

---

# Business Communication Introduction

# Today we'll introduce

1. Introduction - one fun fact about you
2. Networking practice
3. Pulse Check:

<https://create.kahoot.it/share/pulse-check/53e63912-ca39-466b-aebe-4d0a70cdbf7f>

4. Business communication + why it's surprisingly hard
5. Cross-cultural communication
6. Our syllabus + next steps

# In our classroom please

1. Speak up (or tap your nose) whenever you have a question or comment
2. Listen actively
3. Be on time
4. Plan for and communicate issues ahead of time
5. Expect a break for every hour of class

# Dr. Clara Ma

Doctor of Education

*Entrepreneurial Leadership*

*Johns Hopkins University*

Master of Science

*Educational Leadership*

*Mind Brain and Teaching*

*Johns Hopkins University*

**Work:** Professor; Scientist; Writer; Entrepreneur; Mother; Diver

**History:** TV Host; United Nation Interpreter; K-12 Teacher;



## Meeting someone new?

Choose a style based on your goal & audience

### TO NETWORK

1. Ask questions & connect
2. Honest compliment
3. Exchange names
4. Ask for something easy

### TO PITCH YOURSELF

1. Your name
2. 3 keywords for your interests  
("I work at the intersection of X, Y, Z")
3. State your goal & ask for help

# A Great Introduction for Later in Your Career

- “I help” + group / type of people + result you help them achieve
- Keep it short and sweet to **invite curiosity**
- Answer questions with stories about what you helped others achieve

<https://theartofcharm.com/podcast-episodes/clay-hebert-the-perfect-intro-episode-555/>

Image Source: Getty Images



# Don't worry if you're an introvert or shy!

- Focus on the ideas, not the personalities
- Set yourself a minimum goal  
(e.g. make a connection with 1 person)
- Remember others feel the same way
- Do not isolate yourself and your friends by speaking a foreign language in public

# The Cheat Sheet (Role Play Time):

- How do you introduce yourself in six words or less?
- Learn how to tailor the introduction of yourself and your business to suit the crowd and room where you are.
- How do you introduce others to one another in an effective way that makes everyone look good?



shutterstock.com · 616470641

# Tappers and listeners study

Elizabeth Newton, Psycho graduate student, Stanford U., 1990

# **Group A**

## **Tappers**



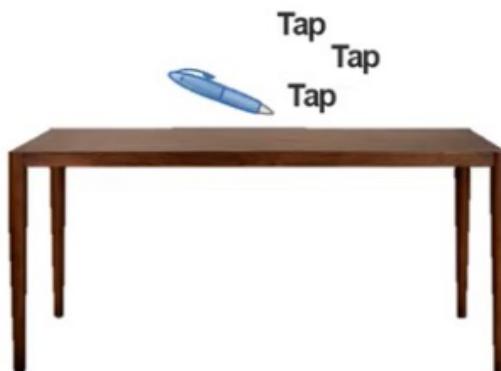
# **Group B**

## **Listeners**





# Tapper



???



# Listener

THE COUCH  
MANAGER



1:19 / 3:06





**Tapper**

# What are the odds?



**Listener**

THE COUCH  
MANAGER

Guess  
50%



Tapper

What are the  
odds?

Actual  
2.5%



Listener

THE COUCH  
MANAGER



1:39 / 3:06



!!!!



Tapper



Listener

THE COUCH  
MANAGER



1:44 / 3:06



!!!!

Isn't it obvious?  
How can you be  
so stupid?



