



# BUSINESS COMMUNICATION

## Essential Skills for Professional Success

# Today's Agenda

- ▶ What is Business Communication?
- ▶ Four Types of Communication
- ▶ Professional Email Standards
- ▶ Virtual Meeting Etiquette
- ▶ Non-Verbal Communication
- ▶ Key Takeaways
- ▶ Q&A

# What is Business Communication?

Defining Business Communication:

The professional exchange of information to achieve organizational goals

Key Characteristics:

Clear and purposeful

Professional tone

Audience-appropriate

Result-oriented

# The Four Communication Types

## Communication Channels

### VERBAL - What you say

- ▶ Presentations
- ▶ Meetings
- ▶ Phone calls

### WRITTEN - What you write

- ▶ Emails
- ▶ Reports
- ▶ Proposals

### NON-VERBAL - What you show

- ▶ Body language
- ▶ Eye contact
- ▶ Facial expressions

### VISUAL - What you display

- ▶ Slides
- ▶ Charts
- ▶ Infographics

# Professional Email Standards

## STRUCTURE:

- ▶ Clear subject line
- ▶ Professional greeting
- ▶ Concise, structured content
- ▶ Appropriate closing
- ▶ Signature block

## BEST PRACTICES:

- ▶ Professional tone
- ▶ Proofread before sending
- ▶ Timely responses
- ▶ Appropriate attachments

Example Subject: "Follow-up: PRP371S Portfolio Query"

# Virtual Communication Standards

## PROFESSIONAL SETUP:

- ▶ Neutral background
- ▶ Good lighting
- ▶ Professional attire
- ▶ Stable connection

## ▶ PARTICIPATION:

- ▶ Be punctual
- ▶ Mute when not speaking
- ▶ Use video when appropriate
- ▶ Active listening cues

"Your virtual presence represents your professional brand"

# Non-Verbal Communication

The Unspoken Message

SPEAKING WITH YOUR BODY:

Positive Cues:

- ▶ Confident posture
- ▶ Appropriate eye contact
- ▶ Open gestures
- ▶ Nodding to show understanding

Negative Cues:

- ▶ Slouching
- ▶ Looking away
- ▶ Crossed arms
- ▶ Fidgeting

"Your body speaks before you do"

# Key Takeaways

Communication Success Formula

CLARITY + PROFESSIONALISM =  
IMPACT

Remember To:

- ▶ Know your audience
- ▶ Choose the right channel
- ▶ Be clear and concise
- ▶ Maintain professionalism
- ▶ Practice active listening

"Good communication is the bridge  
between confusion and clarity."



Thank You