# Affärskommunikation

- Affärskommunikation sker mellan kunder, leverantörer, myndigheter och andra i omvärlden. Till affärskommunikationen räknar vi även den interna kommunikationen på arbetsplatsen, som till exempel personalmöten och information till de anställda.

- Den affärsmässiga kommunikationen skiljer sig från den privata på flera sätt;

- Affärskommunikation har alltid ett syfte – ex) jämfört med privat som kan vara av rent social natur

- Det kan gälla något konkret som vi vill sälja, köpa eller informera om.

- Det kan vara att vilja etablera en kontakt eller underhålla en relation.

- Det är i regel viktig kommunikation, som då ska ske på ett korrekt och professionellt vis.

-

# Muntlig eller skriftlig affärskommunikation?

En del av att finna sin stil inom affärskommunikationen är att lära sig välja mellan muntlig eller skriftlig kommunikation.

Det beror på situationen och vilket budskapet är, men även hur relationen och praxis är.

Vad finns det för fördelar/nackdelar med:

**Muntlig kommunikation**
- mottagaren kan ställa frågor
- sändaren kan kontrollera (med frågor)
- realtid

- stor risk för störningar (buller, feltolkningar, lyssnaren hinner inte med, tappar tråden)
- Svårstyrt (sändaren kan tappa kontrollen)
- kan bli stressigt

**Skriftlig kommunikation**
- gott om tid att formulera sig noggrant
- mottagaren kan läsa flera gånger
- mottagaren 'väljer' tidpunkt
- budskapet består oförvanskat över tid

- långsamt, mottagaren kan inte ställa frågor under tiden.
- risk för misstolkningar som inte korrigeras

# Internationell Affärskommunikation, på engelska

- Internationell affärskommunikation sker på olika språk, inom och mellan kulturer.

- Från ett svenskt affärsperspektiv är engelska det vanligaste internationella affärsspråket

- Det är engelsk affärskommunikation vi kommer fokusera på här;

- Även här passar det med en uppdelning mellan talad och skriven affärskommunikation;

    - Den skrivna faller i stort inom ramarna för "Business English"

# What is Business English?

- Business English is a type of writing that focuses on clearer, more direct language without slang, idioms, or grammatical errors.

  - This style of writing is specific to a corporate environment and includes formal language that is not always common in the average English vocabulary. You might use business English in marketing, commerce, finance, insurance, banking, office jobs, government positions, and C-level positions.

- Business English has more strict and clearly defined rules for vocabulary, grammar, sentence structure, and prose. Clarity and consistency are important components of business English, which is why it focuses so heavily on things like strong vocabulary and well-written sentences. To deliver the message effectively to all readers, this type of English creates a universal standard by which businesses across the world can write.

# What are the uses of Business English?

Here are some common uses for business English:

- **Writing company documents:** Many businesses use this style of English to write their internal policy documents, financial reports, and other important documents that explain how the business operates. In business operations, clear, consistent communication can be vital for setting a standard of production and behaviour or for detailing specific company policies.

- **Writing manuals:** If a company writes a manual for their products, they typically use business English to ensure readers understand each component of the manual. This can be crucial for potentially dangerous or hazardous products, like power tools, cleaning chemicals, or solvents.

- **Drafting messages between companies or clients:** Many businesses use business English when they communicate with other companies or their clients. The style can show both professionalism and a certain level of respect for the reader, showcasing the company's understanding of diplomacy.

- **Writing web copy:** Some web copy requires business English to maintain the authority of the writer. For example, if you're writing web copy about corporate practices, you're likely using this style of English to ensure clear, consistent tones and professionalism in your writing. Some web copy requires business English to maintain the authority of the writer. For example, if you're writing web copy about corporate practices, you're likely using this style of English to ensure clear, consistent tones and professionalism in your writing.

# Core rules of business English

Business English has many of the same rules as universal English, with some specific differences. To understand this style of English, consider these core rules:

**Write short, direct sentences**

This style focuses on short sentences that clearly and simply convey a message. For example, you might write something like,

*"The company is excited, moved, and completely taken aback by your generous donation"*

as a way to thank a donor to your organization.

While the sentence works, it's long and overly complicated. In business English, it might read something like,

*"Thank you for your generous donation. We are excited to welcome you to our list of donors."*

This sentence lacks the number of adjectives and verbs the first sentence has and conveys the message quickly, clearly, and effectively.

