

Chapter 02

Understanding Workplace Communication

LEARNING OBJECTIVES

- 1 Explain the importance of communication to you and to business.
- 2 Describe the main challenges facing business communicators today.
- 3 Describe the three main categories of business communication.
- 4 Describe the formal and informal communication networks of the business organization.
- 5 Describe factors that affect the types and amount of communicating that a business does.
- 6 Explain why business communication is a form of problem solving.
- 7 Describe the various contexts for each act of business communication.
- 8 Describe the business communication process

The Importance of Communication Skills

- Business needs good communicators
- Unfortunately, business's need for employees with good communication skills is all too often not fulfilled.
- Effective communicators are, therefore, in high demand.
- There is a high correlation between communication skills and income.
- Team revealed that technology magnifies the exposure of one's communications skills, forcing workers to communicate more effectively and articulately because these skills will be showcased more.
- Whatever position you have in business, your performance will be judged largely by your ability to communicate.
- Improving your communication skills improves your chances for success in business.

The Role of Communication in Business

- The Importance of Communication skills (needs & Wants, success, 431, job outlook survey, R/D/W/I, NPI-efficiency & communication, and leadership).
- Why Business (social & economic Process) depends upon communication:
 1. Salespeople → customers
 2. Executives → manager
 3. Production mgt → orders
 4. MKT profess → MKT
 5. Researchers → info
 6. PR professionals → trust. (all exchange info).

Why Business Depends upon Communication

- Communication is vital to every part of business.
- To produce and sell goods and services, any business must coordinate the activities of many groups of people: employees, suppliers, customers, legal advisors, community representatives, government agencies that might be involved, and others.
- Numerous communication-related activities occur in every other niche of the company as well: finance and accounting, human resources, legal, information systems, and others.
- All of this communicating goes on in business because communication is essential to the organized effort involved in business. Simply put, communication enables human beings to work together.

Current Challenges of Business Communications

- The need for expanded media literacy (social intelligence).
- Increasing Globalism and workplace diversity.
- Increased need for strong analytical skills (computational skills, visual literacy, interpretive skills)
- Increased focus on ethics and social responsibility.

Current Challenges for Business Communicators

The Ongoing Development of New Information Technologies

- ✓ Information technologies from microchips, nanotechnologies, and the Internet to software, personal computers, and hand-held communication devices are fueling this competition.
- ✓ And as more and more means of acquiring, storing, retrieving, transmitting, and using information develop, what people do on the job becomes more and more information related. making smart use of communication technologies, which requires several kinds of “literacy,”

The Increasingly Global Nature of Business

- ✓ E-commerce, communication technologies, and the expansion of business-based economies throughout the world have forged new connections among countries.
- ✓ The outsourcing of core business functions, such as manufacturing and customer service, to other countries is on the rise, and customers can come from all over the world.

- ✓ Businesspeople from other countries may have distinctly different attitudes about punctuality and efficiency . the core features of their culture, such as their preference for individualism or collectivism, their religious beliefs , their political environment , their ideas about social hierarchy , and their attitudes toward work itself can make their view of how to do business quite different from yours.
- ✓ On the other hand, global business is possible because businesspeople, from whatever country, generally do share certain goals and values. Your job as a cross-cultural communicator will be to learn about and honor others' cultural orientations in such a way that you and your communication partners can work together for mutual benefit.