Tapper



Listener

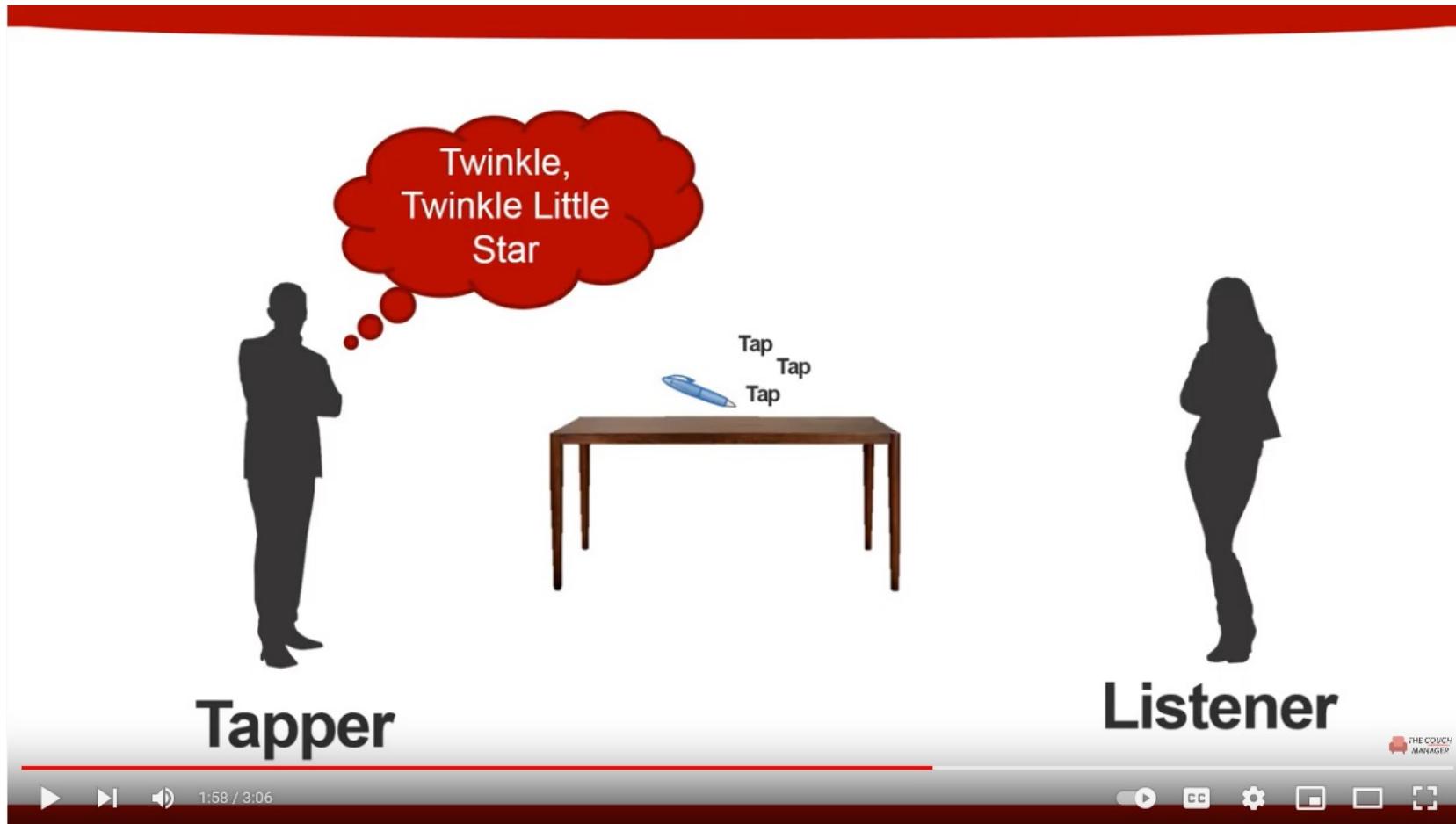
THE COUCH  
MANAGER



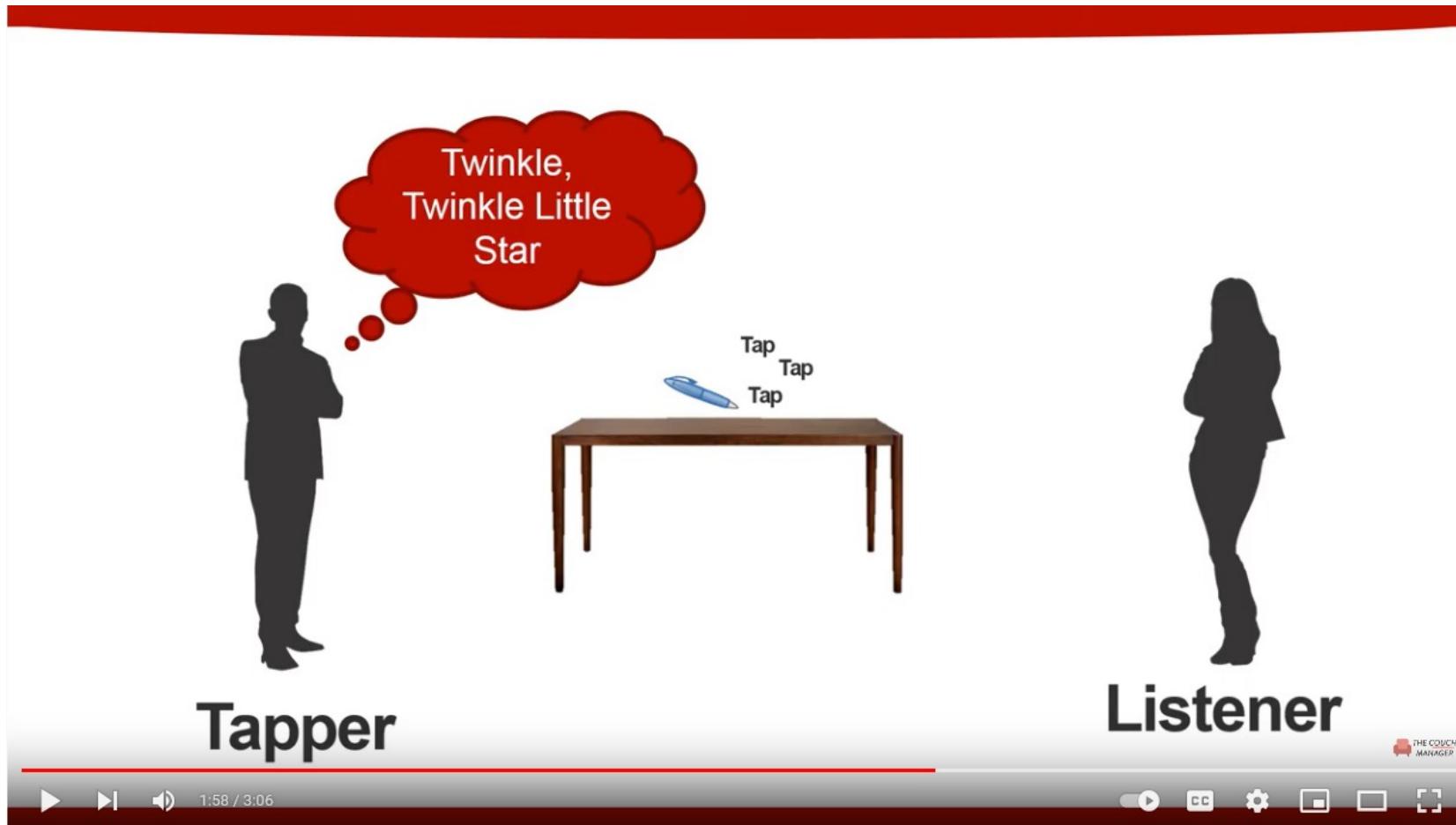
1:45 / 3:06



Tappers couldn't understand what it was like to lack that knowledge.



# This is the "Curse of Knowledge"







We need to work hard to connect with our reader or listener.

A soft-focus photograph of the Jefferson Memorial in Washington, D.C., during spring. The iconic white neoclassical building with its prominent dome is reflected in the calm water of the tidal