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***The Importance of Business Communication:***

***a Reflective Paper***

I. Introduction

Effective communication is essential for success in any profession. Business communication plays a critical role in conveying information, ideas, and messages between individuals or groups in a professional setting. Whether it is drafting an email, presenting a proposal, or engaging in a conversation, communicating effectively is a skill that can significantly impact an organization's productivity, reputation, and bottom line.

Through personal reflection, supported by research and class resources, we will analyze the significance of these communication types and how they can be utilized to achieve our goals.

II. Importance of written communication

Written communication is an essential aspect of business. According to a study by The Economist Intelligence Unit, more than half of executives believe that poorly written communications cause delays, and nearly as many believe that these delays can harm the company's reputation (ANON, 2023).

The importance of written communication cannot be overstated as it helps to ensure that information is conveyed accurately and effectively. In a business setting, poorly written communication can lead to misunderstandings, delays, and even legal problems (Brenner, 2017).

Effective written communication can increase productivity and help a company achieve its goals. In an article by Harvard Business Review, Kara Blackburn, a senior lecturer in managerial communication at the MIT Sloan School of Management, said, "Clear writing means clear thinking. You can have all the great ideas in the world, and if you can't communicate, nobody will hear them" (O’Hara, 2023).

Written communication also has several advantages over other forms of communication. One of the main advantages is that written communication provides a permanent record of information that can be referred to later. This is particularly important in business because it helps to reduce misunderstandings and disputes, as well as to ensure that everyone is on the same page (ANON, 2015, 4.6).

III. Importance of spoken communication

As important as written communication is in the business world, spoken communication is equally crucial. Spoken communication is essential in business because it allows individuals to express their ideas, share information, and build more authentic relationships (Markovic & Salamzadeh, 2018).

Meetings and presentations are some of the most common forms of spoken communication in business, and they provide a platform for discussing projects, making decisions, and brainstorming ideas. This allows individuals to clarify their ideas, ask questions, and provide feedback, leading to better decision-making and problem-solving (Markovic & Salamzadeh, 2018).

According to an article by the Nonprofit Leadership Center, positive interactions with colleagues can also transform the work environment. Studies show that work friendships enhance performance, increase company loyalty, and boost morale, among other benefits for improving team communication and culture (NLCTB, 2023).

Effective spoken communication can improve business outcomes by reducing misunderstandings, building trust, and promoting teamwork. It can lead to increased productivity, better decision-making, and improved customer service. According to a study by the Project Management Institute, communication is the most critical factor for project success. Effective communication can prevent delays, ensure that everyone is on the same page, and identify potential problems before they escalate (Brenner, 2017).

IV. Importance of nonverbal communication

Nonverbal communication refers to the messages that are conveyed through body language, facial expressions, posture, and tone of voice. Studies suggest that more than 50% of communication is nonverbal (Markovic & Salamzadeh, 2018). Nonverbal communication can make or break business interactions, and it is crucial to understand its significance.

Effective nonverbal communication can convey confidence, attentiveness, and interest. For instance, making eye contact during a conversation shows that you are actively engaged and listening to the person. Using appropriate gestures and facial expressions can also help convey your message and establish a connection with the other person (Johnson, 2019).

On the other hand, poor nonverbal communication can lead to misunderstandings, misinterpretations, and negative perceptions. For example, avoiding eye contact can be interpreted as a lack of interest or confidence. Using inappropriate gestures or body language can also convey a lack of professionalism and hinder effective communication (Shaikh, N.D.).

V. Application to future career

Business communication is an essential skill that can positively impact professional and academic success. As I reflect on the information, I have learned about business communication, I see its relevance to my future career applications. Effective communication is crucial to building and maintaining relationships with coworkers and clients, as well as improving team communication and organizational culture.

One aspect of communication that I believe is particularly important is nonverbal communication.

As Forbes states, “words are just one small part of communication. How we say those words, the tone of our voice, the look in our eye, even the way we stand or sit—these things often convey more than the words themselves.” (Satell, 2015).

As I read the article from the NLC, it really became clear to me that positive workplace interactions and relationships can have on one of the biggest factors on the success of a team. The article suggests four relationship-enhancers that can improve workplace interactions, including avoiding the gossip trap, eliminating the words "always" and "never" from our vocabulary, being curious, and asking before we ask (NLCTB, 2021). Implementing these strategies can create a more positive and productive work environment that fosters strong relationships and effective communication.

VI. Conclusion

The paper has explored the significance of written, spoken, and nonverbal communication, and how they can be used to achieve academic and professional goals.

Effective written communication can increase productivity and help a company achieve its goals. Similarly, effective spoken communication results in positive interactions with colleagues can improve team communication. Lastly, nonverbal communication is an essential aspect of effective communication as it can significantly influence how a message is perceived.

By improving communication skills, individuals can convey their ideas and thoughts in a clear and concise manner, foster healthy relationships, promote productivity, and enable effective decision-making. The significance of effective communication in business cannot be overstated, and it is an essential aspect of success in any profession.

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