

Chapter 1

Achieving Success Through Effective Business Communication

Learning Objectives

1. Understand why communication matters
2. Define professional communication
3. Assess business communication issues
4. Explore the communication process
5. Review communication technology
6. Investigate ethical communication

Understanding Why Communication Matters

For Your Career

- Pursue Ambitions
- Express Ideas



For Your Company

Marketplace
Ties

Conversations
and Trends

Productivity
and Problems

Financial
Outcomes

For Your Company

Potential
Problems

Decision
Making

Marketing
Messages

Employee
Engagement

Effective Communication



- Practical
- Factual
- Concise
- Clear
- Persuasive

Summary of Discussion



Communicating as a Professional

What Is Professionalism?



- Excellence
- Teamwork
- Ethical Behavior

What Is Professionalism?



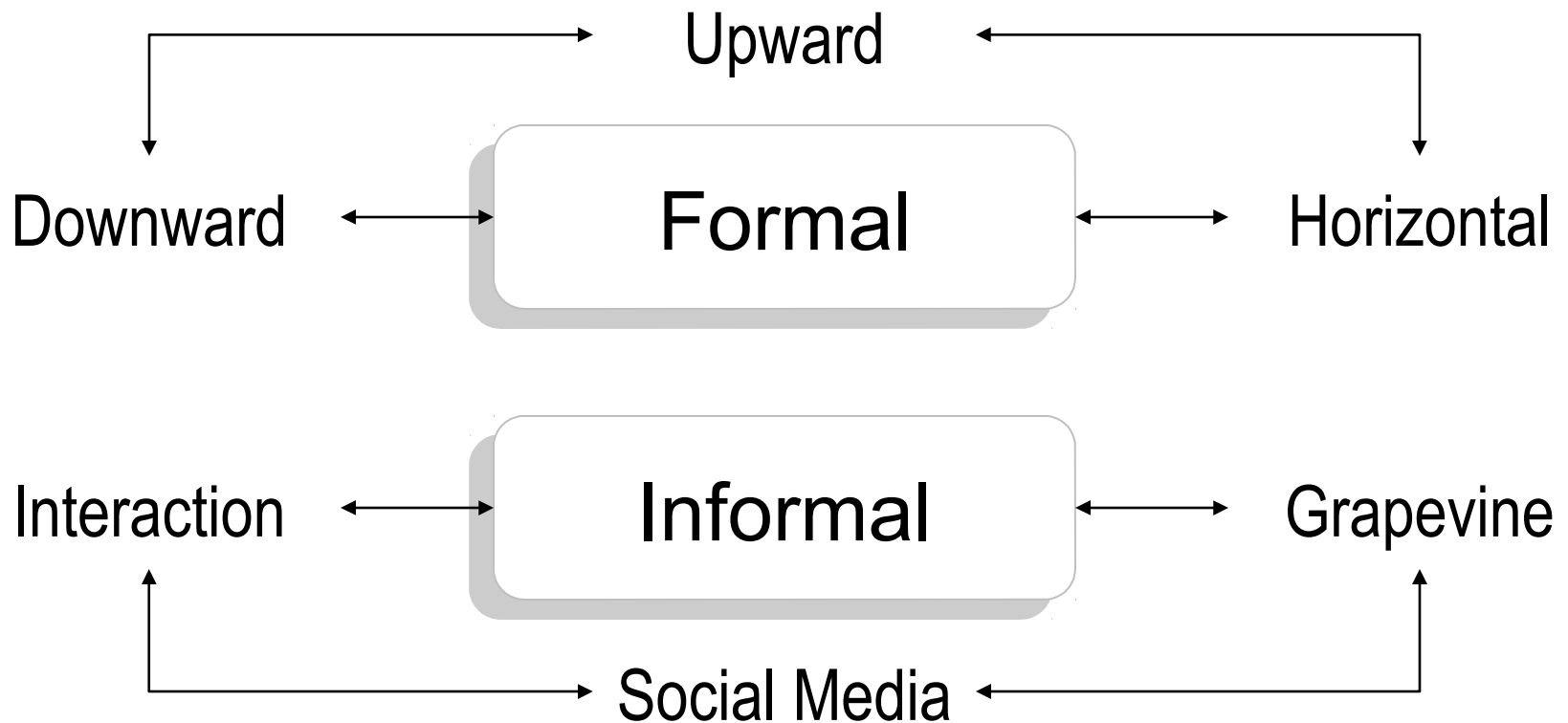
- Dependability
- Etiquette
- Positive Attitude

