Business Communication Skills

* What is Communication?
  + It is the method of exchanging thoughts, opinions or information between two or many people through verbal, written or sign.
* Why Communicate?

We communicate for:

* + Information gathering & sending
  + Expressing emotions/Ideas
  + Building relationships
  + Entertainment
* Who are/were the best Communicators?

Some of the best Communicators are:

* + Narendra Modi
  + Harsha Bhogle
  + Barack Obama
  + Adolf Hitler
  + Satguru
* Bug Activity:-
  + We had to draw a bug according to the instructions given by the facilitator. Everyone drew something different even though the instructions given to all of us were the same. So, how we interpret what we listen is unique. Everyone can have their own interpretations.
* Communication is omnipresent?

To understand this we did an activity where we were divided into groups. Different animals were assigned to all groups and each group had to imitate the sound of the animal assigned to them. Through this activity it was clear that communication is omnipresent.

* What are the components of Communication?

Sender

Receiver

Channel

* Sender
* Channel
* Receiver
* Scenario 1: Sister’s wedding invitation.
* What is a channel?

Channel is anything which sends across a message to you. This could include:

* Documents
* E-mails
* Memos
* Videos
* Posters
* Voice
* Grapevine
* Letter
* Presentation
* Scenario 2: Server Down
* What are the major media?

The 3 major media are data, audio and video. Each type has some advantages and some disadvantages.

**Data:**

Advantages:

* It is authenticated
* Cost effective
* Accessible anywhere with internet
* Various attachments can be added in a mail
* Easy to reach out to a larger target audience.

Disadvantages:

* Time consuming to write
* Can be easily ignored
* Can´t be used in case of emergency
* Difficult to express emotions
* It can be tedious to write
* Carelessness may cause confidentiality issues.

**Audio**

Advantages:

* Easier to express emotions
* Faster exchange of information
* Easier to convince people through voice calls
* Easy to attract attention
* More retention and more engaging

Disadvantages:

* Requires good communication skills
* There can be network issues which may lead to miscommunication
* Sensitive information may be shared unconsciously
* No authentication
* Anyone can pose as any other person

**Video**

Advantages:

* Attracts most attention
* Highest retention
* Most expressive
* Easy to convince people
* Can get quick feedback and response
* Best for learning.

Disadvantages:

* Requires a decent internet connection
* Miscommunication can easily happen in video calls
* A proper surrounding is required before making a video call
* Observations & Learning:

From the various scenarios discussed the important take away were:

* Face to Face is the most effective way of communication.
* We should use the proper means of communication depending on the situation.
* Graphical Representation

Frequency of usage

Impact/

Preference

Face to Face

Video

Audio

Data

Attention Interest Desire Action