



## CHAPTER 3

# Communicating in Business

## INTRODUCTION TO BUSINESS

# Learning Objectives

- To define communication and identify types of communication along with best practices associated with them
- To describe the types of interpersonal effectiveness
- To demonstrate how to be an active listener and gain rapport
- To adapt communication efforts based on social styles
- To write and deliver a professional elevator pitch



# Cultural Differences, Changing communication from the nomadic era to the digital era

There may be global products but there are no global people  
*Marieke De Mooji*



# until XIX ("Kyz kuumai" - Chasing after the bride)

## Rules:

The distance should be less than 1000 m.

The woman-rider is given a 20 m handicap.

The woman-rider is given the best horse.

The young man has to catch up with the girl and kiss her or at least touch her with his headdress.

In case he can't catch her she takes his headdress, which means the girl's victory



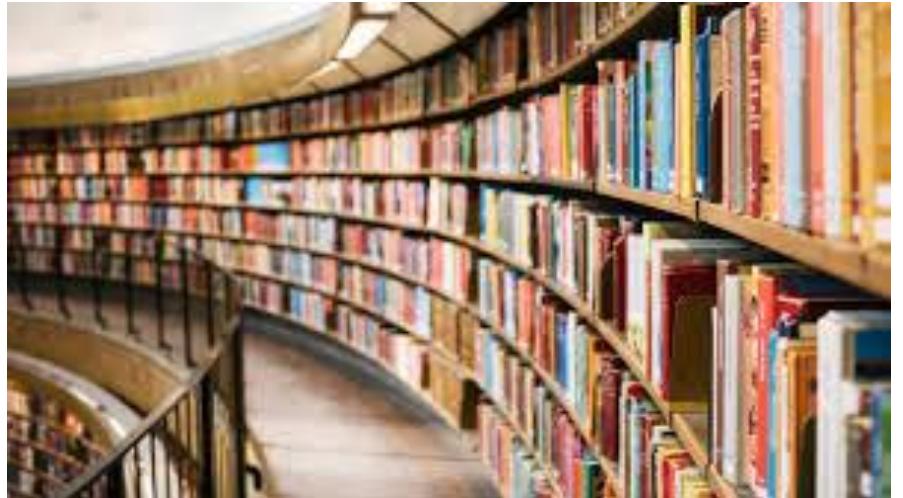
*What is the relationship of this game with communication?*

# Chasing after the bride - "Kyz kuumai".



- In the nomadic era (until XIX) the game was a part of the wedding ritual.
- If the bride wants to marry to the young man she allows him to catch up with her.
- It was one of the ways to communicate with each other, bcs it was not allowed to meet, to date before marriage.

# XX. Century until the 1980



What is the purpose of  
visiting libraries?

# XXI. Century

STEP 2 OF 3

Create a password to start  
your membership

Just a few more steps and you're done!

We hate paperwork, too.

