

# **PRINCIPLES OF EFFECTIVE COMMUNICATION**

Week 3

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## THIS WEEK COVERS:

- What is Effective Communication?
  - Significance of Effective Communication in business
  - Internal & External Communication
- Principles of Effective Communication
- Building goodwill in Communication by:
  - Exploring Your Attitude
  - Positive Emphasis
  - Unbiased Language

# EFFECTIVE COMMUNICATION

- [Effective communication](#) means transmitting your message clearly and concisely so that it is understood. It's about engaging your audience – it's about the 'So what?' and 'Why does it matter?' of your message. (Feliú-Mójer, 2015)
- In other words, Effective communication can be defined as the delivering of information that is accurately received, in the least amount of time, without being an emotional burden.
- Your communication is effective when your information is received and understood.
- Effective messages are practical, factual, concise, clear, and persuasive.

## INTERNAL V/S EXTERNAL COMMUNICATION

- Every business organization needs effective communication, both internally and externally.
- Internal communication refers to the exchange of information and ideas within an organization. You will receive numerous messages from colleagues and supervisors, and you'll be expected to convey information to audiences throughout the company as well.
- In contrast, external communication carries information into and out of the organization. Companies constantly exchange messages with customers, vendors, distributors, competitors, investors, journalists, and community representatives.
- For any audience, communication is **effective** only when the message is understood and when it stimulates action or encourages the audience to think in new ways.

# SIGNIFICANCE OF EFFECTIVE COMMUNICATION

- Effective communication helps businesses in numerous ways, by promoting
  - ❖ A stronger sense of trust between individuals and organizations
  - ❖ Closer ties with important communities in the marketplace
  - ❖ Opportunities to influence conversations, perceptions, and trends
  - ❖ Increased productivity and faster problem solving
  - ❖ Better financial results and higher return for investors
  - ❖ Earlier warning of potential problems, from rising business costs to critical safety issues.
  - ❖ Stronger decision making based on timely, reliable information
  - ❖ Clearer and more persuasive marketing message
  - ❖ Greater engagement of employees with their work, leading to higher employee satisfaction and lower employee turn

## SIGNIFICANCE OF EFFECTIVE COMMUNICATION

- - ❖ Quicker problem solving
  - ❖ Stronger decision making
  - ❖ Increased productivity
  - ❖ Steadier work flow
  - ❖ Stronger business relationships
  - ❖ More compelling promotional messages
  - ❖ Enhanced professional image
  - ❖ Improved response from colleagues, employees, supervisors, investors, customers, and other important audiences

# PRINCIPLES OF EFFECTIVE COMMUNICATION

- 7 Cs FOR EFFECTIVE COMMUNICATION

- Correctness
- Clarity
- Conciseness
- Completeness
- Consideration
- Concreteness
- Courtesy



# I. COMPLETENESS

- The communication must be complete
- It should convey all facts requested by audience
- The sender must take into consideration the receiver's mindset
- FEATURES
- No crucial information is missing
- Give additional information
- Leaves no question



## CHECK LIST FOR FIVE WS & ONE H FOR COMPLETENESS

- Who
- What
- When
- Where
- Why and
- How

## 2. CONCISENESS

- It means wordiness- communicating what you want to convey in least possible words.
- FEATURES
- Highlight the main message
- Avoid using excessive and needless words
- Message becomes appealing and comprehensible to the audience
- Message is non- repetitive in nature

# ELIMINATE WORDY EXPRESSIONS

- Use single words in place of phrases.
- Even Winston Churchill made extensive use of simple , one syllable words.
- **EXAMPLE**
- Wordy: At this time
- Concise: Now
- Wordy: Due to the fact that
- Concise: Because

### 3. CONSIDERATION

- Implies “Stepping into the shoes of others”
- Take note of audience's view points , background, mind-set, education level
- Envisage your audience their requirement, emotions and problems
- Do not hurt self respect and emotions of audience
- Modify your words to suit the audience's needs.
- **FEATURES**
- Emphasize on “You” approach show optimism towards your audience
- Empathize and exhibit interests in audience to stimuli in positive reactions

## 4. CONCRETNESS

- Be particular and clear rather than fuzzy and general.
- It strengthens the confidence.
- Concrete messages are not misinterpreted.
- **FEATURES**
- It is supported with specific facts and figures.
- Make use words that are clean and that build the reputation.