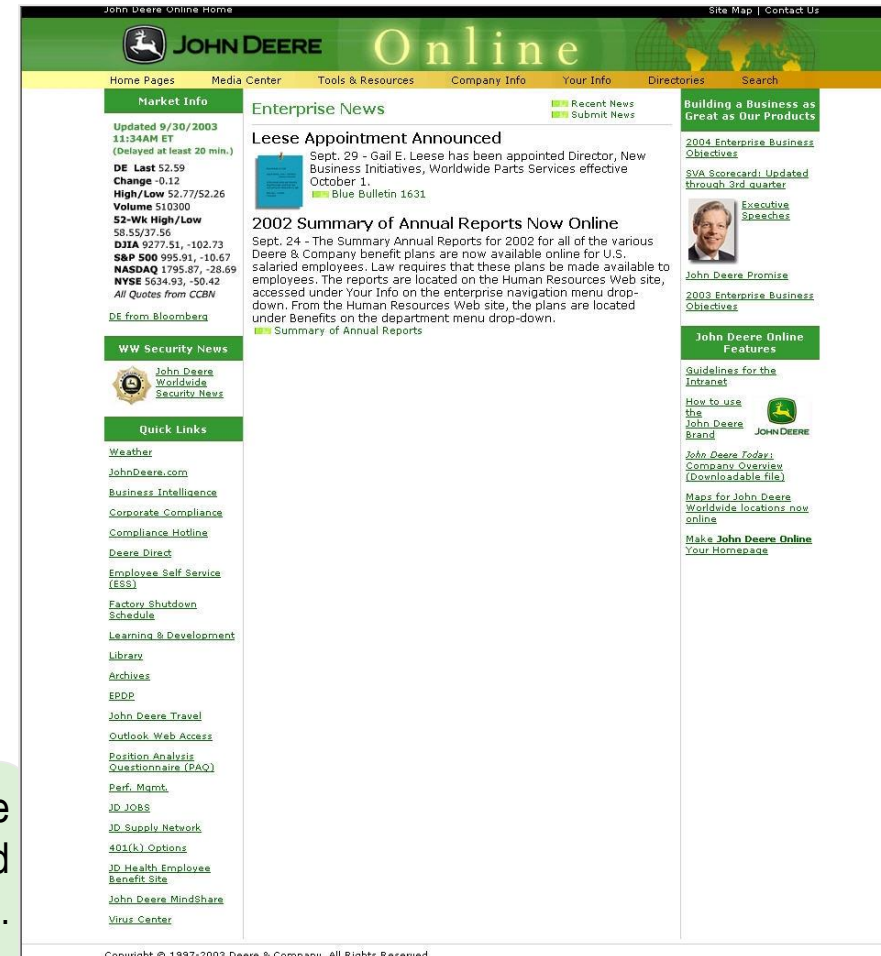
Growing Diversity in the Workplace and in Types of Workplaces

- ✓ An awareness of others' preferences and values is crucial not just for cross-cultural communication but also for communication within one's own country and one's own organization.
- ✓ One more widespread trend underway in business will likely affect the goals of the organization you work for. It is an increased focus on ethics and social responsibility .
- ✓ The Internet has brought a new transparency to companies' business practices, with negative information traveling quickly and widely
- ✓ Businesses now operate in an age of social accountability, and their response has been the development of corporate social responsibility (CSR) departments and initiatives.

Main Forms of Communication in Business

- Operational
 - Internal
 - External
- Personal

Intranets (or portals) like this one from Deere & Company are used for internal communication.



Main Categories of Business Communication

There are three categories of communication in business.

(1) Internal-operational communication

Internal-operational communication takes many forms. It includes the ongoing discussions that senior management undertakes to determine the goals and processes of the business. It includes the orders and instructions that supervisors give employees, as well as oral exchanges among employees about work matters.

(2) External-Operational Communication

The work-related communicating that a business does with people and groups outside the business is external-operational communication. This is the business's communication with its publics—suppliers, service companies, customers, government agencies, the general public, and others.

(3) Personal Communication

Not all the communication that occurs in business is operational. Personal communication helps make and sustain the relationships upon which business depends. Personal communication affects employee attitudes. The employees' attitudes toward the business, each other, and their assignments directly affect their productivity