# Core rules of business English

**Use simple language and avoid idioms or slang**

Business English also focuses on clear, simple language and avoiding things like idioms, which are regional–specific sayings or phrases, and slang. Slang words are culturally unique words and phrases, sometimes inappropriate words, that have a specific meaning that may be difficult to understand or offensive for some readers. When you're writing in business language, use simple language and if you think you might be using an idiom, omit the phrase. Here are some examples of what to avoid:

idioms

clichés

proverbs

phrasal verbs

long verbs

# Core rules of business English

**Make correct grammar and punctuation a priority**

Correct grammar and punctuation are top priorities in business English because you're typically writing official documents. Punctuation and grammar not only help the document read well, but also showcase your level of professionalism and writing skills. During the proofreading and writing processes, make grammar and good punctuation top priorities and focus on creating strong sentences with good punctuation.

**Be clear in your messages**

Clarity is the ultimate goal of business English. Formal documents rely heavily on the clarity of their message and their ability to translate that message to different readers. When you're writing in this style, focus on clear, consistent verbiage, nouns, and sentence structure. Say what you mean in as few words as possible and avoid hidden meanings, metaphors, or any other suggestive elements that might leave more room for interpretation.

# Core rules of business English

**Include strong vocabulary**

While business English does focus on simplicity, that doesn't mean you neglect vocabulary. Strong vocabulary can increase the effectiveness and readability of your message, so focus on strong words that fit the context of your message. You can use strong adjectives, nouns, and verbs in your writing as long as they match the tone of the rest of your document.

# Core rules of business English

**Example**

Here's an example of a sentence written in standard English, transcribed to a more formal business English style. The original sentence contains more references and casual language:

**Original sentence:** *We at UTC Health Care and Nursing believe in strong family ties and a commitment to quality care that goes far beyond what our competitors can offer. We're committed to the process, to the long road of recovery, and to all the families, friends, and support figures in our patients' lives. Great care starts with UTC.*

**Revised business English version:** *UTC Health Care and Nursing believes that strong family ties and quality care are integral to the recovery process and offer a level of care unique in the industry.*

# Core rules of business English

**Example**

Here's an example of a sentence that contains various clichés, idioms, and metaphors, rewritten in formal business English:

**Original sentence:** *Like a bird in flight, Screaming Winds Air Travel is your go-to for flights and vacations. We'll wow you with our ridiculously low prices, our amazing customer service, and our spectacular, unmatched flight matching system.*

**Revised business English version:** *Screaming Winds Air Travel is the premier flight service in Canada, featuring industry-leading service, pricing, and a unique flight-matching system.*

# Core rules of business English

**Example**

This example contains grammatical and punctuation errors, with some clichés and references that the business English version helps clarify:

**Original sentence:** *Moulder Construction is a construction service in Ontario with five-star reviews and a record as clean as your new windows will be. We're the right choice for the job, and it's easy to see.*

**Revised business English version:** *Moulder construction is a five-star construction service based in Ontario. We're the best choice for the job because we provide high-quality results that you can see.*

# icke-skriven och halv-skriven kommunikation?

- Även talad affärsengelska följer i stort samma "regler" eller ansatser som skriven Business English, inte minst när vi använder skriven och talad kommunikation samtidigt, som i en presentation.

- I allmänhet gäller därmed;

  - Mer exakt och koncist språk

    - inte minst då vi företräder en organisation samt att det skrivna kan bli bestående "löften".

  - Genomtänkt/anpassad grad av formellt språk

  - I allmänhet minskad grad av talesätt, ordspråk, slang, klichéer, ovanliga och långa ord.

  - Hög grad av artighet och tillmötesgående i fråga om kommunikation (om ej alltid önskemål)

# Affärsengelska – hur når man dit?

- Som med alla språk finns det flera sätt att lära sig, men de liknar varandra i att det tar tid

  - Man måste träna, träna, träna

  - Det är bra (nödvändigt?) med ett intresse – gärna en ständig nyfikenhet och uppmärksamhet

  - Ju tätare exponering för affärsengelska desto snabbare går i regel din utveckling

    - en fördel om du kan skilja mellan goda och dåliga exempel.

- En god grund är att utveckla din kompetens i engelska generellt, parallellt med att förfina din affärsengelska.

  - Filmer och TV-serier är ett sätt, kom dock ihåg att dessa ofta har icke-affärsengelska, ex mer slang, mm.

  - "bra" media är nyhetsrapportering, både nyhetssändningar och skriven, dagstidningsmedia. De större namnen har i allmänhet god nivå på engelskan och rapporteringen kring ekonomi och företag, policys och liknande är ofta på god affärsengelska (motsv).