basin in front of it. Cherry blossom trees with pink and orange flowers are in full bloom, their branches hanging over the water and partially obscuring the view of the memorial. The sky is a pale, hazy blue.

It's surprisingly hard to get  
to the point

TED Ed

# IN CONNECTION

# Turn and Talk

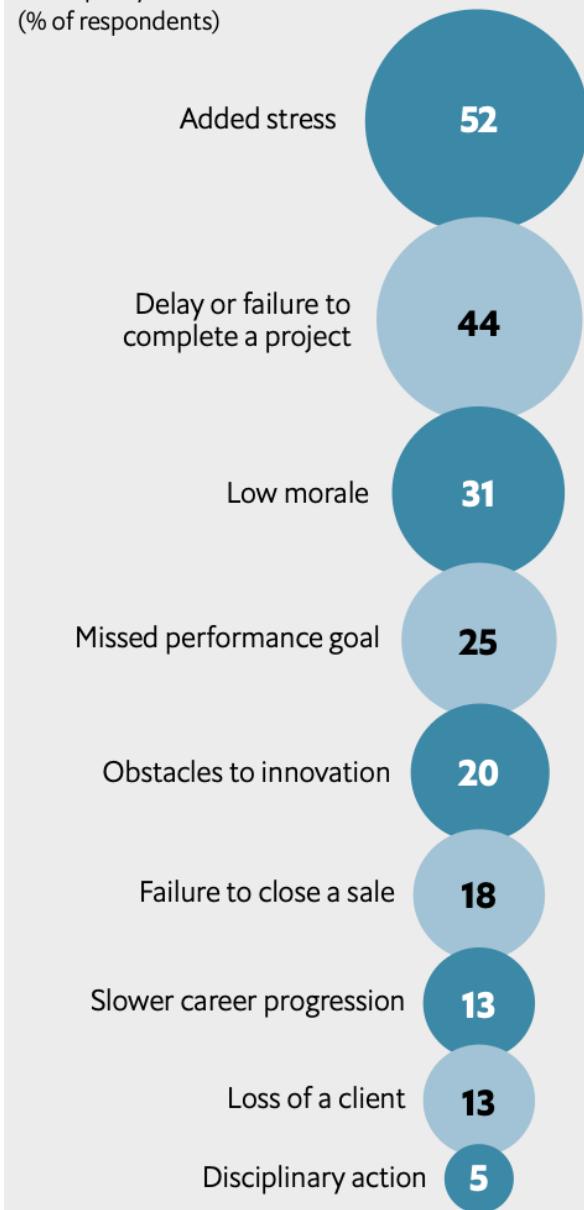
Tell us one time you have had a miscommunication, how you wish to solve this?

In this class we're anticipating and solving problems that you'll encounter in your careers...