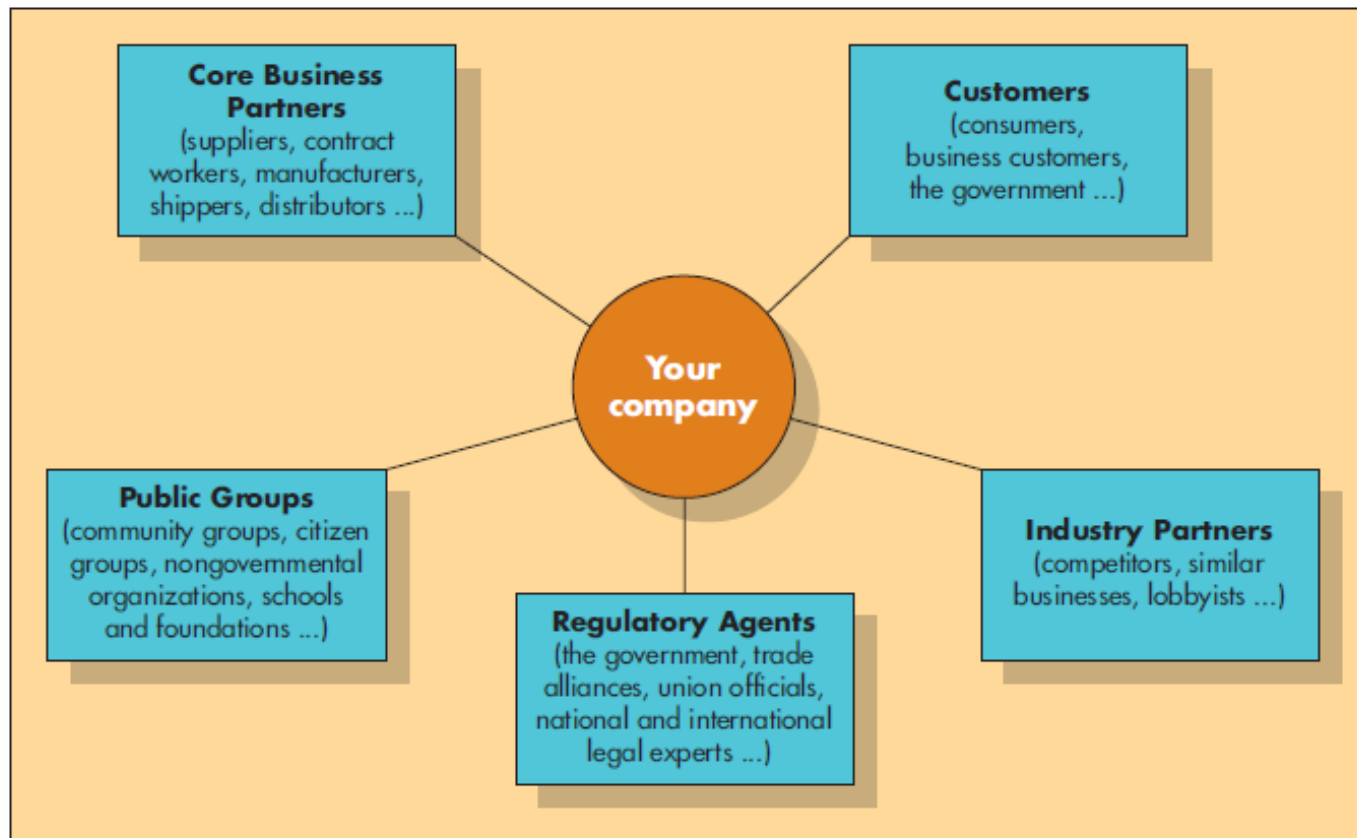