# Affärsengelska i vår kurs

- Vi kommer specifikt att titta på vanliga upplägg, fraser, mm inom;

  - **presentationer**

  - **e-mail**

  - **introduktioner och möten**

  - samt några detaljer mer

# Diskussion – motivation

Diskutera med en kamrat;

- Hur känner du kring affärsengelska? (erfarenhet, förmåga, intresse)

- Hur stor betydelse tror du kompetens i affärsengelska kommer ha för din karriär, framgång eller glädje i ditt nästa jobb?

- Vilka områden av affärsengelska vill du främst förbättra?

# Part 1 – Business Presentations in English

We will cover a few different parts of the business presentation;

- Opening a presentation

  - introducing yourself, your topic and the outline

- Signposting (moving forward, bridges, etc)

- Closing – Summary and Suggestions

- Managing Questions and dealing with problems

# Opening a presentation

Introducing yourself is often vital for a proper presentation, second only perhaps to introducing your topic.

Befor introducing yourself you should always greet your Audience,

   It is the polite and correct thing to do, regardless of the setting (formal/ informal)

*Greeting —> introduce oneself —> introduce the topic —> possibly the layout*

# Opening a presentation – Greet the Audience

*Expressions for greeting the Audience:*

- Good morning/afternoon/evening, thank you all for coming.

- Good morning/afternoon/evening, ladies and gentlemen.

- Hello/Hi everyone.

- Ok, let's get started.

- Thanks for coming, perhaps we should begin.

- First of all, let me thank you for coming here today.

- It's a pleasure to welcome you today.

- I'm happy/delighted that so many of you could make it today.

- It's good to see you all here.

- I suggest we begin now.

# Opening a presentation – Introducing Yourself

*Expressions for introducing yourself;*

- Let me introduce myself, I'm John Watson from...

- For those of you who don't know me, my name is..

- Let me just start by introducing myself. My name is...

- I'm a student of..

- I'm responsible for..

- I'm a manager/director of..

- I'm in charge of..

- As you probably know, I'm the new manager.

- I'm head of accounting department here at Martell.

- I'm here in my function as the Head of Sales Marketing.

# Opening a presentation – Stating the purpose / topic

*Expressions for your topic och the purpose of your presentation;*

- This morning, I'm going to talk about...

- In this special occasion, I'd like to discuss/present about..

- I'd like to report on.

- This morning I'd like to discuss/report on/present.

- What I want to do this morning is..

- The topic of today's presentation is..

- In my talk, I'll tell you about..

- The subject of my presentation is..

- As you can see on the screen, our topic today is...

- Today's topic is..

- What I'd like to present to you today is...

- Today's topic is..

# Opening a presentation – Stating the value...

*It might also be worthwhile to state the relevance of your topic;*

- My presentation is particularly relevant to those of you who.

- The presentation/topic is very important for you because..

- By the end of this presentation, you will find out about..

- By the end of this session, you'll know how to follow our new sales project.

# Opening a presentation – examples

*I suggest we begin now. Good morning, everyone. Thanks for coming. I'm David Jones, the new HR Manager of Tale Corporation. This morning I'm going to report to you on the results of the market study we carried out in New Zealand. The topic is very important for you because it is related to our new development project.*

# Opening a presentation – examples

*OK, let's get started. First of all, let me thank you for coming here today. For those who don't know me, let me introduce myself. I'm Diana Croce. Currently, I am studying marketing management at the Ohio State University. In this special occasion, I'd like to discuss about the collapse of the housing market in the early 2000s. By the end of this session, you'll find out some facts and insights about the given topic.*

# Opening a presentation – examples

*Good evening ladies and gentlemen. It's a pleasure to welcome you today. I am Jane Baker, the head of Research and Development Program at Belin Institute. What I'd like to present to you today is a look at the recent boom in mobile phone companies. By the end of this presentation, you will be familiar with some factors that influence the popularity of mobile phone business.*

# Exercise 1

Match the expressions below.

| A | B |
|---|---|
| 1. I'll be showing | a. you an overview of our company background. |
| 2. Today I'll begin | b. by telling you about the drawbacks of our plan. |
| 3. During the next 30 minutes, we'll be talking | c. about the management reform. |
| 4. Today I'd like to give | d. on our sales target. |
| 5. I'd like to bring | e. you the update of our joint venture. |
| 6. This evening we'll be looking | f. you how the software works. |
| 7. This morning I'm going to report | g. at the factors that benefit our sales. |

# Structure of the presentation – Let them know

Generally, it is good, effective and expected to inform your audience about what, when and how you will share information.

