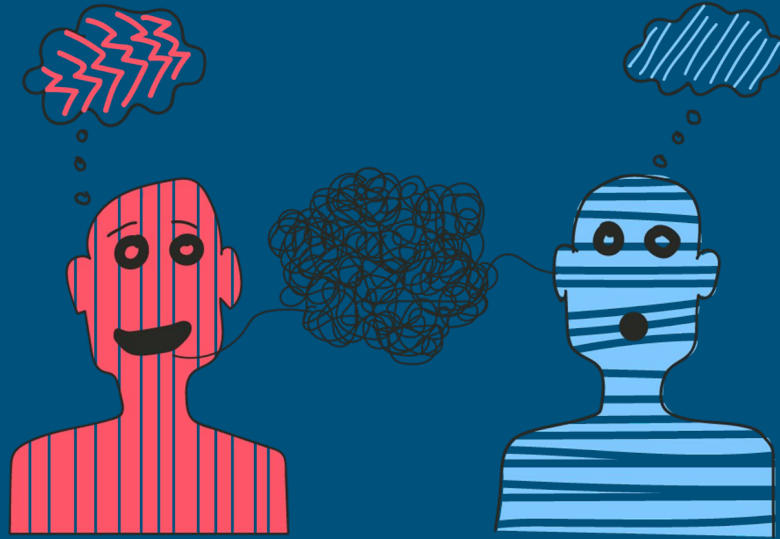


External Communication

- Communication with sources outside the organization such as vendors, and customers.
- Lead to operational efficiency, credibility, and profits.
- Improves overall performance, and corporate images.
- Helps achieve organizational goals and customer satisfaction.



Barriers to Effective Business Bommunication



Barriers to Effective Business Communication

- Physical Barriers
 - Hearing problems
 - Speech problems
 - Not being able to see the non-verbal cues/body language
 - Phone calls, text messages, or any from the communication that rely on technology are often less effective than face-to-face.
- Emotional barrier / Taboos
 - Not being able to express one's emotions
 - Taboos or difficult topics such as religion, politics, etc.

Barriers to Effective Business Communication

- Perception
 - Two people may perceive the same thing in different ways.
- Cultural Differences
 - The norms of social interaction vary greatly in different cultures.
- Language Barriers
 - When two individuals are using different meanings or interpretations of the same word and do not realize it
 - There is difficulty in understanding different accents.

Effective Business Communication

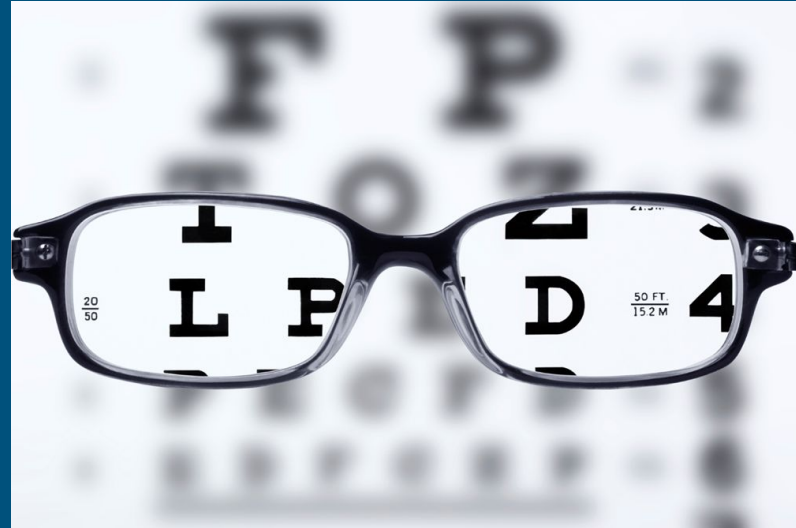
10 C's of Effective Business Communication

- | | |
|-----------------|-------------------|
| 1. Clarity | 6. Concrete |
| 2. Conciseness | 7. Consideration |
| 3. Correctness | 8. Competence |
| 4. Coherence | 9. Conversational |
| 5. Completeness | 10. Credibility. |



1. Clarity

- Your message should be clear enough to leave no room for doubt as to what you are trying to convey.
- Keep jargon to a minimum and lay out the facts in a logical order.