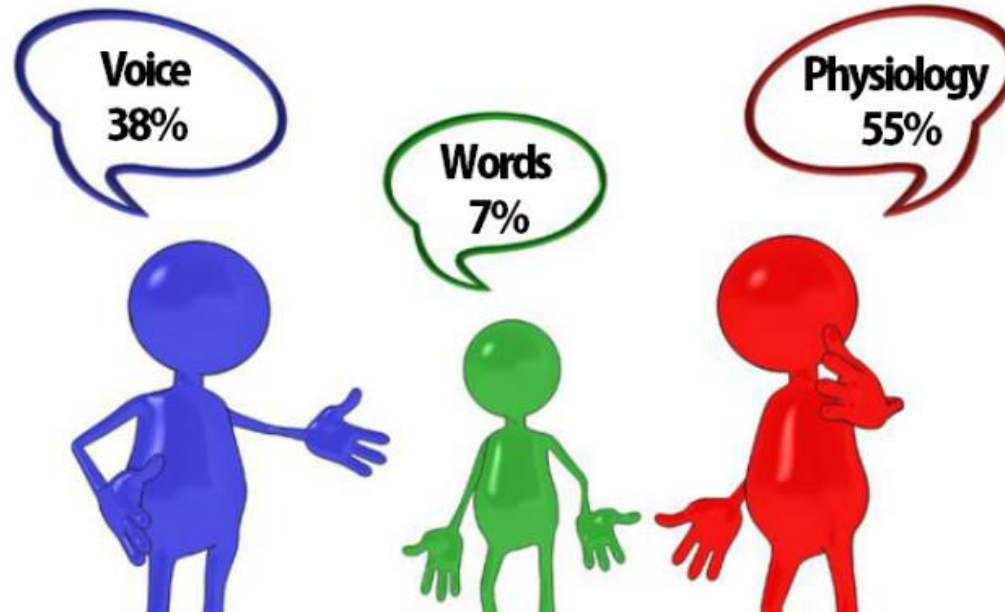