A simple and effective way is to:

1.  *Say what you're going to say*

2.  *Say it*

3.  *Say what you've said*

# Presenting the structure / outlining

*There are a number of ways to structure the presentation, and a multitude of ways to let the audience know.*

*Here's one example:*

**I've divided** my presentation into three main parts. **I'll start off by** explaining the background information. **Second**, I'm going to discuss the product description. **Finally**, I will explain about the services.

# Presenting the structure / outlining

*Further examples of ways to share the outline;*

In my presentation, I'll focus on three major issues.

First (of all), I'll be looking at..., second..., and third...

First, I'd like to explain/discuss/talk about...

I'll begin by explaining the definition.

After that, I'll move on to the next point.

Second/next/then/third, I'll go on to...

Then, I'll go on to discuss/highlight/show...

Finally, last but not least, to conclude...

Last but not least, I'll offer some solutions.

# Presenting the structure / outlining – Examples

1. I'll be talking to you today about the importance of social media in daily life. I'll start by describing various types of social media. Then, I'll go on to show you some case studies on the advantages of social media. Finally, I'll discuss how big the impact of social media in people life.

2. I've divided my presentation into three parts: first, our company history; second, the structure of our company. Last but not least, our product and services.

3. In my talk, I'll focus on three major issues. First, I'll tell you about the background of the project. Then, I'll go on to the detailed recommendations regarding our own project. Finally, I'll highlight the implication of the data in our project.

# Stating the purpose and outline – Exercise

You will find a number of ways of stating the purpose of your presentation below. Complete them using the words given.

*Perhaps we should begin. Good morning, everyone. It's good to see you all here. Let me introduce myself, my name is Dwayne Jones and I am the manager of A & B firms. In this special occasion, I'd like to:*

**show      talk      take      report      tell**

1. _____ you about the increase of our revenue this year.
2. _____ to you about the company anniversary project.
3. _____ you how to improve our productivity.
4. _____ on the results of our development project.
5. _____ a look at the problems the company encountered this year.

*… so, I'll start off by:*

**describing      giving      making      outlining      bringing**

1. _____ the characteristics of our service.
2. _____ a few observations about the new projects.
3. _____ the recent changes of consumer need.
4. _____ you an overview of our current progress.
5. _____ you in on the background of the research.

*… and then I'll go on to:*

**discuss      put      highlight      talk      make**

1. _____ the focus of our projects.
2. _____ what I consider as the major drawback of our system.
3. _____ you through our management system.
4. _____ detailed suggestions regarding of our sales strategy.
5. _____ about the influence of our production to the environment.

# Signposting

Signposting is a way to tell the audience what has just happened, and what is going to happen next. In other words, signpost language guides the listener through the presentation.

(some of this has already been covered as part of the opening...)

examples of Signposting in the beginning;

*In this part of my presentation, I'd like to discuss...*

*So, let me give you a brief overview*

*In this special occasion, I'd like to describe...*

*First of all, I'd like to talk about...*

*Let's start with...*

*Let's begin with...*

# Signposting

examples of Signposting to move on;

Then, the next topic will be…

Finally, we're going to discuss…

This leads directly to the next topic

This brings us to the next point

Let's now move on to…

After discussing this topic, let's turn to…

Now, let's take a look at…

We'll now move on to…

Let's me turn now to…

# Signposting

It is not only moving between different [structural] parts of the presentation that can benefit from Signpost language, it is alos useful to highlight that you are clarifying, making a correction, giving an example or opinion and similar;

## Clarifying argument

*I mean…..*

*What I'm trying to say is….*

*What I mean is that….*

*The point I'm trying to make is…..*

## Giving opinion

*In my opinion…..*

*As far as I'm concerned…..*

*As I see it,…*

*Personally, I think,……*

*It seems to me…*

*I think…*

*I believe…..*

# Signposting – Time signalling and transitions

To give the audience a better understanding of the presentation, it is important to use transition signals to show how the information is interrelated;

- Addition:          in addition, also, furthermore, moreover, and, besides, another

- Explanation:       in other words, that is, to put it in another way

- Time:              first, second, next, then, now, later, before, after that, finally

- Result:            therefore, thus, consequently, as a result, as a consequence

- Cause:             because, because of, since, is caused by, resulted from, is due to

- Contrast:          although, even though, in contrast, on the other hand, while

- Comparison:        in comparison, similarly, in the same way, like

- Generalisation:   in general, in most cases, usually, for the most part

- Reference:          as I said earlier, as I mentioned before,

- Condition:           if, unless

# Signposting – Examples

OK, so that's the background and the reason why we developed the system. **Let's move on to the next point**, and please, take a closer look at the information center itself. **As I mentioned before**, the information center was set up three years ago to assist visitors to explore the museum.