What Employers Expect

What Employers Expect

What Employers Expect

Communicating in an Organizational Context



Center on Your Audience



The “You” Attitude
Emotional Intelligence
Business Etiquette

Summary of Discussion



Unique Challenges of Business Communication

Global Business



Business Communication

Workforce Diversity



The Value of Information

- Competitors
- Customers
- Regulations



Pervasive Technology



Technical Expertise

Organizational Structures and Leadership Styles



Tall



Flat



Matrix



Network

Reliance on Teamwork



- Effective Communication
- Complex Group Dynamics

Summary of Discussion



Exploring the Communication Process

Communication Model

1. Sender has an idea
2. Sender encodes the idea
3. Sender produces the message
4. Sender transmits the message

Communication Model

5. Audience receives the message

6. Audience decodes the message

7. Audience responds to the message

8. Audience provides feedback

External Barriers

Noise and
Distractions

Competing
Messages

Message
Filtering

Channel
Breakdowns

Audience Mindset

- Receiving
- Decoding
- Responding



Social Communication

Business Communication 1.0

“We talk, you listen”

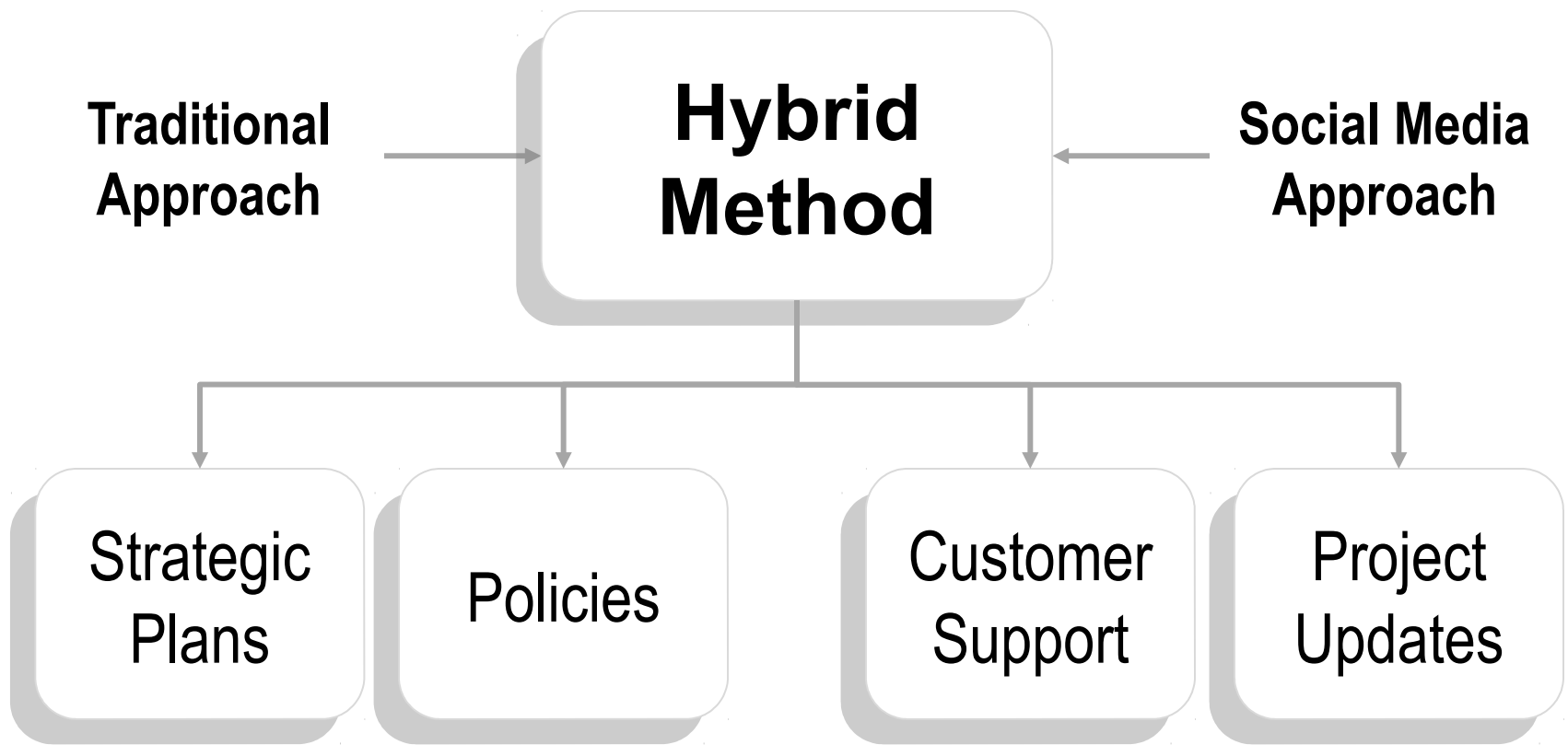


Business Communication 2.0

“Let’s have a conversation”



Business Communication 2.0 Model



Summary of Discussion



Using Technology in Business Communication

Maintain Perspective