Figure 1-1

**Likely External Audiences
for Today's Businesses**

What is Communication?



Facts :

- 55% perceived non verbally.
- 7% depends on what is said.
- 38% depends on how it is said.

Communication

- **Communication:** The process of sending and receiving messages.
However, communication is *effective* only when the message is understood and when it stimulates action or encourages the receiver to think in new ways.
- **Business Communication:** Transferring information from one part of the business to another that leads to some outcome, changed behaviour or changed practice
- **Formal Communication** – established and agreed procedures
- **Informal Communication** – channels not formally recognised – ‘the grapevine’

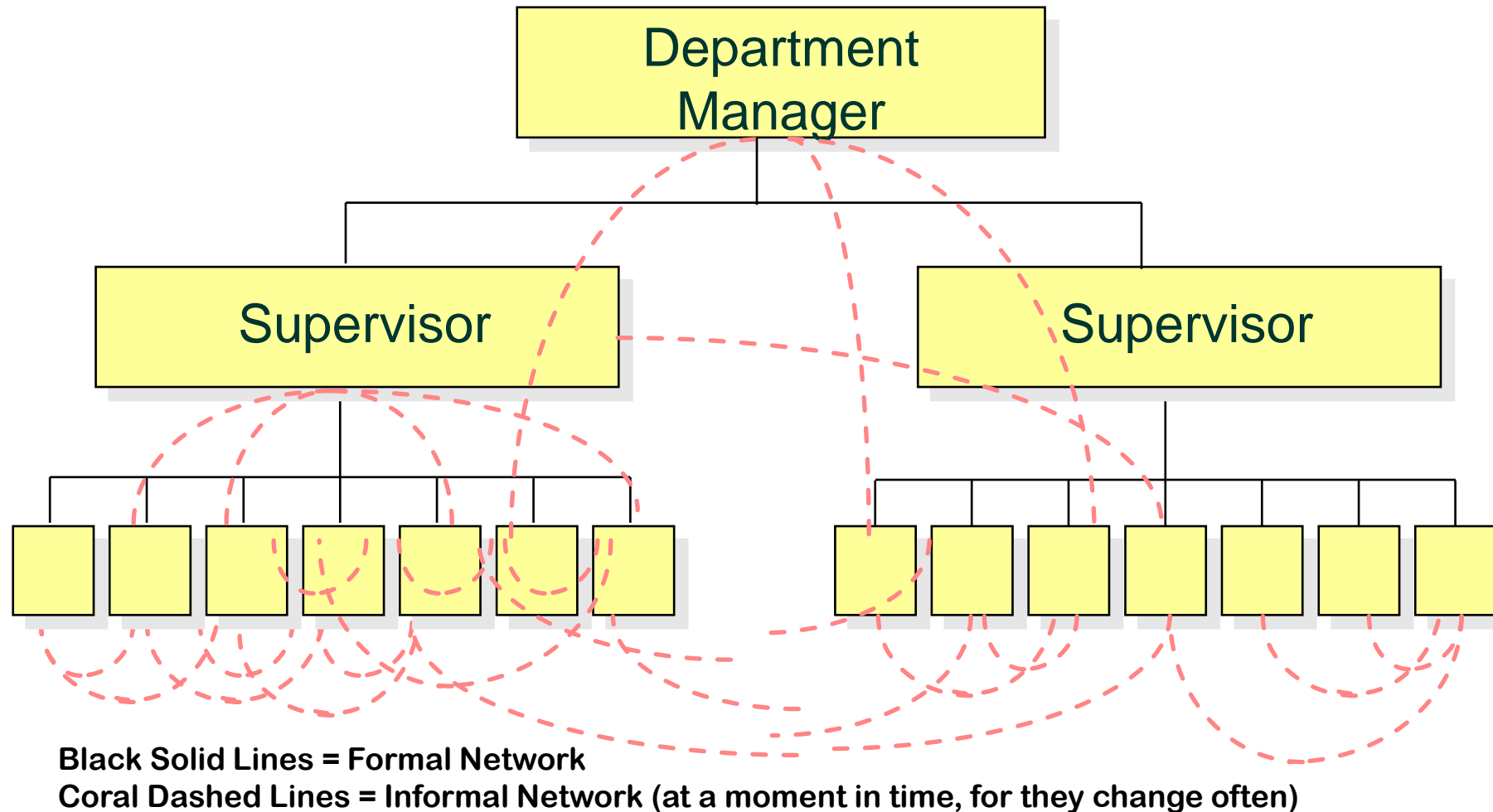
Medium:

- Letters
- Memo
- Report
- Notice board
- Faxes
- Telephone
- E-mail
- Face to face
- Body language
- Video/video conferencing
- Internet

Communication Networks

- Formal Network
 - well-established, usually along operational lines
 - planned
- Informal Network
 - complex
 - dynamic

The Formal and Informal Communication Networks in a Division of a Small Manufacturing Company



What is Grapevine Communication ?

- A grapevine communication is a form of informal communication by which people communicates each other without any formal line of communication.



Factors Affecting Volume of Communication in Business

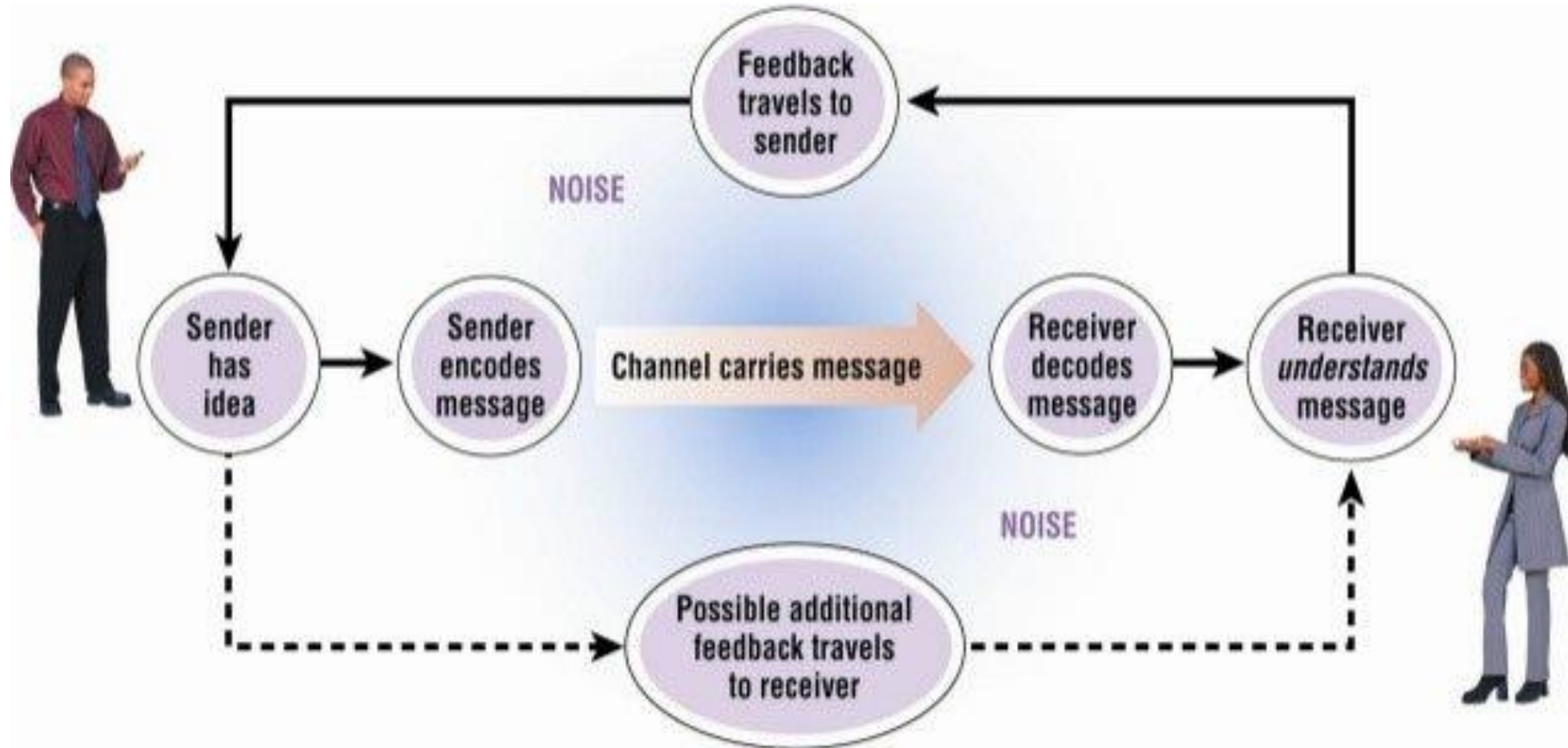
Variation In Communication Activity By Business

- Nature of the business (insurance company, housecleaning service)
- Business size and complexity (repair service, automobile manufacturing company)
- Operating plan (business location)
- People

The Business Communication Process

- Business communication is a problem-solving activity.
- A problem, as defined here, is not only a negative situation that needs to be remedied; it can also be an opportunity to gain something positive.
- As a goal-focused enterprise, business is all about solving problems, and so, therefore, is business communication.
- Analytical processes, or established communication plans can help you solve business communication problems more efficiently, but they must be adapted to each unique situation

The Process of Communication



Communication barriers and noise may cause the communication process to break down.

