A

seminar file on

Brand management

Submitted To :

Mrs vijay nagpal

(Assistant professor)

JMIT , Radaur

Submitted By :

Pratham

BBA 2ndyear

4021074

Declaration

Niket Roll no. (3rd semester) student of JMIT campus , Radaur here by declare that ' Types of business communication' is an original work and the same has not been submitted by any other institute for the award of any other degree .

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Pratham

BBA (3rdsemester)

4021074

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Pratham

BBA 3rd semester

4021074

Introduction

Communication is an essential element in the success of any business. The process of transferring information from one person to another, within and outside the business environment, is termed as **'Business Communication.'** The term 'Business Communication' is derived from general communication which is associated with business activities. In other terms, communication between business parties or people for business-related tasks is considered as **'Business Communication.'**

Definition

Different scholars have given different definitions of Business Communication. Few of them are mentioned below:

According to Ricks and defined Business Communication as a system that is responsible to affect change throughout the whole organization.

According to W.H. Business Communication is exchanging business-related different views, ideas, and news within the related parties.

Prof. J. Haste stated that when the communication occurs between either two or more than two business people for the purpose of effective organization and administration of business then it is considered as Business Communication.

- Effective business communication is the way employees and management communicate to achieve organizational goals. The objective is to improve organizational efficiency by reducing mistakes. Business Communication includes different aspects like marketing, public relations, customer relations, corporate and interpersonal communication, etc.

  Basic elements of Business communication:

- Sender
- Business information
- Receiver
- Feedback

The above elements indicate business communication as a process in which information or news related to business is exchanged between different business parties like customers, suppliers, business clients, employees, etc. for the purpose of effective administration of the business.

Moreover, it involves a regular flow of information and feedback is considered as a crucial and important aspect of business communication. Due to different levels of hierarchy and involvement of a huge number of people, business communication plays an important role in different management functions i.e. planning, coordinating, organizing, directing, and controlling.Moreover, it involves a regular flow of information and feedback is considered as a crucial and important aspect of business communication. Due to different levels of hierarchy and involvement of a huge number

of people, business communication plays an important role in different management functions i.e. planning, coordinating, organizing, directing, and controlling.

Types of Business Communication along with Examples
There are 4 main types of business communication in any organization or business i.e.

1. Internal Business Communication
Internal Business Communication means communication that occurs within the members of the organization. This communication includes both **formal** and **informal** communication. Also, different departments that transmit communication by different means to employees come under internal communication. Internal communication should be effective as it is a vital source of viewing and representing organizational issues. Effective internal business communication may increase job satisfaction level, productivity, the efficiency of employees by decreasing

their turnover and grievances and helps in increasing profits.
It is further categorized as **internal (upward) communication** and **internal (downward) communication.**

> a. **Internal (Upward) Communication:** This type of internal communication involves the bottom to the top management approach. Here, the information flows from subordinates to managers or any person that is on the upper in the hierarchy level.

For example, employees of the HR department of an organization prepare an attrition report and communicate the same to the HR Manager. The attrition report consists of information on the monthly or annual employee turnover of an organization and reasons for the same. This helps the HR Manager to understand the cause of attrition and to take corrective measures on time to reduce employee turnover.
The characteristics of upward internal business communication include:
- It includes bottom to top approach i.e. subordinates to superiors.
- Its nature is participative.
- The main purpose is to provide timely feedback, suggestions, making requests, escalating any issues or concerns, etc. to superiors.
- The flow of the information is from the lower level to the upper level.

b. Internal (Downward) Communication: In downward communication, the information flows from the top-level management to the employees in an organization. This information is related to passing on instructions to subordinates or employees to do their respective tasks. Downward communication is being used by managers to communicate different goals, procedures and policies, guidelines, decisions, instructions, etc. to their subordinates.
The process of downward communication in business includes passing on messages from the top level to the lower level through the chain of hierarchy. This type of communication can be in oral or written form. **The written form includes different notices, manuals, news display in electronic form, etc.** whereas, **the oral form of**

downward communication includes different face-to-face conversations, telephonic communication, meetings, etc.

For example, the top-level management may instruct managers of different departments on certain new rules and regulations in the work area that need to be carried out in routine activities of different departments. Like there may be a change in the office working hours or office timings by the management and the same is communicated to employees by circular or notice or through the e-mail system.

The characteristics of downward internal business communication include:
- It includes top to bottom approach i.e. superiors to subordinates.
- Its nature is directive.
- Main purpose is to communicate organizational objective, plans and procedures, instructions, etc. to subordinates.
- The flow of the information is from the upper level to the lower level.

