****

**Global Graduation Project**

**Title:** Professional Communication in the US Business Context

**Saint Louis University**

**Names of group members:**

1. Mudike Karthik Yadav
2. Naga Chaitanya Paladugu
3. N. Yasawinin Reddy
4. Shiva Priya M
5. Sai Goutham C
6. Sai Kumar C
7. M. Siddharth Reddy

**Professional Communication in the US Business Context**

1. **Normal and business communication:**
2. **Normal communication involves informal language and a personal tone and focuses more on building relationships.**

Normal communication typically involves using informal language and maintaining a personal tone. It often prioritizes building relationships over conveying professional information. This can include casual conversations about friends, family members, or colleagues, where the focus is on connection, understanding, and communication building relations rather than developing professional standards**.**

1. **It can have slang terms, casual talk, and informal body language.**

In normal communication, slang terms, casual talk, and informal body language are common features. Slang terms add a sense of familiarity and cultural relevance to the conversation, while casual talk helps to create a relaxed atmosphere. Informal body languages, such as gestures, facial expressions, and posture, complements spoken words and enhances the overall understanding and connection between communicators.

1. **Business Communication:**
2. **Maintain professionalism: Avoid discussing personal, emotional, or sexual topics.**

Maintaining professionalism involves implementing clear professional communication, by avoiding emotional, or sexual topics, especially in formal or professional settings. This ensures that conversations remain focused on relevant and appropriate subjects, developing a respectful and professional environment helpful to productivity and collaboration.

1. **Speak professionally: Use appropriate language and tone.**

Speaking professionally involves using appropriate language and tone suitable for the context and audience. This means avoiding slang, offensive language, or inappropriate humor, and instead, communicating with clarity, respect, and professionalism. By speaking professionally, individuals convey credibility, competence, and respect for others in their interactions.

1. **Use professional body language: Maintain good posture and gestures.**

Utilizing professional body language involves maintaining good posture and employing appropriate gestures during interactions. This includes sitting or standing upright, making eye contact, and using gestures that convey confidence and attentiveness. Professional body language enhances communication effectiveness and conveys professionalism, respect, and engagement in various social and professional settings.

1. **Importance of Professional communications:**

* Harvard review report- at many companies, more than three-quarters of an employee’s day is spent communicating with colleagues.
* MIT article- oral and written communication skills are among the top five most sought-after attributes in potential new hires.
* In most of the job postings, more than 95% of employers find communication skills essential.
* MIT Professor Patrick Winston (research areas on Human Intelligence and Machine Learning) – 3 pieces of advice for success in life: The ability to speak, write, and the quality of our ideas.

1. **Methods of Professional Communication:**

* Needs a more formal approach to achieve business goals and objectives.
* Formality helps ensure clarity, professionalism, and respect for the business environment and its stakeholders.
  1. **Verbal:** Face-to-face meetings, phone calls, video conferencing
  2. **Nonverbal:** Body language, facial expressions, eye contact
  3. **Written:** Emails, letters, reports
* Professional communication is after all a way of communication.
* Generalized Equation:

**Normal communication + Formality = Professional communication**

1. **Cultural differences**
2. **Hierarchy and Respect:**

* **U.S.:** Less emphasis on hierarchy
* **Other cultures:** More emphasis on hierarchy and respect for authority
* Open conversations and sharing ideas with the higher management is completely alright and even encouraged.

1. **Timeliness and Punctuality:**

* **U.S.:** Punctuality is highly valued.
* **Other cultures:** Timeliness may be more flexible.
* In a sense, punctuality can also be a form of communication. This attribute communicates with our coworkers that we care about our job.