"Speak clearly, if you speak at all; crave every word before you let it fall." - Oliver Wendell Holmes

2. Conciseness

- Saying what you have to say in the fewest possible words without sacrificing the other C's.
- A concise message is complete without being wordy.



"Deliver your words not by numbers but by the weight ." - Proverb

3. Correctness

- Make that first impression.
- If our writing is incorrect, your first impression will be tainted.
- Attention to detail is the key.
 - Names
 - Spelling
 - Grammar
 - Information
 - Format



"When the eyes say one thing, and the tongue another, a practiced man relies on the language of the first. " -Ralph Walda Emerson

Clarity, Conciseness, Correctness

Analyze the email. Which part of the email shows clarity, conciseness, and correctness?

Hello Curtis,

Thank you for contacting Microsoft OEM - Line 1 Support.

We have seen that your DOC account is still in PENDING state.

Can you please perform the steps below on how to successfully activate your account?

Before the activation, could you please make sure you log in with your Live ID at <https://login.live.com> (if you don't have a Live ID please create a new one on the same page). Once you are logged in your Live ID click the "first time sign in link" from the first email, select Windows Live ID option and you should be prompted for the PIN to activate your DOC account.

Could you please switch your IE to InPrivate mode (Tools > InPrivate Browsing) and log in to <https://login.live.com/> with the Live ID you want to associate to your DOC account (either create a new one by clicking Don't have a Microsoft account? Sign up now" option or use your existing Live ID)? Once successfully signed in, please copy & paste the <first time sign-in link> to the same window and select Windows Live ID option. You should be prompted to enter the PIN and complete the activation process.

The easiest way to activate your account is as per the following steps:

1) Switch your IE to InPrivate Browsing (Tools -> InPrivate Browsing).

2) Copy and paste the first time sign-in link in one of the two activation emails called "**Welcome to the Microsoft OEM Systems**" under Step 3 and paste it to your InPrivate browser

3) Choose 'Use another account' as your preferred login. You may choose either Windows Live ID (WLID)

• If you wish to use your WLID, enter your credentials (valid WLID are @hotmail.com, @msn.com, @outlook.com, @live.com). If you don't have one, kindly create a new one by navigating to <https://login.live.com>

4) Once prompted, enter the PIN from the second activation email called "**Important information regarding your new OEM Systems account**"

Please let us know if you have any questions.

Clarity, Conciseness, Correctness

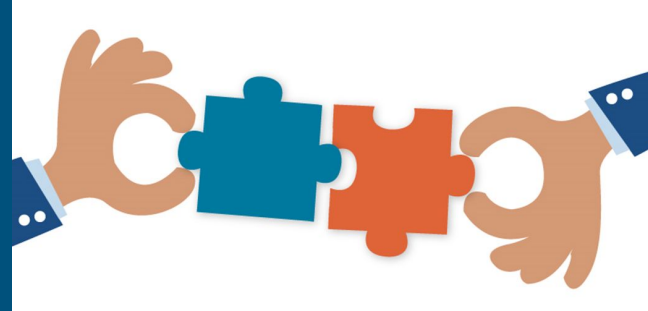
Clarity: Were the instructions given clear enough?

Concise: Was the message sent across in a concise format?

Correctness: Were there any errors/wrong information in the email?