2. Horizontal/Lateral Business Communication

Lateral or horizontal communication is related to communication among co-workers i.e. either **verbal communication** or **written communication.** This may include inter-departmental communication or communication between cross-departments and can be between people of the same or similar rank in a company. This is a crucial communication to achieve the desired results. So, this communication happens among employees having an equal hierarchy level. To achieve the functional effectiveness of different organizational units, horizontal or lateral communication is required for seeking mutual cooperation and mutual help.

For example, the Marketing head of an organization is supposed to communicate about market trends, customer needs and expectations, product demand scenario, etc. to a production head for production of products accordingly.

Similarly, the HR manager of an organization works with different department heads for different functioning like hiring, training needs of employees, performance appraisals, welfare activities, etc.

3. External Business Communication

Communication with people who are external to the organization is known as external business communication. These people can be customers or shareholders or suppliers or partners or regulatory bodies, etc.

For example, the purchase department supervisor may communicate with vendors for purchase quotations of raw-material and similarly, the sales department communicates with customers for sales of goods or services.

External communication facilitates increasing sales volume, effective operations, an increase in profits of organization, etc. This ultimately results in increasing corporate image, goodwill and overall performance of the organization by achieving its goals and customer satisfaction.

Importance of Business Communication

Importance of business communication in an organization can be seen in the below points:

1. Helps in increasing productivity: Effective business communication increases the productivity of staff by boosting up teamwork. It creates a trustworthy and understanding environment among employers and employees. Effective communication is related to cooperating with employees and understanding their needs and desires. By doing so, employees are able to accomplish their tasks more effectively and efficiently. Also, the scope of doing mistakes or errors during their work minimizes due to effective communication.

2. Helps in increasing customers: Customers are an important part of any business and effective business communication can facilitate in attracting new customers and retain the current customers. A well-defined marketing strategy and public relations campaign run by an organization generates the interest of customers in its goods or services and helps in building the corporate image in customers.

3. Enhances business partnerships: Business Communication also improves partnerships in business. It plays a significant role in dealing with external business clients or vendors. Vendors may be required to communicate on products regularly for improvements. Also, an effective and harmonious relationship with other businesses determines the further success of an organization. A business unit that has developed its image as an entity for easy partnership through its effective communication can attract other business units for forming business relationships with them.

4. Facilitates innovations in business: Effective business communication helps in business innovations as well as it facilitates employees to convey their ideas and suggestions openly. Similarly, at the time of launching any new product in the market, effective communication ensures the performance of the sales team, market acceptance of the product, fast delivery of products in the market, etc.

5. Information exchange: Business communication is required by an organization for exchanging information with internal and external stakeholders. This helps in achieving its goals effectively.

6. Preparation of plans and policies: Through effective business communication, organizations can make their plans and policies properly. Relevant information is required for preparing these plans and policies. Through communication, different managers source information through reliable channels.

7. Execution or implementation of plans and policies: To implement or execute the prepared policies and plans in a timely manner, managers are supposed to communicate these throughout the organization. Through effective communication, they are able to disseminate plans and policies to the internal and external stakeholders.

8. Boost the efficiency of employees: Effective business communication plays a key role in increasing the efficiency of staff. Through communication, different plans and policies, critical issues, goals of an organization, etc. are described to employees that enhance their knowledge and make them efficient to do their tasks effectively.

9. Goals achievement: Through effective business communication employees become attentive and productive in doing their jobs that result in the timely accomplishment of their tasks and easy goals attainment.

10. Helps in solving problems or issues: Through different communication channels, managers get information about different routine and non-routine issues and based upon that they can take required actions to sort out those issues.

11. Facilitates decision-making: Effective decisions require up-to-date information. Using effective communication, managers can acquire information from different sources and can utilize it for making correct decisions.

12. Improves worker-management industrial relations: In the workplace, workers and management have an industrial relation. The success of any business depends upon the healthy industrial relation. Business communication plays a significant role in maintaining harmony in this.

13. Helps in brand and product/service promotions: In today's competitive business environment, lots of companies offer similar kinds of products or services. To sell their products in a good manner, businesses need better communication to promote products and services in an effective way.

14. Reduces chances of conflicts: Through effective communication different business parties can exchange information in a smooth way. This results in fewer conflicts, controversies, arguments between them.

15. Increases employee satisfaction level:
Effective communication which is fair and smooth creates better mutual bonding and the understanding between employees and management. This helps in increasing the satisfaction level among employees who put their maximum efforts to achieve the goals.

