

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.
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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 förfinas 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?



Meetings and introductions

Meetings and introductions

Effective communication during meetings is vital for it to be successful. Most meetings follow the same format, and often there is a chairperson leading it.

Here are expressions to help you feel more confident when participating in meetings

1. Opening
2. Introductions
3. Ground rules
4. Topic / Agenda
5. Interruptions
6. Asking for opinions and feedback
7. Giving your opinion – agreeing/disagreeing
8. Ending discussions
9. Summarising
10. Closing



Meetings and introductions – Opening

When you're ready to start the meeting, you'll first need to get everyone's attention. You can use the following sentences to welcome everyone:

- Good morning / Good afternoon.
- Thank you all for coming.
- I'd like to welcome everyone.
- I'd like to thank everyone for coming today.
- I appreciate everyone being here.
- I would like to thank you for being here on time.
- I wish to thank you all for coming at such short notice.
- Ok, is everybody here? Who are we waiting for?
- I think we'd best make a start without them/ him or her.

Meetings and introductions – Making introductions

After greeting them (opening), introduce yourself:

“I’m [your name]. I’ll keep this meeting brief as I know you’re all busy people”

“I’m [your name] and I arranged this meeting because...”

Asking others to introduce themselves

For effective discussion during the meeting, it’s essential that individuals attending the meeting are well-acquainted with each other. The person leading the meeting could ask everyone to introduce themselves in the following ways:

“Let’s go around the table and introduce ourselves, [name] do you want to start?”

“Let’s introduce ourselves quickly – please state your name, job title and why you are here”

(You ideally want people to say their name, position in the company and reason for being at the meeting. This will help guide any discussions during the meeting.)

Meetings and introductions – Making introductions

Asking others to introduce themselves, unless you know everyone and can introduce them yourself. (more polite, more style, good form)

- “Let’s go around the table and introduce ourselves, [name] do you want to start?”
- “Let’s introduce ourselves quickly – please state your name, job title and why you are here”
- Could everyone briefly introduce themselves?
- I would like to introduce...
- I would like to begin by introducing...
- It’s my pleasure to introduce...
- Please join me in welcoming...
- Please state your name, job title and why you are here.
- (Name) do you want to start?

Meetings and introductions – Ground rules

In formal meetings, it is customary to set up some rules so that people know what to expect:

The meeting is due to finish at

We may need to vote on item 5.

If we can't get a unanimous decision, we will have to take a vote.

We've got a lot to get through this morning/ afternoon, so could we stick to the agenda please.

Meetings and introductions – Stating the topic or agenda for the meeting

it is important to start the meeting by outlining the agenda clearly and the key objectives of the meeting. This helps move the meeting swiftly along and ensures that all the important points are covered. The objectives can be stated with the following phrases:

I've called this meeting in order to.....

We're here today to discuss

Has everyone received a copy of the agenda?

There are 3 items on the agenda, first of all.... secondly.... Finally.

might include; then, we'll try to cover – shortly after, we'll go over – next we'll consider

So, the first item on the agenda is.....

The aim/purpose of today's meeting is to reach a decision on...

Today I would like to outline our plans for

In the meeting – interruptions

If you want to say something during a business meeting and you need to interrupt someone, or if you accidentally speak over someone or have something to add to what is being said, you can interrupt with the following phrases:

“Sorry, but just to clarify”

“Sorry I didn’t quite hear that, can you say it again?”

“Excuse me for interrupting.”

“That’s an excellent point [person’s name], what about doing [action point] as well?”

“From our departments perspective, it’s a little more complicated. Let me explain”

“I’ve never thought about it that way before. How does it affect [this point]”

In the meeting – interruptions / asking questions

There are many different ways to ask questions during the meeting. Sometimes you can make a more polite interruption by asking a question. The following phrases are suitable when asking for someone to repeat what they have said:

“I’m sorry, can you repeat that, please?”

“Can you run that by me one more time?”

“Can you repeat that in a simplified way?”

“I’m afraid I didn’t quite understand that. Could you say it one more time, please?”

“I missed that. Could you say it again, please?”

“I’m sorry, would you mind repeating that again.”

(Leaders and presenters)

“Are there any more comments?”

“What do you think about this proposal?”

“Are there any areas of this project we are not thinking about?”