# Bad communication has real costs

## III communication

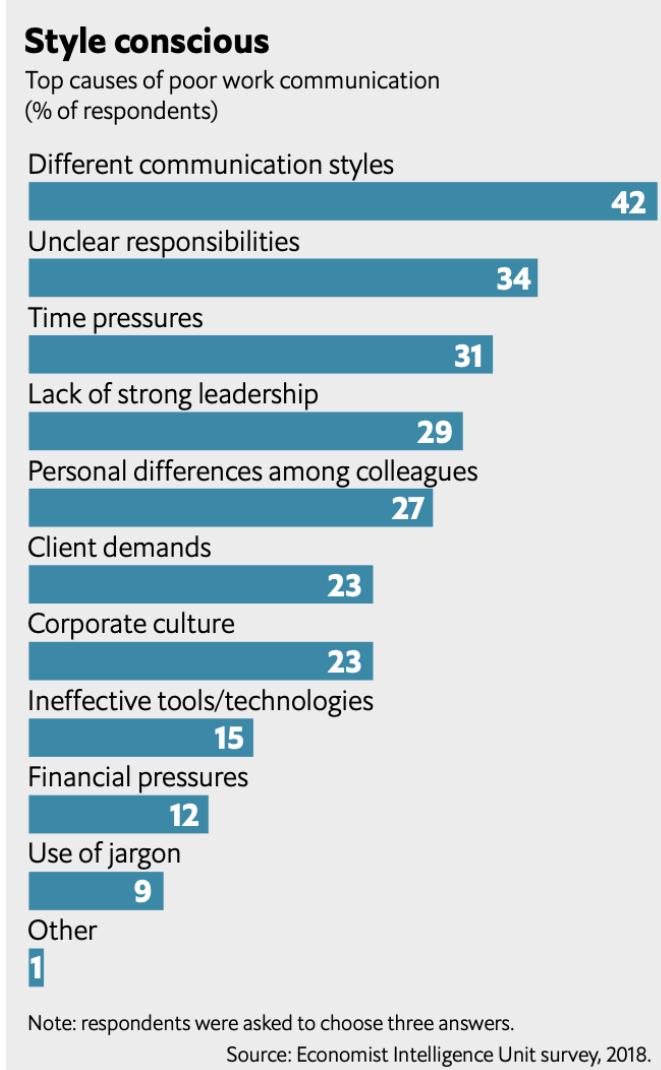
Most significant consequences of poor work communication in the past year  
(% of respondents)



Note: respondents were asked to choose three answers.

Source: Economist Intelligence Unit survey, 2018.

# And mistakes happen for all kinds of reasons



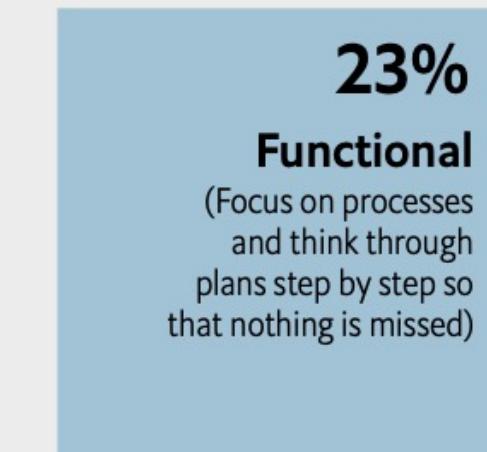
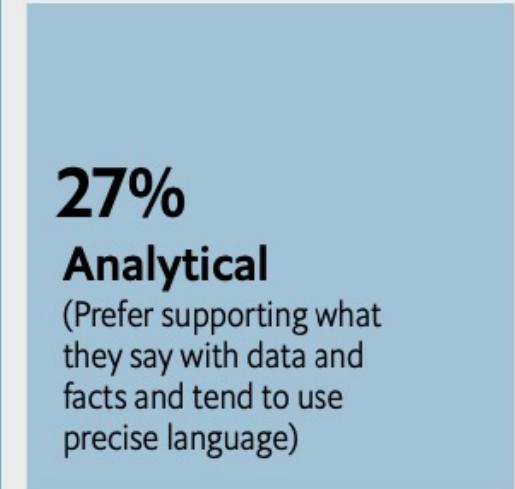
... especially communication style

# What's your style?

(mine's "intuitive")

## Communication styles

Which of the following best describes your communication style at work?  
(% of respondents)