16. Increases employee loyalty: Through effective business communication, employees are well informed about their performance from time to time. Also, employees get appreciation, rewards in both monetary and non-monetary terms for their better performance. This enhances their loyalty towards the organization.

17. Enhances efficiency of managers and leads to effective leadership: Effective business communication leads to an increase in the operational efficiency of managers. With the help of fair communication, managers can perform different managerial functions like planning, directing, organizing, controlling, etc. smoothly. Moreover, if communication is effective then only effective leadership can be taken place. For qualitative leadership activities, a proper and smooth system of communication in business is essential.

18. Proper functioning of different departments: If information is shared smoothly and effectively in inter-departments and intra-departments then different departments of any business like accounts, finance, purchase, operations, HR, IT, and production, etc. can do their tasks more accurately and timely
.

Business Communication Methods

Different methods of communicating in a business are as below:

1. In-person (Face-to-Face) Business Communication: In-person communication is the most common and preferred method of business communication. As it is generally in the form of meetings or conferences which is face to face communication format. This requires refined in-person skills. This method also includes non-verbal communication i.e. body language. While having a conversation between two or more people in business, body language like gestures, facial expression, etc. also play a vital role in communicating a person's attitude towards others.
Good listening skills are also an element in better in-person communication. Most of the business communication includes listening skills to understand fast discussions.

2. Communication by email system: An e-mail has become the most widely used communication system in any business. Due to its feature of sending and receiving mass or multiple messages at a time, email is considered as one of the preferred methods in business communication. It also increases efficiency as emails can be sent and responded in fast mode. The conversation through email can be among two or more than two people and is the best substitute for formal face to face meetings as discussions can be done in an email system.

3. Web conferencing: In the web conferencing method of business communication, the internet is being used for communication in meetings, conferences, presentations, seminars, and imparting training. It includes features like sharing of files, screens, real-time chatting, recording, etc. This can be considered as the most effective way of interacting with people sitting at different locations. Web conferencing is done by using **the phone (teleconferencing)** or **video equipment (videoconferencing).**

Workplaces also opt for the teleconferencing method of business communication. If it's not feasible for people of an organization or business to attend a physical meeting or conference then communicating through telephone conferencing is an effective method. This also saves travel expenses as people who often require extensive traveling for business purposes so they can communicate through teleconference by sitting in their office.

Videoconferencing is also similar to teleconferencing except in videoconferencing one can see the people whom to communicate with. This requires video conferencing equipment that is arranged by the IT department of a business.

Problems That Effective Business Communication Can Solve

Clear and effective business communication is critical for teams, employees, managers, and executives to perform their jobs and fulfill their responsibilities.
Without the right processes and tools in place, the flow of information is interrupted and people are left in the dark. This can lead to serious consequences for the company, from unsatisfied employees and customers to lost profits.
Transparent flow of information is an obvious overarching goal of a business communication process. But what are some deeper problems that successful business communication solves?

1) Email overload and lack of everyday productivity and clarity

In many workplaces, people are simply overwhelmed with the number of messages they receive in a single day. In his book Message Not Received, Phil Simon said the average person receives 120 to 150 emails per day.
We easily misplace or completely overlook a crucial piece of information. With a business communication system in place, companies can reduce digital distractions and create space for ideas and thinking.

2) Horizontal and vertical communication silos

Often times, teams and departments don't exchange essential information. Other times, there's no easy way of reaching out to a department manager when there's an issue inside a team. These silos form easily and often without anyone noticing, but can easily be remedied with a communication plan in place.

3) Poor communication with remote employees

Remote work is here to stay. The State of Remote Work report from Buffer shows that the vast majority of employees would like to work remotely for at least some of the time. They list collaboration and communication among the top three struggles when it comes to working remotely, proving the value of the right communication systems in place.
Related: Telecommuting Technology: The Essentials for Remote Work

4) Employee turnover/Low employee engagement

Losing the ideal people from your organization puts your ability to serve customers at risk. It's also expensive.
Losing an employee can cost as much as twice their annual salary, but when

companies do communicate effectively, they are 50% more likely to report turnover levels below the industry average.

5) Poor customer service

If there's poor communication in an organization, two things happen when it comes to customer service. First, employees in customer-facing roles won't have the information they need. Second, customers will sense low employee morale and have a negative experience.
In fact, one study found that employee attitude improvement impacts customer satisfaction, which then results in an increase in revenue.

What is the importance of non verbal communication in business?