## 5. CLARITY

- Clarity emphasize a good specific message or goal at time, rather than trying to achieve too much at once.
- FEATURES
- It makes understanding clear
- Clarity of thoughts and ideas enhances the meaning
- EXAMPLE : use simple words :
- Subsequent = Later                      Accede = Agree
- Endeavour = Try
- Disclose = Show

## 6. COURTESY

- Shows sender's expression and respect to the receiver
- The sender of the message should be sincerely, polite, judicious, reflection and enthusiasm
- **FEATURES:**
- Taking into consideration both view points and feelings of the receiver.
- Courteous message is positive and focused at the audience.

## 7. CORRECTNESS

- Implies there are no grammatical errors in communication
- **FEATURES**
- The message is exact, correct and well times
- Correct communication boost the confidence level
- Correct message has impact on the audience/ reader
- Use appropriate and correct



# BUILDING GOOD WILL

- Goodwill smooths the challenges of business and administration.
- There are four ways to be sensitive to your audience need:
  - You-Attitude
  - Maintaining Standards of Etiquettes
  - Positive Emphasis
  - Unbiased Language

# YOU-ATTITUDE

- You-attitude is a style of communication that looks at things from the audience's point of view, emphasizing what the audience wants to know, respecting the audience's intelligence, and protecting the audience's ego.
- Also, be aware that the "you" attitude involves a lot more than just using particular pronouns. It's a matter of demonstrating genuine interest in your readers and concern for their needs.
- You can use you 25 times in a single page and still offend your audience or ignore readers' true concerns. If you're writing to a retailer, try to think like a retailer; if you're dealing with a production supervisor, put yourself in that position; if you're writing to a dissatisfied customer, imagine how you would feel at the other end of the transaction. Keep in mind that on some occasions it's better to avoid using you, particularly if doing so will sound overly authoritative or accusing. For instance, instead of saying, "You failed to deliver the customer's order on time," you could avoid the confrontational tone by saying, "The customer didn't receive the order on time."

## SOME EXAMPLES OF YOU ATTITUDE



**Tuesday is the only day  
that WE can promise  
quick response to pur-  
chase order requests. WE  
are swamped the rest of  
the week.**

**(This is the WE attitude.)**

**Ensure the integrity of  
YOUR building projects  
with the highest-rated  
engineered wood in the  
entire Midwest.**

**(YOU attitude.)**

**At Construction Resources,  
WE are proud to supply  
the highest-rated  
engineered wood in the  
entire Midwest.**

**(WE attitude.)**

**Ensure the integrity of  
YOUR building projects  
with the highest-rated  
engineered wood in the  
entire Midwest.**

**(YOU attitude.)**

# YOU ATTITUDE' IS WRITING STYLE

- It emphasizes readers rather than the writer.
- we should not focus or put our self in the place of receivers. Their desires, problems, circumstances, emotions and probable reactions are to be taken into consideration.
- Business letter must be written form 'you viewpoint' instead of 'I or we viewpoint'. You viewpoint emphasize reader's interest and help to win the reader's mind and attention. For example:
  - **I or We attitude:** We are sure that our view discount policy will attractive to you.  
**You attitude:** You will surely appreciate new discount policy.
  - **I or We attitude:** I am happy to hear that you have selected our firms.  
**You attitude:** Thank you for giving us the opportunity to serve you.
  - **I or we Attitude:** I will give you 10% discount  
**You attitude:** You can get 10% discount

## FIVE GUIDELINES FOR WRITING WITH THE "YOU ATTITUDE"

- Establish a good, respectful relationship with your readers by addressing them directly, writing in the [active voice](#) and using the second person (*you, your, and yours*), not just the first (*I, me, mine, we, us, and ours*).
- Try to empathize with your readers. Ask yourself: *what do they want, what do they need to know, and what's in it for them?*
- Rather than focus on your product, your service, or yourself, stress how your *readers* will benefit from complying with your message.
- Earn the respect of your readers by being courteous, tactful, and gracious.
- And finally, if you're ever tempted to write "it should go without saying," stifle the impulse.

## MAINTAINING STANDARDS OF ETIQUETTE

- Even if a situation calls for you to be brutally honest, express the facts of the matter in a kind and thoughtful manner.
- Good etiquette shows respect for your audience and helps foster a more successful environment for communication by minimizing negative emotional reaction:
- **Instead of This**
  - Once again, you've managed to bring down the website through your incompetent programming.
  - You've been sitting on our order for two weeks, and we need it now!
- **Write This**
  - Let's review the last website update to explore ways to improve the process.
  - Our production schedules depend on timely delivery of parts and supplies, but we have not yet received the order scheduled for delivery two weeks ago. Please respond today with a firm delivery commitment.