Email

Add a password

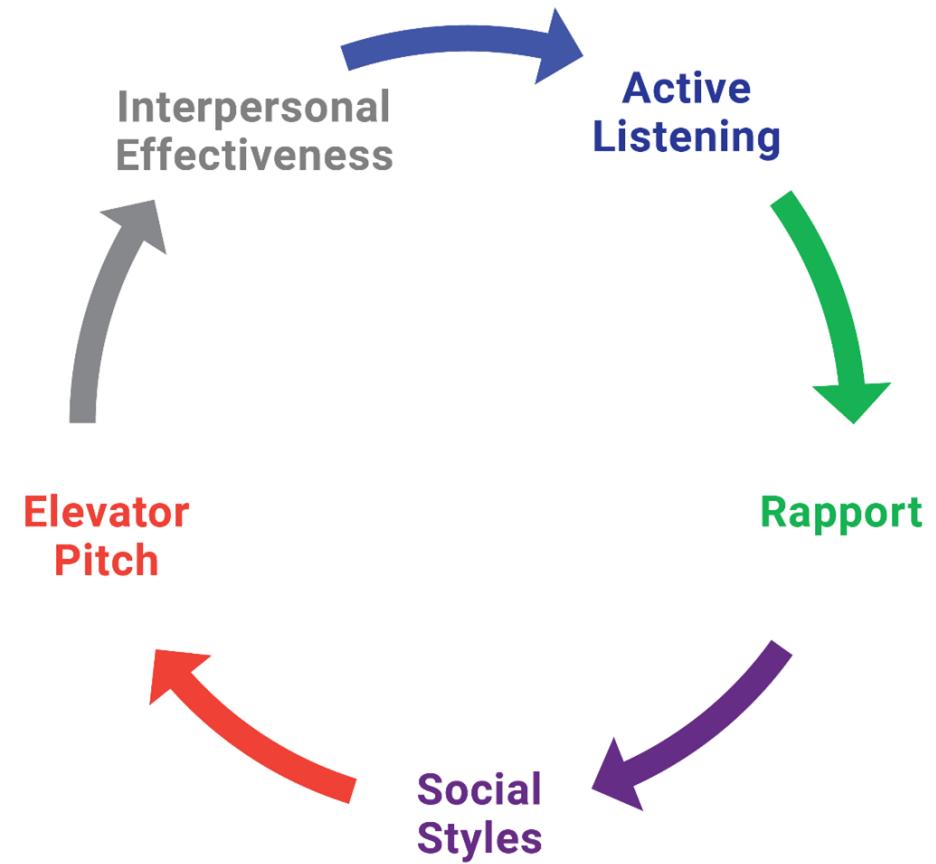
Next

Do you rely more on paper or electronic documents?

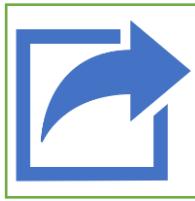


**Communication is the**  
sending of information  
from one person, group,  
or place to another

## Communication Elements Covered in this Chapter



# Communication in Business



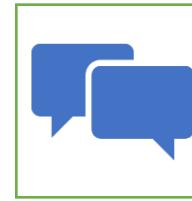
Process of sending information as a message from one individual, business, or business function to another one