1. **Remote/ hybrid work culture:**

The rise of remote and hybrid work cultures has significantly impacted professional business communication in the US. Here's how:

1. Significant Increase in Remote/ Hybrid Work: An integral part of modern business culture due to changing work dynamics.
2. Need for Netiquette: Ensure appropriate background (real or virtual) during calls to avoid distractions.
3. Clear and Concise Communication: Importance of providing agendas to prevent misunderstandings and misinterpretations.
4. Building Relationships: Foster connections through regular check-ins and virtual team-building activities.
5. **Digital Collaboration:**

Digital collaboration involves using online tools and platforms to work together remotely, allowing teams to communicate, share files, and coordinate tasks effectively from different locations. This approach enhances productivity, improves teamwork, and enables collaboration regardless of geographical constraints.

1. Businesses rely on collaboration for success.
2. Organizations are becoming more globalized.
3. Remote/ hybrid work culture is on a steady rise.
4. Software tools have become a new medium for communication and collaboration.
5. Knowledge of these tools is mandatory to thrive in these changing work dynamics.
6. **Software tools:**

Businesses are run by a collaboration of people. We need to discuss, present our ideas/ plans, and share with others spread across other parts of the world both in the case of remote work as well as in this globalized business world. For this, there is a mandatory need for knowledge of various software tools that help us in this process.

* Email Management: Outlook, Gmail
* Collaboration Tools: Microsoft Teams, Slack
* Presentation Software: PowerPoint, Google Slides
* Video Conferencing: Zoom, Microsoft Teams

1. **Common Mistakes & Strategies:**

* Thinking they need to adopt a new personality to communicate effectively.
* *Just be in your personality and present in your unique way as affirmed by Google.*
* Imitating foreign English accents due to fear of acceptance.
* *Remember, all that is needed is to convey our ideas.*
* Using slang words such as “what’s”, "wanna," "gonna," etc.
* Making grammar, punctuation, and spelling mistakes in writing, particularly among non-native English speakers.
* *Be mindful and use Grammarly or other resources to check for language mistakes.*

1. **Campus resources:**
2. **Career Services:** Our Career Services center offers personalized guidance to help students explore career paths, polish their resumes, prepare for interviews, and connect with internship and job opportunities. From career counseling to workshops and networking events, we're here to support your professional development journey.

<https://www.slu.edu/life-at-slu/career-services/index.php>

1. **University Writing Services:** University Writing Services provides comprehensive support to students at every stage of the writing process.

<https://www.slu.edu/life-at-slu/student-success-center/academic-support/university-writing-services/graduate-writing-resources.php>

1. **SLU Library:** Our library is more than just a collection of books - it's a hub of resources and support for students, faculty, and staff. With access to extensive print and electronic collections, research assistance from knowledgeable librarians, quiet study spaces, and collaborative work areas, the library is your go-to destination for academic excellence.
2. **Big Interview:** Big Interview is your virtual platform for mastering the art of interviewing. With a comprehensive library of interview questions, personalized feedback on your responses, and expert-led video tutorials, Big Interview equips you with the skills and confidence to ace any interview and land your dream job.

<https://www.slu.edu/life-at-slu/career-services/online-resources.php>

1. **SME suggestion:**

* Get out of your bubble and explore. “Professional” communication builds only after we start to “communicate”.

**Self-Effort Is The Key**

* Communication skills cannot be taught; however, they can be developed through proper training, dedication, and hard work.
* Practice improves our emotional intelligence which influences how well we communicate.

1. **Practical suggestions:**

Below are a few points that need to be followed by every student:

* Encouraging open discussions and group discussions in the classrooms
* Non-profit internships
* Global Grad projects, Accelerate programs.
* Clubs, volunteering both on campus and outside the campus: <https://slu.campuslabs.com/engage/>

**REFERENCES**

1. <https://www.nytimes.com/2016/02/28/magazine/what-google-learned-from-its-quest-to-build-the-perfect-team.html>
2. <https://sloanreview.mit.edu/article/communication-is-at-the-heart-of-positive-employee-relationships/>
3. <https://www.inc.com/justin-bariso/emotional-intelligence-mit-patrick-winston-how-to-communicate-effectively-how-to-write.html>
4. <https://pumble.com/learn/communication/communication-statistics/>