Non verbal communication covers so much ground – from your facial expressions to your tone in an email. Considering the vast majority of business communication happens asynchronously (meaning anything other than an 1-1, face-to-face meeting) via email, project management task boards, or chats…almost all of our business communication can be considered non verbal. Therefore, it's incredibly important to work on your non communication as well.

Top tip? Read something out loud before you hit "send." This is a good gut check to hear how your message is coming across.

5 Steps to Set Up Your Business Communication Process

A solid business communication process is essential for the happiness of your employees and customers. Ultimately, this leads to financial stability.
One report discovered 29% of employees believe their current internal comms tools aren't working.
Here are some of the reasons they listed:

Irrelevant information, exclusion, dishonesty, and lack of access to key information is something your own workforce likely experienced, too.
A study by Salesforce found that 86% of executives, employees, and educators consider inefficient communication to be the reason behind workplace failures.
We can no longer ignore the importance of teamwork and chemistry and their impact on employee productivity, engagement, and advocacy.

Here are the steps you can follow to ensure a successful business communication process.

1) Audit your current state of business communication and set goals

No matter the stage of your business, you need a business communication plan in place.
However, you will make it the most useful if you focus on the areas that need the biggest improvement right now, and work your way to all other areas later on.
For example, these might be some of the reasons your communication needs revisiting:

- Low employee satisfaction or high turnover

- Lower than expected outputs across the company

- Fast growth which leads to losing track of information

- Lack of information transparency due to remote work

You might experience more than one of these, or a completely different scenario. Identify it and set goals for your business communication process based on it. For example, your goals can include:

- A specific employee turnover or satisfaction rate

- Customer satisfaction rate

- Number of projects completed

- Number of interactions between departments

…and more.

2) Identify core groups in your organization and their relationships

with each other

Look into the structure of your organization and all the groups involved in its ability to function.
Take note of every group that requires information to function. This should include:

- **Horizontal classification**, i.e. departments (operations, marketing, design, human resources, sales, customer support, finance, and more)

- **Vertical classification**: professionals in teams, team leaders, department managers, executives

- **External groups**: customers, suppliers, partners, and more

From here, considering the work they do on an ongoing basis and the results expected of them. Map out the way they need to communicate in order for their jobs to get done. Depending on your company size, this might be a large task, so give yourself plenty of time. Some of the main questions to answer are:

- Which teams and people have to talk to whom on a daily basis? What about weekly, biweekly, and monthly?

- What communication happens only when there's **an ongoing crisis**?

- How are managers and team leaders maintaining progress in their departments? How does reporting work?

- Is there a knowledge library that has the potential to reduce unnecessary meetings and conversations?

- Which projects and processes need approvals from other people in the company? How are approvals requested and facilitated?

At a minimum, these answers should give you an insight into the necessary amount of emails, messages, calls, meetings, and documents for everything to happen in the designated time frame.

3) Define methods of communication

Next, choose the methods of communication that align with your business communication goals, as well as the interactions between core groups in your company. Review the list of methods of communication we discussed earlier and make sure to add any unique to your company:

- Web-based communication

- Telephone meetings

- Video conferencing

- Face-to-face meetings

- Reports and official documents

- Presentations

- Forum boards and FAQs

- Surveys

- Customer management activities

Which ones of these are essential for your organization to reach its goals? What's optional and might see resistance in adoption? Which ones create the risk of adding too many tools and should be simplified?

Be realistic about your specific needs.

For example, a five-person startup where everyone works in the same office will likely focus on:

- Web-based communication

- Face-to-face meetings

- Customer management

A 50-person company that is fully remote will invest more resources into:

- Phone and video conferencing

- Document organization to be able to diligently track their processes

A large global enterprise will probably use all of the listed methods of communication and have dedicated teams for many of them.

4) Choose the right tools

There's no handbook that defines which tools are absolutely best for each purpose.
Gmail versus Outlook. Google Drive versus Dropbox. Slack versus Chat.
The battles go on, but your choice is entirely up to the preference of you and your workforce.
While we can't give you a list of software tools and leave you be, we can share these tips when it comes to selecting the right tools:

- Use cloud storage to preserve important documents and other data. Enable automatic sync and backup to avoid human error and forgetting to manually save information to it.

- Use a single platform for emails and calendars.

- Use a single tool for chat messaging. For example, if some people are using Slack and others Hangouts in their Gmail, it will create friction and slow down communication.

- Implement an easy-to-use, reliable **VoIP phone system** if many of your meetings happen remotely.

- Develop brand and editorial guidelines that detail the tone of voice and use of brand elements. This way, all communication is unified, internally and externally.