The Communication Process

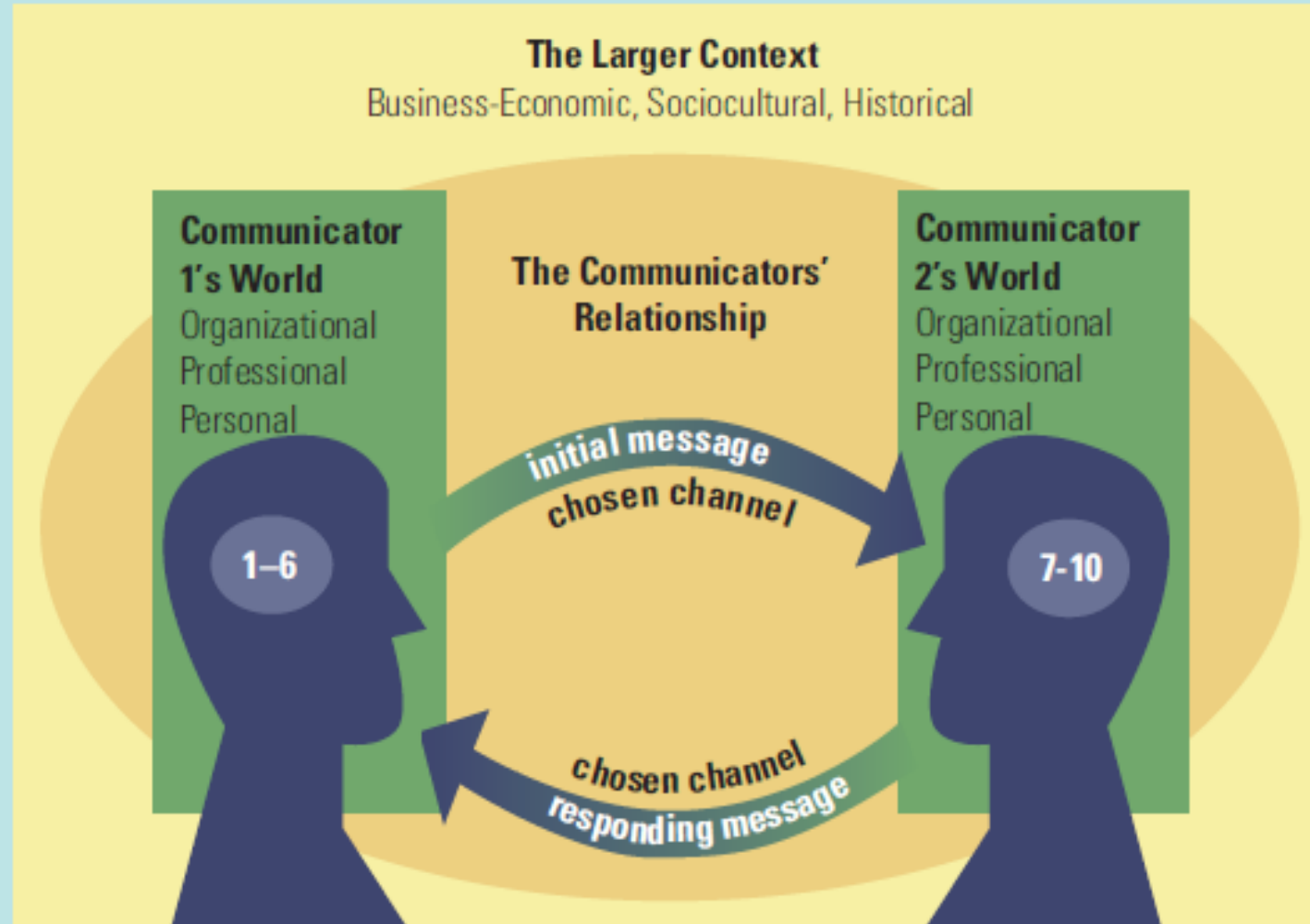
- The process of communication begins when one person (sender) initiates a message. He or she may decide that the message is backed by certain idea, opinion, or fact needs to be transmitted to someone else.
- The next step is to encode the meaning into a form appropriate to the situation. This encoding might take the form of verbal words, gestures, facial expressions, physical actions or even artistic expressions.
- After encoding, the message is transmitted through the appropriate channel. The common channels include printed pages, face-to-face discussion, the air waves and telephone lines.
- The message is received and decoded by one or more other people via such senses as eyesight and hearing.
- After the message is received, it must be translated into understanding to the receiver.

Figure 1–3

The Business Communication Process

Communicator 1 ...

1. senses a communication need
2. defines the problem
3. searches for possible solutions
4. selects a course of action (message type, contents, style, format, channel)
5. composes the message
6. delivers the message




Communicator 2 ...

7. receives the message
8. interprets the message
9. decides on a response
10. may send a responding message

Oral vs. non-Verbal communication

Oral Communication	Non-Verbal Communication
<ul style="list-style-type: none">• Confidence• Thoroughness• Friendliness• At ease - comfortable• Approachability• The mind set of both parties• Appearance and grooming• Body language and signals• Gestures and facial expressions• Tone of voice• Empathy	<ul style="list-style-type: none">• Graphics• Brochures• Overheads• Samples of products• Inspections• Videos• Photos• Demonstrations e• Email• Internet



“Success in business is greatly impacted for better or worse by the way in which we communicate.”