Occurs using many channels



Provides many benefits: Inform, influence, express



Communication must flow in all directions



# Types of Communication

- Verbal communication

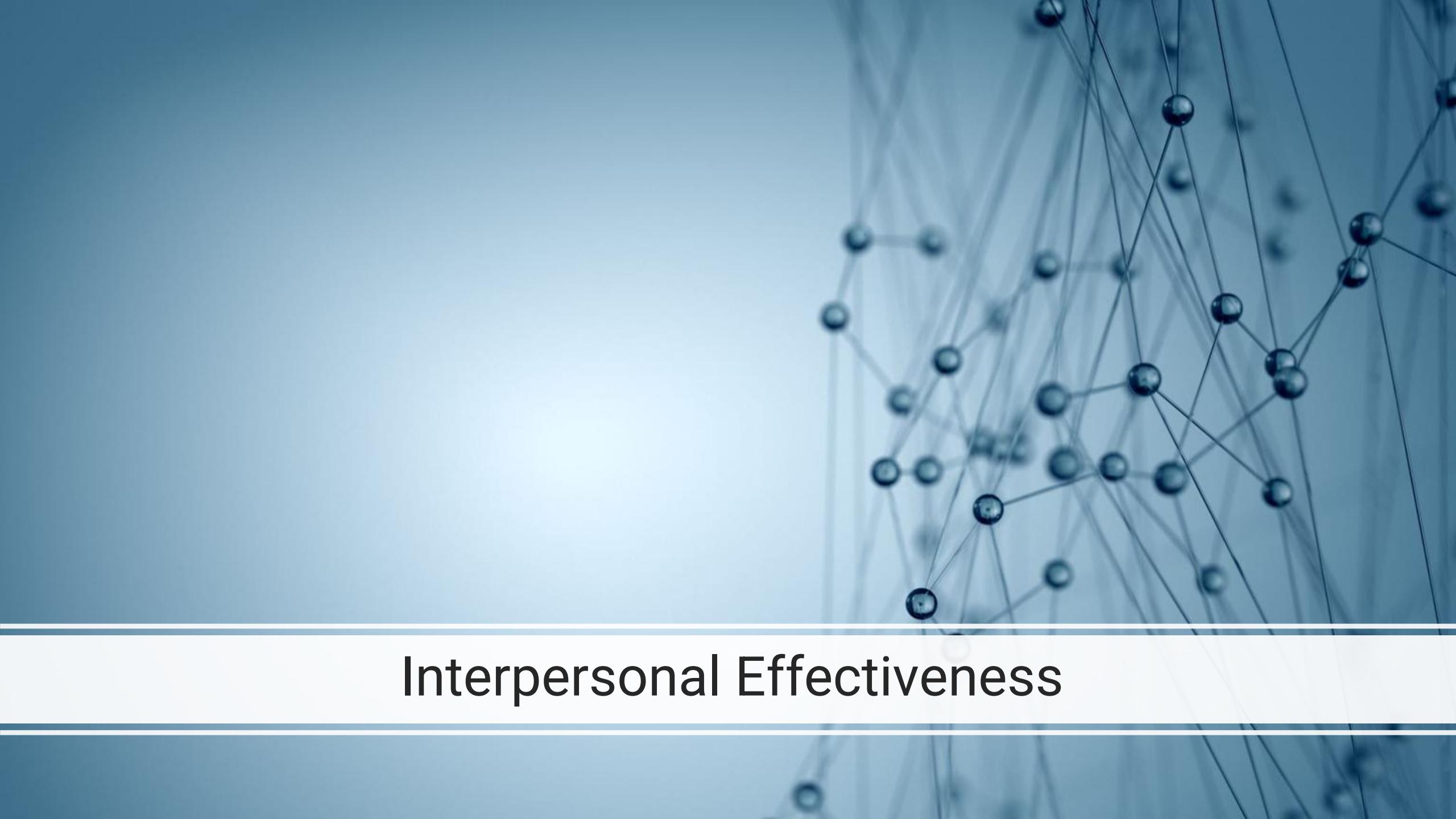
Addresses the making of spoken language with the purpose of sending a message to a listener.
- Nonverbal Communication

Includes all the actions one uses when spoken language is not used. Nonverbal communication includes eye contact, facial expressions, touch, and hand or body movements.
- Written Communication

As its name implies, written communications send messages that are written.
- Visual Communication

It refers to sending information via graphical representation to create meaning effectively and efficiently.



A complex network graph with numerous small, semi-transparent blue spheres connected by thin, light blue lines, forming a dense web of connections.

# Interpersonal Effectiveness

**Interpersonal effectiveness** is a person's ability to successfully communicate with others. To do so, certain skills such as listening, speaking, and questioning skills must be practiced.

- Interpersonal effectiveness consists of these three types:
  - Objective effectiveness,
  - Relationship effectiveness, and
  - Self-respect effectiveness.



# Objective effectiveness

- Paying attention to the goal when communicating.
- Know what is wanted from the interaction and what needs to be done to achieve the goal, or results, wanted.
- We use DEAR MAN
  - **D** – Describe
  - **E** – Express
  - **A** – Assert
  - **R** – Reinforce
  - **M** – Mindful
  - **A** – Appear
  - **N** – Negotiate



# Relationship effectiveness

- Prioritize the relationship with the person(s) with whom you are trying to communicate:
    - know how important the relationship is,
    - have a clear understanding of what one wants the other person to feel or think about our persona, and
    - be aware that relationships take work
  - We use GIVE
- **G** – Gentle
  - **I** – Interested
  - **V** – Validate
  - **E** – Easy



## Self-respect effectiveness

- Put yourself as a priority
- These skills can be especially important when someone is crossing a boundary or when engaging in arguments.
- We use the list FAST
  - F – Fair
  - A – Apologies
  - S – Stick to Values
  - T – Truthful



# Active Listening



# Active listening is the ability to focus exclusively on what other(s) are communicating with all the senses

## To be an effective active listener:

- Remain neutral and avoid judgement,
- Turn off internal dialogue,
- Be comfortable with silence.  
Sometimes shorts periods of silence are needed for the parties to process what is being said,
- Show signs that you are listening such as making eye contact, mirroring (slight replication of others' posture to create rapport and goodwill) or leaning in



# Rapport



## BUILD RAPPORT IN SALES WITH 3 SIMPLE TECHNIQUES

MIRRORING AND  
MATCHING



FINDING COMMON  
EXPERIENCES



ACTIVE LISTENING



- Rapport is having a connection with another individual.
- When one has a rapport with someone else, both parties then share:
  - Attentiveness for each other.
  - Positivity.
  - Coordination.