# Signposting – Examples

So, **let me give you a brief overview** of the new project. Our main goals are to collect, analyze, and inform the member of the academy so everything can be conducted smoothly.

# Signposting – Examples

**This now leads us to my next point**. How does project manager supervise his employees? The new software program has developed in the computer of each employee to measure their progress on working a certain project. **Additionally,** there is also a sensor that can record the duration of working that project. **Let me show you a few examples** how this works. **So much for** supervising the employees.

# Signposting – Examples

**Let's now turn to the next issue**. How do we send the information to the motorists? We can conduct this in several ways, **such as**, by using electronic road signs. **Furthermore**, we can also use the internet and the radio.

# Signposting – Examples

**Let me come back what I explained earlier.** The curator wants to make the art collections management easier. So, in what ways can it be done? What are the benefits? Well, **first**, through some prior planning and gathering of art database.

# Closing – Summary and suggestions

Basically, there are at least four parts in closing a presentation;

*signalling the end of the presentation*

*summarising the main points*

*giving suggestions/recommendations*

*inviting questions*

# Signalling the end of the presentation

*examples of signalling;*

Well, this brings me to the end of my presentation.

I'm sorry but time is nearly up.

We've almost run out of time.

We only have a few minutes left.

I'm now approaching the end of my talk.

As final point, I'd like to…

Unfortunately, time won't allow me to explain all the details.

# Summarising the main points

*examples of summarising;*

Let me summarize the points before I go on.

Before I stop, let me go over the key issue again.

I'd like to run through my main points again.

To conclude, we….

To sum up, I'd like to….

# Making recommendations and Suggestions – Questions

*examples of making recommendations and Suggestions;*

We'd suggest...

Therefore, we strongly recommend that....

I believe we should...

*examples of inviting questions;*

Are there any questions?

Do you have any questions?

Now, I'll be happy to answer any questions you may have.

It's time for a few questions.

I'd be glad to answer any questions you may have.

# Final statement

To leave, or end the presentation in style, a good final statement is needed;

(make sure to choose the appropriate level of formality)

*Thank you very much for your attention.*

*So, that's all I have to say.*

*Thank you all for listening*

*I sincerely appreciate your attention today/this evening*

*And that brings us to the end.*

*I sincerely appreciate that I've had this opportunity to present to you.*

# Managing questions and dealing with problems

In the questions and answer section, there are several important expressions that can be used which include;

- dealing with interruptions,

- avoiding giving answers,

- reforming questions,

- admitting not knowing the answer

# Dealing with interruptions

If you get interrupted or someone askes a question you'd prefer not to answer immediately, there are a numer of phrases to use;

*If you don't mind, I'll deal with this issue later.*

*Thank you for your question. Can I answer it at the end?*

*Can we get back to that a bit later?*

*That's an interesting question. If you don't mind, I'd prefer to answer it later.*

*I'd prefer to answer your question at the end.*

*Perhaps we could go over this after we finish talking about…*

*Would you mind waiting until the question and answer section?*

# Reforming questions

Sometimes it is important to rephrase the question before giving an answer. It aims to make sure that the presenter understands the question. With large audience, it also allows others to hear the questions again.

examples:

- *If I understand you correctly, you would like to know..*

- *OK. So, what you're asking is..*

- *I see. Let me just repeat your question so everybody can hear it.*

# Avoiding giving answers

Some audiences might ask something that is not related to the content of the presentation or question that is not in the presenter's field of expertise. It is possiblefor the presenter to avoid giving an answer.

examples:

- *If you don't mind, could we discuss it on another occasion?*

- *I'm sorry, we're not really covering that topic today.*

- *I'm afraid that's not really what we're discussing today.*

# admitting not knowing the answer

If there are some questions that are difficult to deal with and the presenter does not really sure the answer, it is fine to admit not knowing the information. Presenter must not give false answer or make up wrong information. However, it is also important to give some recommendation or solution, and, if possible, help the audience get the answer.

examples:

- *Sorry, that's now my field. But I believe my partner could answer your question.*

- *That is not actually within my area.*

- *I apologize I can't answer your question right now, but I'd be happy to email youan answer later.*

- *I'm afraid I'm not in a position to answer that question at the moment.*

- *I'm afraid I don't know the answer, but I'll help you to find it out.*

# Further inspiration / repetition

- Oxford Online English: some tips on both language, structure and presentation

  - https://www.youtube.com/watch?v=fzIxD1jXn44

- Derek Callan – English for professionals: 40 phrases for presenting in English

  - https://www.youtube.com/watch?v=bgFNTuRYtKE