- **Getting Tasks Done**
- **Communicating**



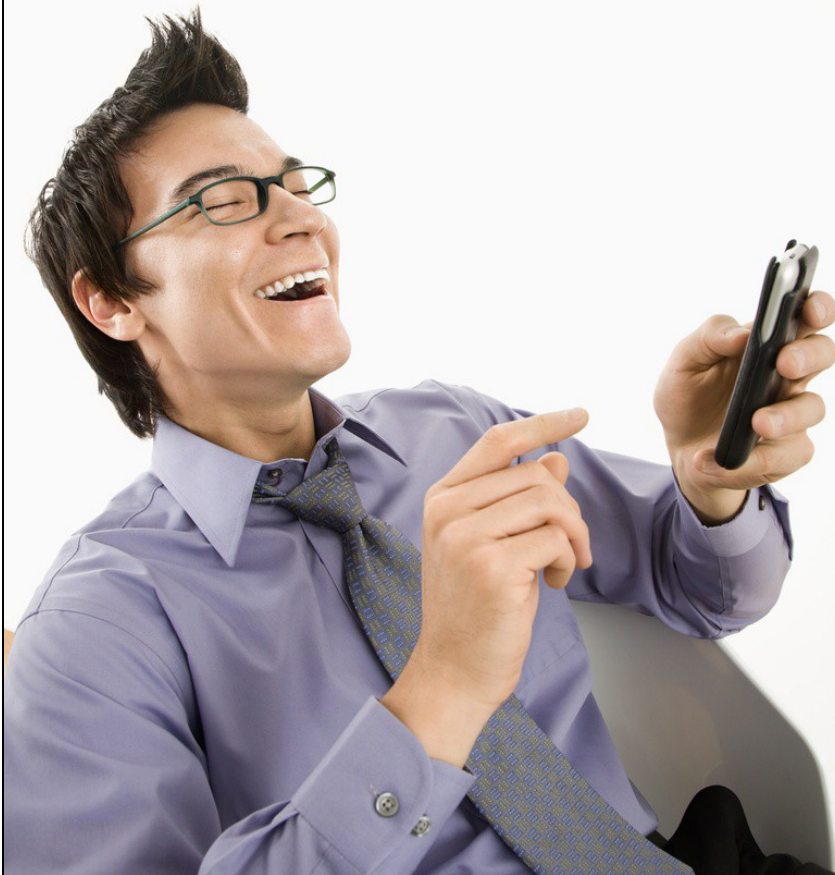
Information Overload

Less
Productive

More
Stressful



Productivity Issues



- Policies
- Guidelines
- Training

Reconnect with People

Maintaining
Relationships

Solving Tough
Problems



Summary of Discussion



Committing to Ethical and Legal Communication

Unethical Messages

Blagutina, M. www.miscreport.org

Unethical Messages

Distorted Statistics
Disregarding Existing Numbers

Ethical Questions

- Ethical Lapse
- Ethical Dilemma



Ethical Communication

Legal Communication

Promotions and
Contracts

Employment
Messages

Intellectual
Property

Financial
Reporting

Defamation

Transparency

Summary of Discussion



Chapter 1

Achieving Success Through Effective Business Communication



This work is protected by United States copyright laws and is provided solely for the use of instructors in teaching their courses and assessing student learning. Dissemination or sale of any part of this work (including on the World Wide Web) will destroy the integrity of the work and is not permitted. The work and materials from it should never be made available to students except by instructors using the accompanying text in their classes. All recipients of this work are expected to abide by these restrictions and to honor the intended pedagogical purposes and the needs of other instructors who rely on these materials.