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# Rapport continued



## RAPPORT BUILDING IDEAS

### Building rapport verbally

- ✓ Use safe topics for initial small talk (weather, the reason for being at a certain event)
- ✓ Ask open-ended questions and listen
- ✓ Look for shared experiences
- ✓ Try not to talk too much about oneself
- ✓ Show empathy by stating how one sees the other person's point of view with phrases such as: "I see that," "That makes sense," or "I feel you"

### Building rapport non-verbally

- ✓ Mirror someone. This means a subtle mimic of how the other person's posture or the position of their arms
- ✓ Relax
- ✓ Pay attention to your body language: maintain open arms (do not cross them) and maintain a professional posture
- ✓ Make eye contact because it builds trust
- ✓ Slightly lean forward to indicate you are listening



# Communicating based on social styles



# Social styles emerge from combining two dimensions:

**Assertiveness:** The degree to which people have opinions about issues and make their positions clear to others.

A more assertive person is:

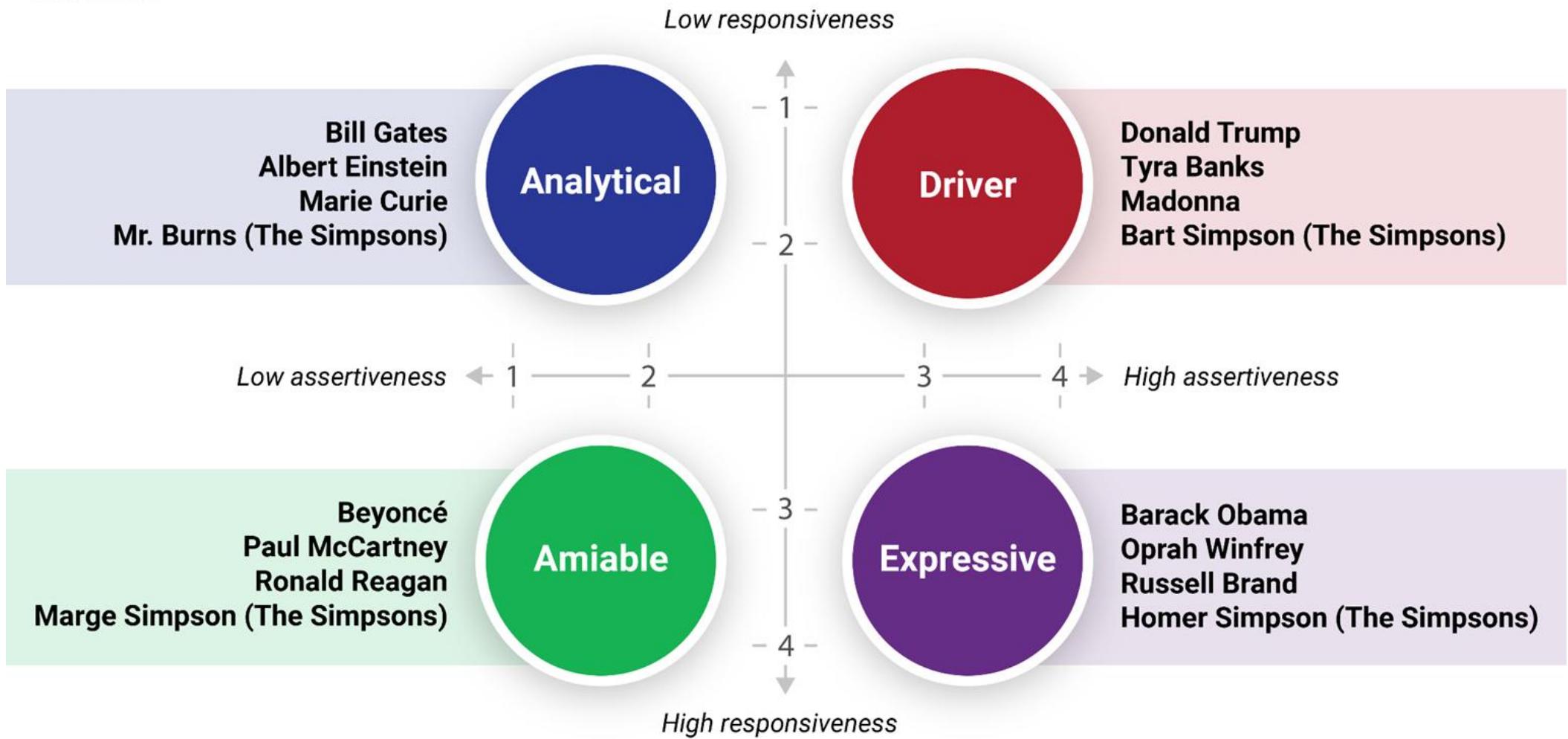
- “tell” oriented,
- takes charge,
- competitive,
- a risk taker, makes decisions,
- speaks quickly and expresses strong opinions.