5) Document the process

Finally, take note of everything you do throughout this setup and turn in into a shared document visible to the entire organization.
This way, each employee can refer to an intentionally developed communication plan and decide on the best action for the situation they're in.
The document will also help newly on-boarded employees easily grasp all the tools and best communication practices.
You can create a recurring calendar reminder for yourself and your team to revisit the document once a quarter. This way, you will ensure the plan is still serving its best purpose and update it if necessary.

Business Communication Channels

When business communication actually happens, it's either verbal or written.

Communication takes place either in many forms – verbal or written, in-person or remotely, but it is critical to the happiness of your employees in the workplace.

Neither of these are better or worse for your company on their own and entirely depends on the context.

Written communication is great for keeping a paper trail of decisions and actions made as well as for putting together strategies and plans in place. Verbal interactions enable instantaneous idea generation and a more open flow of thoughts.

These are the methods of business communication applicable to some or all of the above scenarios:

1) Web-based communication

This includes everyday communication channels like emails and instant messaging applications (such as Slack, Hangouts, or even Chat).

The benefits of emails and messages lie in the ability to lead private conversations in a busy office environment, as well as sharing a message with many people—from a few to hundreds—all at once.

2) Telephone meetings

Phones removed the location barrier to running productive, fast-moving meetings. It allows for better idea exchange thanks to the non-verbal communication (tone of voice) compared to written communication. Cloud phone systems can accelerate onboarding and overall team collaboration.

3) Video conferencing.

people at remote locations to run meetings that feel as close to in-person meetings as

possible. They take phone meetings one step up.

4) Face-to-face meetings

In-person meetings can help a business move forward with ideas quickly. Research shows that in-person meetings generate more ideas than virtual meetings.

Related: Business Communications: The 10 Best Customer Service Examples

However, having a rock-solid meeting agenda is essential for effective meetings. 46% of employees rarely or never leave a meeting knowing what they're supposed to do next.

5) Reports and official documents

Documenting activities that impact other people and departments is a crucial part of a well-oiled business communication system.

The ability to refer to a written document at any moment reduces the chance for confusion or disagreement and provides extra clarity in communication.

6) Presentations

Presentations supported by reports and PowerPoint slide decks are often how meetings with larger groups are conducted.

These are great for sharing new ideas in a way that creates space for questions and any clarifications.

7) Forum boards and FAQs

An internal area for employees to refer to frequently asked questions on various departmental topics and to ask new ones that will make them more productive and up-to-date on a matter.

8) Surveys

Both internal and an ideal way to gather feedback and ratings on important topics. Surveys facilitate a healthy cycle of feedback-supported improvements and open a communication channel between all levels inside an organization.

Related: 60+ Customer Satisfaction Survey Questions You Can Borrow

9) Customer management activities

This can include any customer relations activity. Examples include live chat support, customer relationship management (CRM) systems, customer onboarding process, customer reviews, and more.

Your Company Success Starts With Communication

Poor communication carries too many risks to an organization to count.

Great communication, however, brings an opportunity for outstanding employee and customer engagement. It creates clarity, more significant outputs, and growth in revenue and profit.

Related: What Is a VoIP Phone & How Does It Work?

Whether you have a business communication system in place or are yet to establish one, remember to:

- Set and revisit your communication goals as a company based on the current state of communication in your company

- Identify everyone involved in processes that make your company do its job, day after day

- Analyze their needs to communicate with each other and identify methods that make the information flow possible

- Look for the most appropriate tools and platforms that will enable the methods you identified

- Share this setup transparently with the whole organization

As a result, you'll see happy, productive people excited to work on projects and create meaningful results for the benefit of everyone involved.

Ready to invest in tools that can help improve your business communication?

 business software helps organize your team's communication by bringing it all into a single platform. No more shuffling around to find what you need, no more frustration flipping between screens. It's all here in a single platform. This tool makes your work life more simple and helps bring all your communication into one view.

Talk to an expert today to see how we can help simplify your business communication.

Conclusion

. In this chapter we have reviewed why effective communication matters to organizations. Communication may break down as a result of many communication barriers that may be attributed to the sender or receiver. Therefore, effective communication requires familiarity with the barriers. Choosing the right channel for communication is also important, because choosing the wrong medium undermines the message. When communication occurs in the cross-cultural context, extra caution is needed, given that different cultures have different norms regarding nonverbal communication, and different words will be interpreted differently across cultures. By being sensitive to the errors outlined in this chapter and adopting active listening skills, you may increase your communication effectiveness.

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