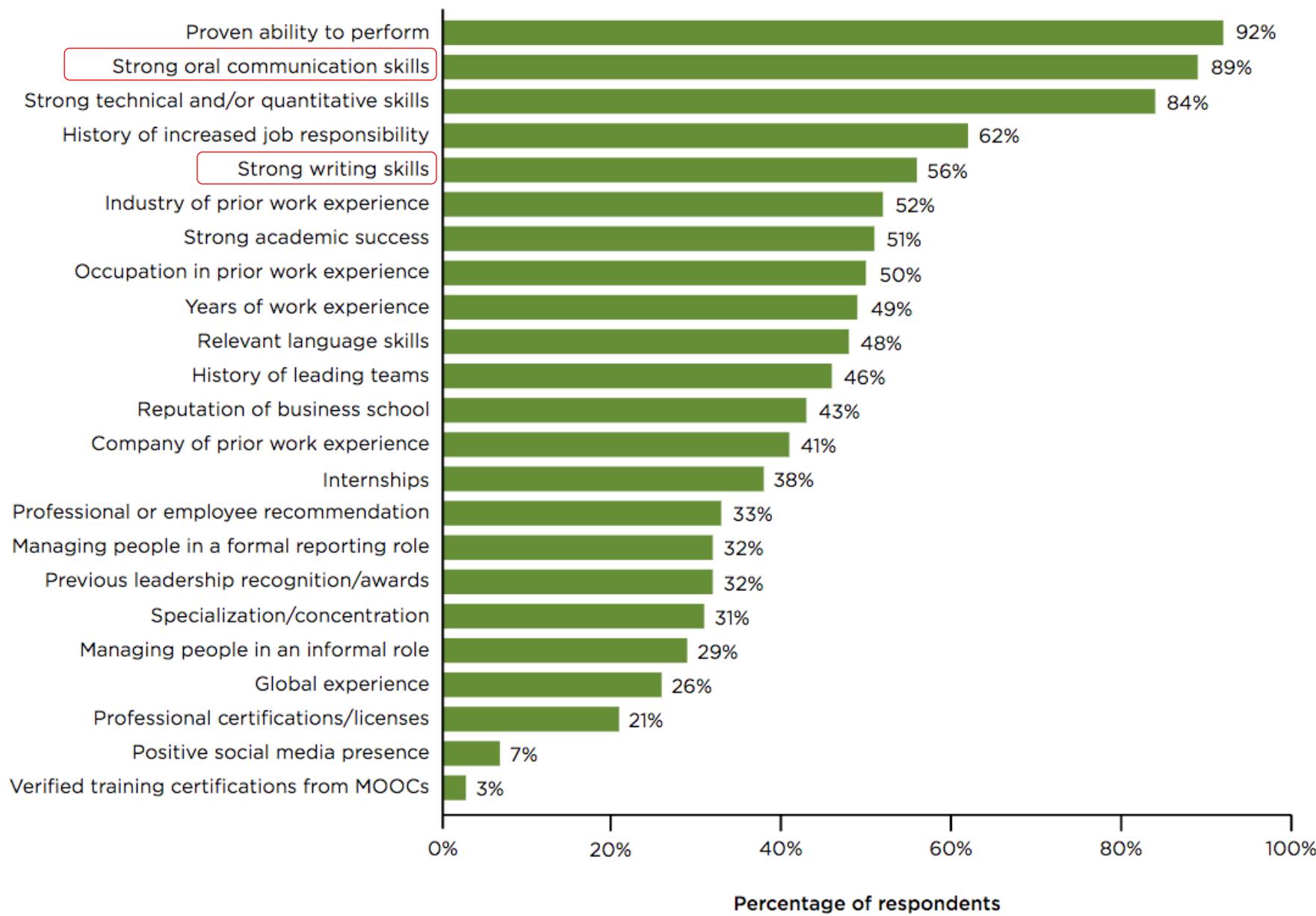


Note: 1% of respondents answered "Don't know".

Source: Economist Intelligence Unit survey, 2018.

And we're also trying to help you get a job in  
the first place....

**Figure 10. Critical Factors Employers Consider When Selecting Candidates to Interview**



Percentages do not sum to 100 due to multiple selections.

# It's the skill employers most want

“**Communication skills** ranked as the most or second-most desired baseline skill in **all industries**. Organizational skills and writing abilities were also in high demand across the board and came in second and third among the most commonly requested skills by employers overall.”

- <https://www.cnbc.com/2015/12/01/the-skills-employers-are-looking-for.html>

“**Interpersonal skills** is where we’re seeing the biggest imbalance,” says LinkedIn CEO Jeff Weiner. “**Communications** is the No. 1 skills gap across those major cities in the United States.”

- <https://www.cnbc.com/2018/04/26/linkedin-ceo-the-no-1-job-skill-american-employees-lack.html>

# Your Toolbox of Acronyms

An introduction to the themes in your textbooks



# GUIDE TO MANAGERIAL COMMUNICATION

Effective Business Writing and Speaking

TENTH EDITION

Mary Munter | Lynn Hamilton

PEARSON "GUIDE TO" SERIES  
IN BUSINESS COMMUNICATION



SMARTER THAN THE AVERAGE GUIDE

## HBR Guide to

# Persuasive Presentations

Inspire action  
Engage the audience  
**Sell your ideas**

By Nancy Duarte



Your reader or audience always wonders...



**What's In It For Them?**  
**(WIIIFT)**

And don't forget the all-important factor:

H  
i  
g  
h  
  
S  
k  
i  
m  
  
V  
a  
l  
u  
e

So how do you get high skim value?

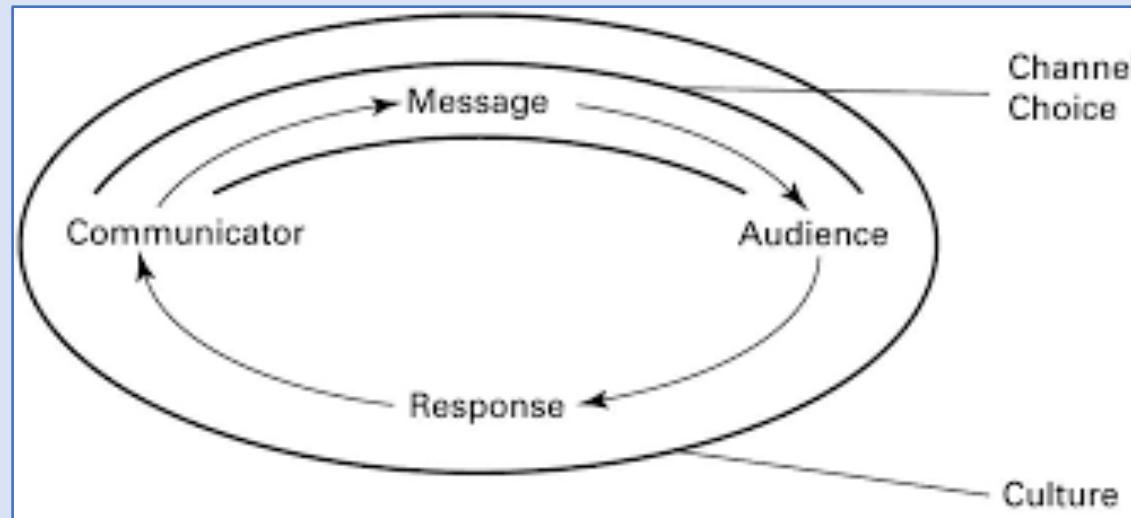
HSV = white space to keep your reader happy