**Responsiveness:** Based on how emotional people tend to get in social situations.

- A more responsive person is:
- livelier in their delivery,
- shows emotions,
- focuses on people, gestures frequently and
- can be very animated in their facial expressions and voice.



## SOCIAL STYLES MATRIX



## SELF-ASSESSMENT OF SOCIAL STYLES

ASSERTIVENESS I see myself as:				RESPONSIVENESS I see myself as:			
Quiet		Talkative		Open		Closed	
1	2	3	4	4	3	2	1
Slow to decide		Fast to decide		Impulsive		Thoughtful	
1	2	3	4	4	3	2	1
Go along		Take charge		Use opinions		Use facts	
1	2	3	4	4	3	2	1
Supportive		Challenging		Informal		Formal	
1	2	3	4	4	3	2	1
Compliant		Dominant		Emotional		Unemotional	
1	2	3	4	4	3	2	1
Deliberate		Fast to decide		Easy to know		Hard to know	
1	2	3	4	4	3	2	1
Ask questions		Make statements		Warm		Cool	
1	2	3	4	4	3	2	1
Cooperative		Competitive		Excitable		Calm	
1	2	3	4	4	3	2	1
Avoiding risks		Taking risks		Animated		Poker-faced	
1	2	3	4	4	3	2	1
Slow, studied		Fast-paced		People-oriented		Task-oriented	
1	2	3	4	4	3	2	1
Cautious		Carefree		Spontaneous		Cautious	
1	2	3	4	4	3	2	1
Indulgent		Firm		Responsive		Non-responsive	
1	2	3	4	4	3	2	1
Nonassertive		Assertive		Humorous		Serious	
1	2	3	4	4	3	2	1
Easygoing		Matter of fact		Impulsive		Methodical	
1	2	3	4	4	3	2	1
Reserved		Outgoing		Lighthearted		Intense	
1	2	3	4	4	3	2	1
Total _____	/ 15 = _____			Total _____	/ 15 = _____		

Mark your answer for each statement. Total your score for each side and divide each by 15. Then plot your results on the Social Styles Matrix to determine your social style.

Source: Based on work by David Merrill and Roger Reid. Personal Styles and Effective Performance (Radnor, PA: Chilton, 1981).

Let's identify your social style

Self-Assessment of Social Styles



## Elevator Pitch

## An elevator pitch includes:

- An opening sentence,
- The body, and a
- Closing.

## Key traits:

- Clear
- Concise
- Compelling
- Convincing



## **Assignment (Individually)**

### **1. The Elevator Pitch**

#### **Instructions**

In 60 seconds or less, you will deliver a brief pitch on the following topic: Business for me means....

The pitch should contain:

- An opening sentence. You could start with a question, an issue, or a key statistic.
- A body or main section where you provide essential information about your concept.
- A conclusion. Final part where you wrap up your message and leave a lasting impression



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