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SUB : Business Communication

Class : SYBCOM

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What is Verbal Communication ?

Definition: Verbal communication is defined as communication that includes the exchange of information through spoken words, written messages, or sign language. In the corporate world, effective verbal communication is an integral part of interpersonal interactions as well as business and professional conversation.

Whether it's about making phone calls, conference meetings, personal discussions, presentations, or formal & information communication, excellent verbal communication is necessary in every part of the corporate world. From the tone of your voice to tailoring messages to your audiences, verbal communication skills are one of the most important factors of accomplishing success in life.

• Types of Verbal Communications

1. Formal

It is understood as official communication, and in this, a sender follows a pre-defined channel for sharing the information.

2. Informal

It is also known as grapevine, and in this, senders don't use or follow any pre-defined channels for transmitting the information.

- Importance of Verbal Communication

1) Talks a lot about the image of the company



The first and foremost point in understanding the Importance of Verbal Communication is that it helps to build a positive image of the organization in the industry as a whole. The industry covers customers, vendors, investors, partners, government authorities, competitors, and other stakeholders of the firm with whom the management and staff have to deal on a day to day basis. Hence, it is very crucial to have clear and transparent channels of verbal communication.

2) The flow of thoughts and ideas

Having a clear and transparent verbal communication with the high confidence levels during the team meeting or during an offsite with the managing director of your company or with your peers and contemporaries elevates the flow of thoughts and ideas. Right from the flow of novel ideas, breakthrough concepts, innovative ways of promotions, and new marketing channels; a lot is explored by realizing the Importance of Verbal Communication.

3) Ensures job satisfaction



When we talk about the standpoint of a relationship between an employer and the employee, having a clear communication between the above mentioned two parties elevates the satisfaction and confidence level of the employee. The employer has to make his employee understand his merits and demerits at work so that he can amp up his game and iron out his flaws and work on the issues if any. It also increases the confidence levels resulting in the boost of productivity at work.

4) Awards and Acclamations



In continuation to the above mentioned point and talking about the Importance of Verbal Communication from the perspective of an employee at the firm, it is one of the mandate work ethics that he has to embrace and follow to the core. As it will result in the increased levels of productivity at work, winning the trust and faith of the management, and grabbing the eyeballs of the team members.

And this results in getting promoted year after year, salary hikes, and winning all the awards and