Some strategies to achieve more white space:

- Short paragraphs
- Short sentences
- Bulleted / numbered lists
- Tables and illustrations
- Larger font sizes
- Minimalist fonts and font sizes
- Minimalist graphic design

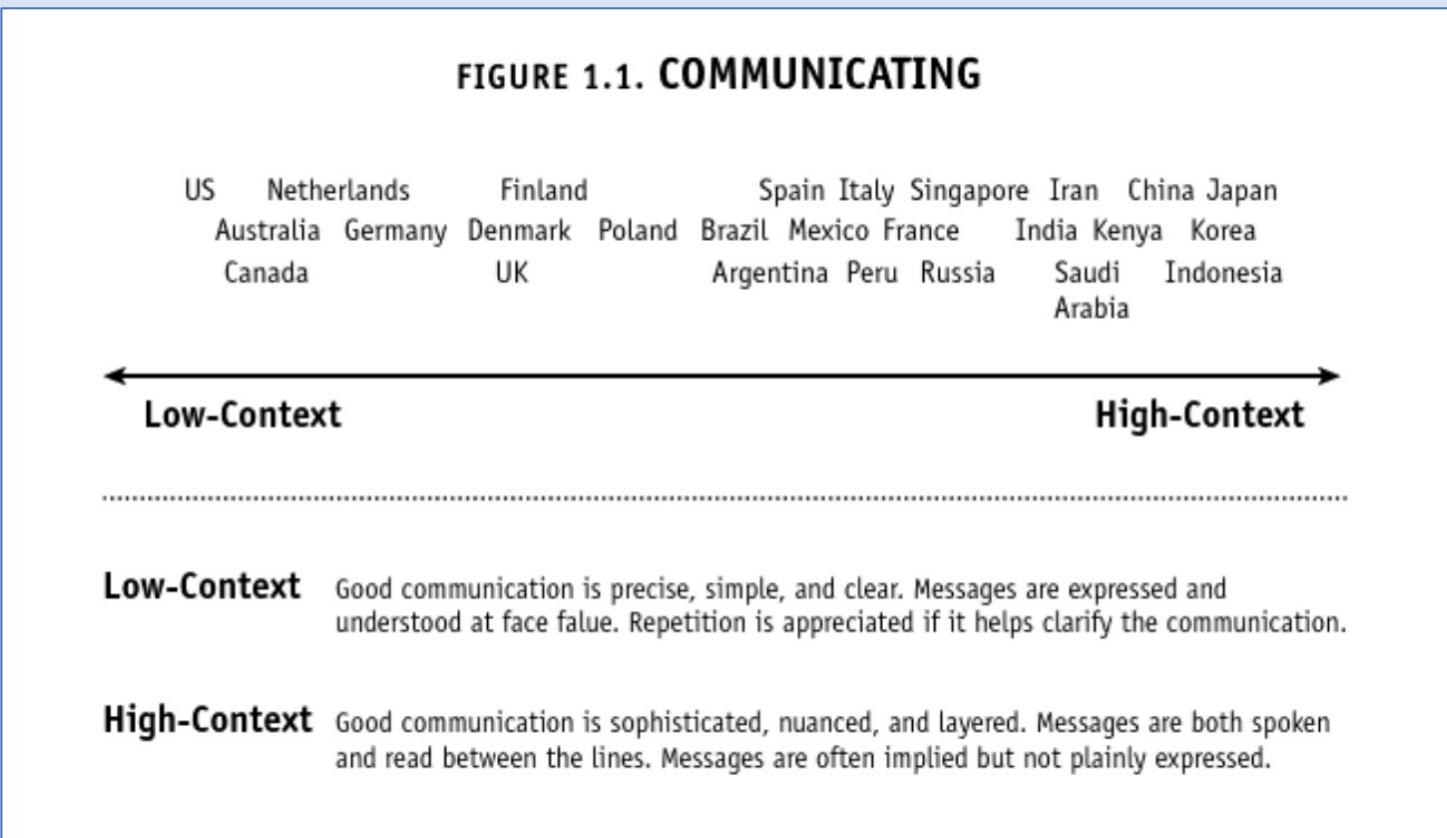
Please refer to your *Munter and Hamilton* textbook for more detail on “high skim value” and “white space”