## EMPHASIZING THE POSITIVE

- You can communicate negative news without being negative.
- However, sensitive communicators understand the difference between delivering negative news and being negative. Never try to hide negative news, but look for positive points that will foster a good relationship with your audience:

### Instead of This

It is impossible to repair your laptop today.

We wasted \$300,000 advertising in that magazine.

### Write This

Your computer can be ready by Tuesday. Would you like a loaner until then?

Our \$300,000 advertising investment did not pay off; let's analyze the experience and apply the insights to future campaigns.

## EMPHASIZING THE POSITIVE

- If you're trying to persuade people to perform a particular action, point out how doing so will benefit them:

### Instead of This

We will notify all three credit reporting agencies if you do not pay your overdue bill within 10 days.

I am tired of seeing so many errors in the customer service blog.

### Write This

Paying your overdue bill within 10 days will prevent a negative entry on your credit record.

Proofreading your blog posts will help avoid embarrassing mistakes that erode confidence in our ability to help customers.

## HOW TO CREATE POSITIVE EMPHASIS

- Create positive emphasis by using the following five techniques:
  - 1. Avoid negative words and words with negative connotations.
  - 2. Focus on what the audience can do rather than on limitations.
  - 3. Justify negative information by giving a reason or linking it to an audience benefit.
  - 4. If the negative is truly unimportant, omit it.
  - 5. Put the negative information in the middle and present it compactly. Choose the technique that produces the clearest, most accurate sentence

## USING UN-BIASED LANGUAGE

- **Bias-free language** is language that does not discriminate against people on the basis of sex, physical condition, race, age, religion or any other category.
- It includes all readers, helps to sustain goodwill, is fair and friendly, and complies with the law.
- Check to be sure that your language is bias-free. When you talk about people with disabilities or diseases, talk about the people, not the condition.
- Use Non Sexist Language , it treats both sexes neutrally. Check to be sure that your messages are free from sexism in four areas: job titles, courtesy titles, pronouns, and other words and phrases.

## EXAMPLE OF NON SEXIST LANGUAGE

| Instead of   | Use   |
|--------------|---|
| Businessman  | A specific title: executive, accountant, department head, owner of a small business, men and women in business, business person |
| Chairman     | Chair, chairperson, moderator   |
| Fireman      | Firefighter   |
| Foreman      | Supervisor  |
| Mailman      | Mail Carrier  |
| Salesman     | Salesperson, sales representative   |
| Waitress     | Server  |
| Woman lawyer | Lawyer  |
| Workman      | Worker, employee. Or use a specific title: crane operator, bricklayer, etc.   |

# UNBIASED LANGUAGE

- Bias can take a variety of forms:
- **Gender bias**. Avoid sexist Language.
- **Racial and ethnic bias**. Avoid identifying people by race or ethnic origin unless such identification is relevant to the matter at hand—and it rarely is.
- **Age bias**. Mention the age of a person only when it is relevant. Moreover, be careful of the context in which you use words that refer to age; such words carry a variety of positive and negative connotations. For example, young can imply youthfulness, inexperience, or immaturity, depending on how it's used.

## UNBIASED LANGUAGE

- **Disability bias.** Physical, cognitive, sensory, or emotional impairments should never be mentioned in business messages unless those conditions are directly relevant to the subject.
- If you must refer to someone's disability, put the person first and the disability second.
- For example, by saying “employees with physical disabilities,” not “handicapped employees,” you focus on the whole person, not the disability. Finally, never use offensive terminology such as crippled or retarded

## WATCH THESE VIDEOS FOR BETTER UNDERSTANDING!

- Art of effective Communication <https://www.youtube.com/watch?v=2Yw6dFQBkIA>
- An Example of Up talk:
- [https://www.youtube.com/watch?v=pPZMy\\_JWsOU](https://www.youtube.com/watch?v=pPZMy_JWsOU)
- What is Uptalk?
- <https://www.youtube.com/watch?v=HEfMwri22SM>
- You Attitude in Business : <https://www.youtube.com/watch?v=mJK7hMXehj0>
- An Example of You Attitude in Writing:  
<https://www.youtube.com/watch?v=DQaE5fFWDd0>



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