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Summary



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Negociación

Empresarial

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Communication Characteristics Applied to Business

Assertive Communication

This type of communication allows us to dialogue calmly and respectfully, expressing what we want to say, but without hurting other people's feelings.

According to the Dictionary of the Royal Academy of the Spanish Language, “an assertive person is one who expresses his or her opinion in a firm and clear manner, respecting both the ideas of others and their own.

This does not mean that to be assertive we must always agree with the arguments presented to us; we can disagree without this being a reason for discussion. **Communicating assertively means saying what you want to say, without hurting the feelings of others.**

What should we take into account in assertive communication?

Be clear and specific: say specifically what we want. If we limit ourselves to hinting, we run the risk of being misinterpreted by others.

Be brief: the popular adage already says “what is good, if brief, is twice as good.” If we argue extensively and constantly, our arguments will lose weight.

Apologizing, when necessary, is fine: if we make legitimate claims, excuses are unnecessary; otherwise, we will seem guilty and insecure. However, we must always speak with respect.

Analytical Communication

Analytical communicators **prefer logic over emotions and value data over empty statements.** They are common among senior management executives and are often perceived as authoritative due to their extensive knowledge of facts and figures. They do not prefer to make small talk or long explanations when holding meetings.

People who use this communication style excel in decision-making roles, especially when they are under time constraints. **They make decisions based on facts and numbers and** they prefer colleagues who quickly get to the point. They rarely take the time to foster a personal relationship with others, leading to the perception of being cold and impersonal.

Work with analytical communicators

If you are working with a group of analytical communicators, **any discussion or clarification should be based on numbers.** Instead of saying “I feel this strategy will improve sales,” use fact-backed statements like “this marketing strategy can improve sales by 15% next quarter.” When you talk to them, don't use empty language or cryptic statements. **They want details, data and clear language.**

Persuasive communication

Persuasive communication can be defined as the type of communication that aims to change, affect, or reinforce certain responses of others. The objective is to create a change in attitude to influence the behavior of the listener or recipient of the message. For example, communicating messages in a way that generates favorable responses and outcomes would be classified as persuasive communication.

It is important to remember that people generally respond better to persuasive communication when they feel that the person sending the message is similar to them, whether in age, occupation, or socioeconomic status.

Objectives of persuasive communication

Stimulate: To strengthen your beliefs and bring them to the forefront, you need to present the facts. It's important to consider commonalities and shared ideas, and then present information that your audience may not know. Common ground serves as a strategy to **stimulate interest.**

Convince - The objective is to achieve a change in the ideas, attitudes, judgments and values of your audience.

Call to action: Your audience is already listening to you. The objective is to create curiosity, solve a problem or propose a range of options as a solution.

Directive Communication

Directive communication is that which is responsible for generating the best strategies to transmit messages to internal and external audiences, but it is also responsible for promoting communication throughout the organization.

Two levels of communication

In a basic way, companies divide their communication into two levels:

Internal communication: directed towards the so-called internal audiences of the company, it is made up of all the information shared by the members of the same organization.

External communication: aimed at the company's external audiences, with the purpose of transmitting messages based on the organization's culture, as well as the corporate image or identity.

Directive communication must consider both levels, but before considering external conditions, you must ensure that you send the appropriate messages internally, which is why it is necessary to consider the types of internal communication.

Three types of internal communication:

- Upward Communication: from employees to supervisors and managers.
- Downward Communication: from managers to supervisors and employees.
- Cross Communication: that which occurs without following hierarchical guidelines.

This type of division makes us understand why directive communication cannot only focus on being heard, it must also promote communication throughout the company's organizational chart.