In the meeting – asking for opinions and feedback

Ensure that everybody can follow what is happening and has a chance to participate:

- Are there any more comments?
- What do you think about this proposal?
- How do you feel about this?
- What is your opinion on this subject?
- What are your views on...?
- Can we hear what you have to say about this?
- Are there any areas of this project we are not thinking about?
- What's your opinion on.....?
- I would like to get your feedback on...
- [name], can we get your input on.....?

In the meeting – Giving your own opinion

If you want to express your opinion after a presentation or during a discussion, you can start with:

If you feel strongly:

- *I strongly believe that ...*
- *I'm convinced that...*
- *I have no doubt whatsoever that...*

Otherwise

- *I think/ believe/ feel that....*
- *In my opinion.....*
- *I'm in favour of....*
- *I believe our best course of action is....*

In the meeting – agreeing

When you agree with someone;

You're absolutely right.

Good point!

I agree with you wholeheartedly.

That's exactly how I see it.

I'm with Jack on this.

I agree.

I agree with you up to a point, but.... (agree with some but not all)

In the meeting – disagreeing

When you disagree with someone;

- I'm sorry, but I completely disagree.
- I'm sorry but I don't agree with that.
- Unfortunately, I see it differently.
- I'm afraid I can't agree with you on that.
- I agree with you in principle, but... (agree in theory/ the idea but not in practice/ the actual doing it)
- That's a great point, but maybe we should consider all the options.
- I see where your idea is coming from, but maybe we should change the direction a little bit.
- I see where you're coming from, but...
- I'm sorry but I have to disagree on this because...

In the meeting – keeping the meeting on track – ending discussions

You can end a discussion so that you can continue with the meeting:

- Can we continue this discussion later and go back to...?
- We are getting out off topic. Can we return to...?
- Can we go back to our subject, please?
- I'm afraid we are running out of time, so could we go back to...?
- We can continue talking about this later. Now, let's go back to our previous subject.
- I am afraid that's outside the scope of this meeting.
- I think we are getting off topic. We had better save that for another meeting.
- If nobody has anything else to add, let's move on to the next item.
- I would like to skip item 2 and go directly to item 3.
- Can we move on to.....?
- Can we leave that until later and go on to.....?

Ending the meeting – summarising

Take a moment to summarise the main points when the meeting is coming to an end:

- Before we close, let me just summarize the main points.
- Let's quickly summarize the main points of today's meeting.
- To sum up.....
- I will go over the main points, shall I?
- Ok, let's summarise/ sum up. We have agreed to....
- In conclusion/ To conclude, we have decided to....
- Our next meeting will be on the 25th of August.
- I'll let you know the date of our next meeting.
- I would like to briefly cover the topics we mentioned today.
- Before we finish, let's go over everything we talked about today.
- Any final thoughts before we close the meeting?

Ending the meeting – closing and finish the meeting

To close the meeting, you might say something like;

- To conclude, we have decided on...
- That just about covers everything for today.
- We have covered everything from our agenda.
- We will have to finish here, but our next meeting will be scheduled for...
- If there's nothing more to discuss, we can end here.

Ending the meeting – closing and finish the meeting

Every meeting, short or long, requires effort from everyone. Do not forget to thank everyone for their presence and active participation in the meeting:

- I would like to thank everyone for coming today.
- Thank you all for your time.
- Thank you for your participation in today's meeting.
- I want to thank everybody for a productive meeting.
- I would like to thank you all for sharing your time today.
- Thank you all for attending.

Bonus: Online Meeting phrases

Before the meeting starts, check that everybody can hear and be heard, and that the equipment being used is working properly:

- Sorry, but I can't hear/ see you?
- Can you hear/ see me now?
- Is that okay/ better now?
- Sorry, I can see you, but I can't hear you.
- I'm just going to log off and log in again.
- Could you give me a moment while I try to fix?
- I'm going to switch off my video and see if that helps.
- Perhaps you could try.....
- It seems we have lost John.
- Jack's screen has frozen.
- I'll send Jack a chat message.
- I'm sorry, but I'm having trouble hearing you.
- I'm sorry, but I'm having difficulties with....

Meetings – extra material

41 phrases for leading a business meeting – from Derek Callan

<https://www.youtube.com/watch?v=cdq6onYgtSg>

28 advanced phrases for meetings – from Derek Callan

<https://www.youtube.com/watch?v=yxw77hO0Gmc>

40 Essential Phrases To Host A Meeting in English – from mmmEnglish

https://youtu.be/O3kg_dWkmCA?si=mfhpyPDF1PetBYCZ&t=91