# Culture bounds our communication strategy



Source: Munter, M. & Hamilton, L. (2014). *Guide to managerial Communication*

# Low-Context vs. High-Context



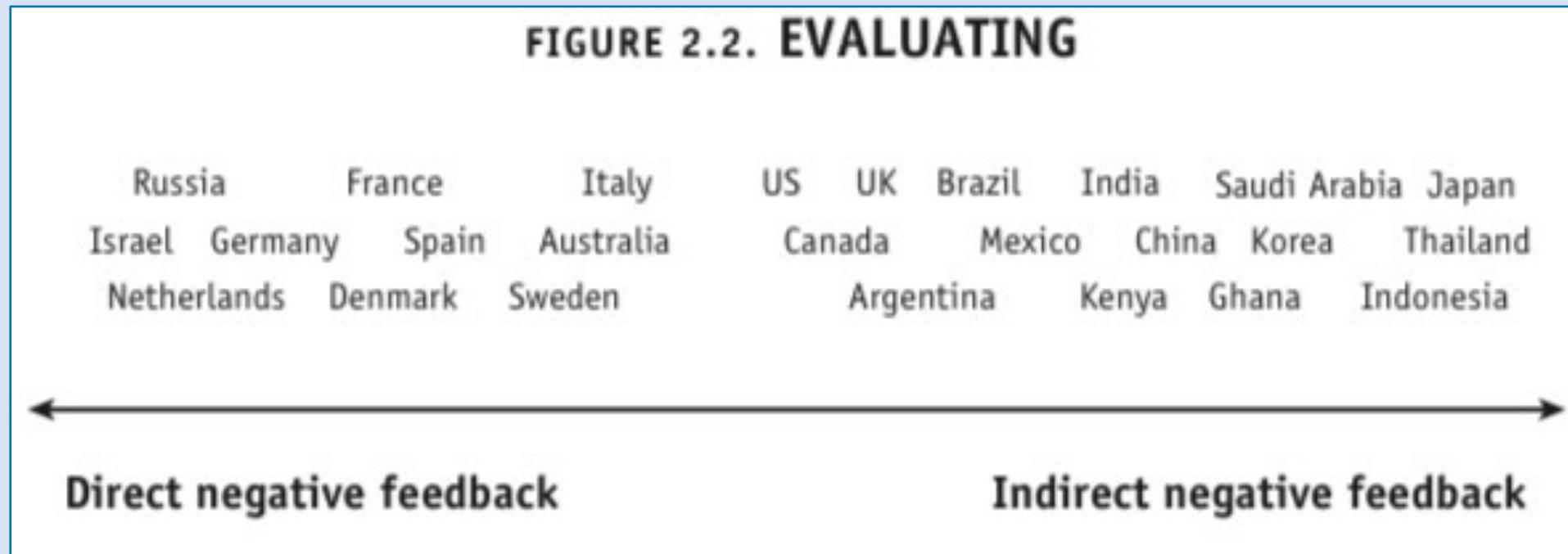
Source: Erin Meyer, *The Culture Map*

I  
N  
D  
I  
R  
E  
C  
TD  
I  
R  
E  
C  
T

What the British say	What the British mean	What the Dutch understand
With all due respect...	I think you are wrong.	He is listening to me.
Perhaps you would think about... I would suggest...	This is an order. Do it or be prepared to justify yourself.	Think about this idea and do it if you like.
Oh, by the way...	The following criticism is the purpose of this discussion.	This is not very important.
I was a bit disappointed that...	I am very upset and angry that...	It doesn't really matter.
Very interesting...	I don't like it.	He is impressed.
Could you consider some other options?	Your idea is not a good one.	He has not yet decided.
Please think about that some more.	It's a bad idea. Don't do it.	It's a good idea. Keep developing it.
I'm sure it's my fault.	It's not my fault.	It's his fault.
That is an original point of view.	Your idea is stupid.	He likes my idea!

Source: Nanette Ripmeester

...But disagreement is another matter



Source: Erin Meyer, *The Culture Map*

# American cultural-communication values?

- Low-context / direct
  - This is especially true in writing, less so orally.
  - Except when giving negative feedback
- Individualistic
- Active voice
- Positive
- Multicultural
- Tolerant

# Example

Hi Clara,

Thanks for sharing and it is very insightful for the workshop steps. They are very practical approach for leadership training.

For the conference, perhaps you don't need to get into those detailed step because the time limitation. For example, step 7 emotion regulation has a lot of relevant content to the panel, but it won't get attention because of other steps. Many other steps such as 3, 6, and 9 are known in the cross-cultural competence literature, so I don't think you need to include. However, the emphasis on the emotion regulation and some research review are wonderful.

Because the panel is to provide some literature review and provide some thoughts for future research, so you could also provide some literature background to show the research gap on the relationship of mindfulness and global leadership. You may also show some research on the effectiveness of the workshop to develop mindful global leaders.

I would totally see the value of your presentation for practitioners, it just needs to be modified a little for the academic audience.

Let me know if you have any questions. We can have a call next week if you need discuss further.

So excited to see you soon!

Betty Fung

# Reflection: Your “home” communication values

- What are the communication values of your home culture?
- What communication values did you learn in school?
- How are these values different or similar to American communication values?
- If they're different, do you feel more comfortable with American or your home cultural values?
- <https://app.sli.do/event/45e3oQDbytnfqKDymf7vyN>

# Brainstorm

What Factors Do We Need to Consider When We Communicate?