4. Coherence

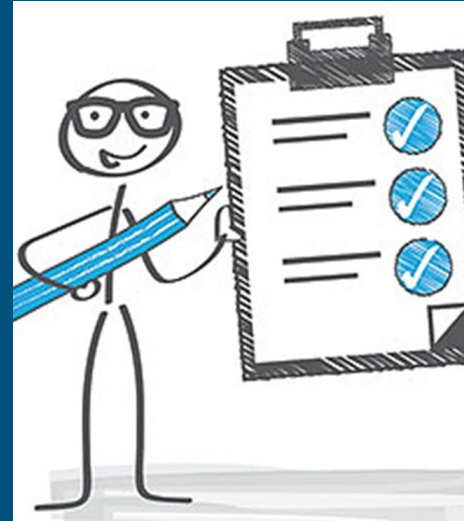
- The receiver needs to understand your message immediately.
- Set down your thoughts and ideas in a logical manner. The reader has an easy time understanding the ideas you wish to express.



"To communicate, put your words in order, give them a purpose, use them to persuade, to instruct, to discover, to serve." -William Safire

5. Completeness

- Business message is complete when it contains all the facts the receiver needs.
- Keep in mind the following:
 - Provide all necessary information
 - Answer all questions asked
 - Give something extra when desirable (extra mile)



"Effective communication is 20% what you know and 80% how you feel about what you know." - Jim Rohn

6. Concrete

- Being specific and clear rather than fuzzy and general.
- Concrete information cannot be misinterpreted.
- Steer clear of vague words such as “some”, “many”, “few”, “as soon as possible”. These should be placed with specific numbers, dates, and timelines.



Coherence, Completeness, Concrete

Analyze the email. Which part of the email shows coherence, completeness, and concreteness?

Hello Junaid,

We have checked the 2 keys that have been re-submitted and our record shows that the keys have been returned.

Kindly see table below for further details.

RMA Number	SKU	Quantity	Return Result	Return Event
1952058018	FQC-08797	0	Accepted / Cr / Manufacturing damage	07/31/2018 12:56:59 UTC

Also, to help you with your issue regarding the MDOS Migration, you may check the DPC link:

<https://devicepartner.microsoft.com/en-us/assets/detail/dismigrationtomdos-zip>

Kindly let us know in case of any more details required.

Coherence, Completeness, Concrete

Coherence: Did the email make sense to you? Is the email logical?

Completeness: Did the sender provide additional information? Did the writer answer an inquiry?

Concrete: Was the message clear and specific?

7. Consideration

- Means preparing every message with the receiver in mind.
- Sender should look from the receiver's perspective.
- Empathy.



"To effectively communicate, we must realize that we are all different in the way we perceive that world and use this understanding and a guide to our communication with others." - Tony Robbins

8. Competence

A competent communicator is someone who is

- Ethical
 - Integrity
 - Honesty
 - Aware of Biases
- Responsible
 - On time, organized, listens
- Accessible
 - Available, approachable, receptive, open to questions



9. Conversational

- Write if you were talking face to face in a friendly but professional tone.
- Veer away from slang, but keep your tone warm.
- Conversational control
 - Active listening
 - Positive scripting
 - Recognizing verbal and non-verbal cues



"The most important things in communication is hearing was isn't said" - Peter Drucker

10. Credibility

- Good business writing relies on facts, not opinions.
- When referencing facts, pay attention to how the data was collected and whether the results were unbiased.
- Make sure that information is up to date.



Consideration, Competence, Conversation, Credibility

Analyze the email. Which part of the email shows consideration, competence, conversational, and credibility?

Dear Tetsuji,

Thank you for the additional information you have provided.

We will further review this dispute and will reach back to you as soon as investigation is completed. Rest assured that necessary actions are being taken to resolve any discrepancies.

Any rebilling of the difference in royalties and potential Default Charges will be put on hold while investigation is underway.

Sincerely,
Microsoft OEM Operations

Consideration, Competence, Conversation, Credibility

Consideration: Did the sender have the customer in mind when he wrote this email? Was there empathy statement in the email?

Competence: Did the writer demonstrate responsibility and availability?

Conversational: Did the writer use positive scripting?

Effective Business Communication

10 C's of Effective Business Communication

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