
Unit 401: Effective communication in business

Handout 17: Recommending communication strategies in business

The principles of business communication can be expressed in simple, colloquial terms as shown in the table below.

Principle	Explanation
Know your audience	<ul style="list-style-type: none">Look for unexpected changes in your audience and accommodate these
Ask for input or feedback	<ul style="list-style-type: none">Seeking opinions before your communication can be as valuable as asking for feedback afterwards
Keep communications simple	<ul style="list-style-type: none">Do not overcomplicate the message(s)KISS
Use appropriate tools	<ul style="list-style-type: none">Think about electronic and social Media, as well as other tools
'Don't be a stranger'	<ul style="list-style-type: none">Continue communicating when requiredFollow up your communication – especially with feedback

The importance of having a business communications strategy cannot be overestimated.

A strategy:

- helps to standardise communications
- clearly identifies communications objectives
- helps to control information dispersal
- can establish and maintain credibility
- maintains the company image
- helps to raise employee morale
- provides reinforcement of key messages
- helps determine audience participation
- can help incorporate feedback in all communications
- can help identify appropriate message channels
- can enable transparency across the organisation.