[Kahoot word cloud](#)

# Brainstorm

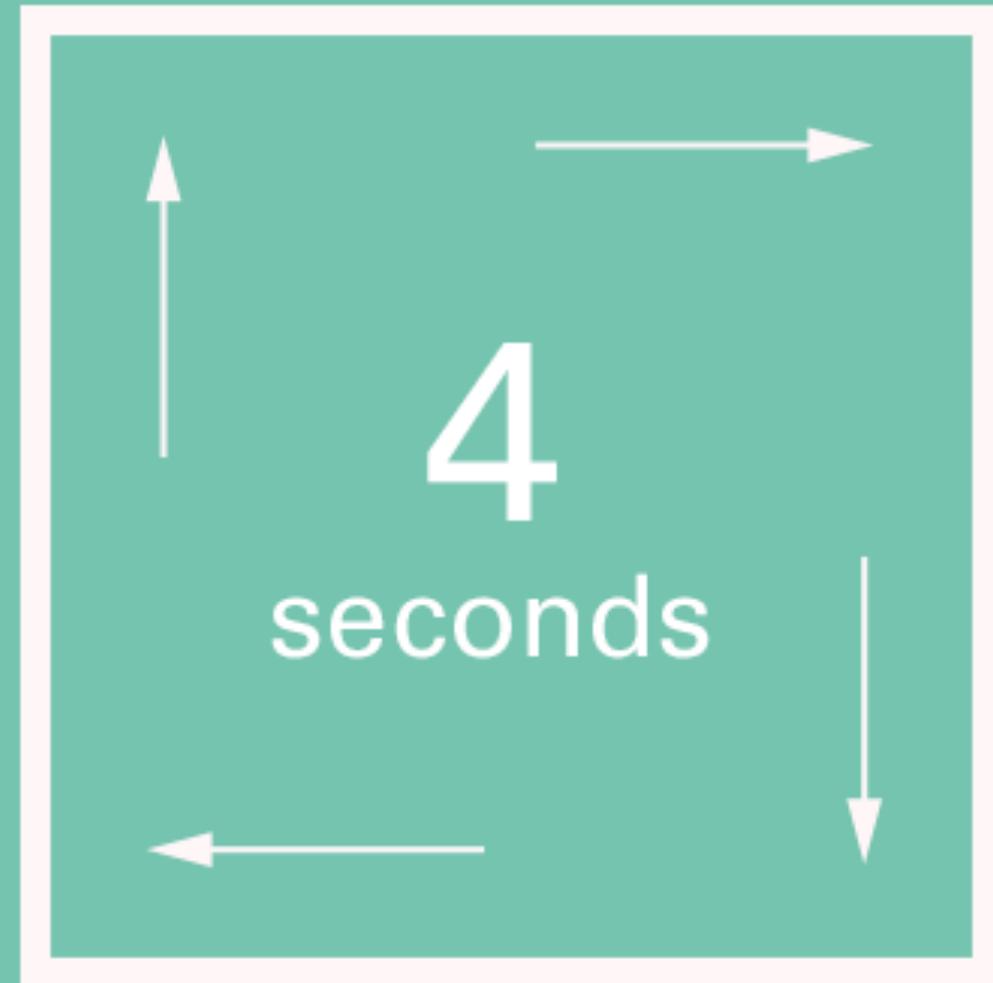
## What Factors Do We Need to Consider When We Communicate?

- Timing
- Words
  - Language
  - Metaphors
  - Concision (Bottom Line Up Front Forever)
- Body Language
  - Eye contact
  - Demonstrating attention
  - Mirroring
- Audience
  - Culture
  - Interests
  - Norms

# Our Syllabus & Assignments

Breathe In

Hold



Hold

Breathe Out

# Class 1 Exercise: The Elevator Speech

# Class 1 Exercise: The Elevator Speech

- Did the speaker give you the impression that she was competent?
- What elements of the speaker's speech showed her competency?
- How did the speaker use elements of delivery such as gestures?
- How clear were the speaker's points?
- What about the speech particularly got your attention?
- What did the speaker do best? What could the speaker have improved on?

# Class 1 Exercise: The Elevator Speech

What do you know about an elevator speech, as a speaking genre?

Why do you think it's important?

Has anyone had experience with it?

**Elevator speech** – a clear, brief message or 'commercial' about you. It communicates who you are, your strengths and competences, what you're looking for and how you can benefit a company or organization. It is typically about 30 seconds long – the time it takes people to ride from the top to the bottom of a building in an elevator.

# Reflective thinking worksheet

- First, write five to seven important skills that you know you have and/or people close to you or for whom you have worked would say you have. Write every skill that comes to mind.
- After, narrow your list down to three to five of the most impressive skills you listed. These skills should best represent you and make you feel good about yourself.
- Next, write a brief statement, using your finalized list, explaining how you can use those skills to become a better student or job candidate.
  - Now, use the final prompt and the persuasive strategies identified to write an OUTLINE of an elevator speech.

# Practice your elevator speech

- First, with yourself. (4 mins)
- Second, with a partner. (7-8 mins)
- Third, in front of the class.



# For next week

---

- Think about your work or teamwork experience, be ready for next week
- Come up with one question for quizzes on discussion board