**BUSINESS COMMUNICATION SKILLS**

**What is communication?**

It is the exchanging of information, emotions, thoughts, gestures, ideas through some medium like speaking, writing, or using some other medium. It may be one to one, one to group or between two different groups.

**Poetry**

To Promise – This poem was about promising ourselves to be optimistic and find something special in everyone and stop criticizing or shaming others.

**Why Communication?**

* Information gathering and sending

Sending emails and notices, memos, bills, etc.

* Exchange of expressions, emotions and ideas

In case of presentations, dance, acting.

* Building relationships

In relationships, how you communicate is more important that what you communicate.

* Entertainment

Movies and videos.

**Activity- Drawing a bug (Listening skills and perception)**

Instructions were provided like the bug has 8 legs, pea pod shaped wings, two eyes on the top, antennas and feelers. The legs were paired with one leg bigger than the other. Also it hat a round belly with a triangular stinger on the bottom. It laid five square shaped eggs on the right side.

Depending on different people, everyone had a different idea about how the bug looked like. Few people missed the important instructions and specifications.

This activity was for showing the importance of good listening skills.

**Activity- Chinese Whisper**

For this activity we were divided in two groups and both the teams had to line up in a queue facing each other. A tongue-twister was given to the person on the left extreme and it was to be passed to the next extreme one by one. The words got changed as more people were involved.

**Activity- Animal Sounds (Communication is Omnipresent)**

This was a team activity in which we were grouped into 4 teams and each team had to imitate certain sounds of animals like cat, dog, lion and elephant. This activity made us aware that communication is important everywhere.

**Who were the best Communicators?**

Mahatma Gandhi

Abraham Lincoln

Narendra Modi

Swami Vivekananda

Martin Luther King

Sushma Swaraj

Sadhguru

Subhash Chandra Bose

Adolf Hitler

Barack Obama

**Components of Communication**

Channel

Receiver

Sender

A sender sends any kind of information and the receiver is the one who accepts/receives it.

A channel or medium is how the message is transferred from the sender to the receiver. This could include people, written documents, voice, audio, etc.

The various channels include:

* Posters
* E-mail
* Telephone
* Letters
* Memos
* Handbooks
* Events
* Presentations
* Audio
* Video
* Bills

**Situation Handling:**

You need to invite your friends to your sister’s wedding. How will you send out the invites to your friends, relatives and colleagues?

-----As the people here vary according to the role they play in my life, so the channel could be different for different people for communicating. For friends, a WhatsApp message is perfect, for relatives giving out the invitation card if they live nearby and a phone call for those who live far would be perfect.

**Situation Handling:**

The server is going to be down after 5PM on a particular working day. If you were the server administrator, how would you communicate this to all the employees in your organization?

----The best action that I would be taking is sending bulk emails as that would help me in informing each and every employee. Also we can intimate the departmental heads and ask them to spread the message to their subordinates.

**Major channels of Media**

Data (Written Information)

Emails and notices come under this category:

*Advantages:*

1. It's free!

2. Easy to reference

3. Easy to use

4. Easy to prioritize

5. Speed

6. Global

7. Good for the planet (Eco- friendly)

*Disadvantages:*

1. Emotional responses

2. Information overload

3. Lacking the Personal Touch

4. Misunderstandings

5. No Respite, needs to be maintained.

6. Pressure to Reply

7. Spam

8. Sucks up Your Time

10. Viruses

Audio (Voice Calls)

Phone calls come under this category:

*Advantages:*

1. **Telephones are widely accessible.**
2. **Multiple parties can participate in a discussion.**
3. **It allows people to participate in conversation when they can’t physically make the meeting.**
4. It easier to explain or put things in perspective
5. It helps keep mistakes at a minimum

*Disadvantages:*

1. **The kind of telephone used affects the quality of the call.**
2. **Some find it a waste of time.**
3. **It can cause inconvenience to some parties.**
4. It requires a well-designed presentation or material.
5. It’s easier to lose focus.

Video

Presentations and skype calls fall under this category:

*Advantages:*

1. We understand it better and the retention is also high for visual communication.

2. Interactive and more connective.

3. Videos can be fast forwarded and can be seen multiple times.

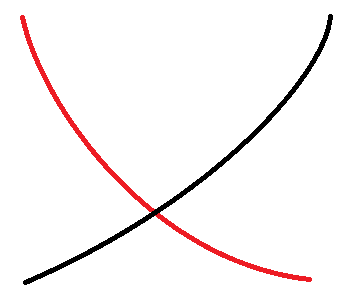
4. Organizing meetings independent of time, no need to travel.

5. Best means for advertisements, mass communication.

*Disadvantages:*

1. May involve highly trained expert professionals.
2. A lot of work goes into making a single video.
3. Buffering time.
4. Cameras and video recorders may be expensive.
5. The delay between responses when in different countries.

**Which is the most effective means of communication?**



Face to face

Data

Audio call

Video call

The presence

High

High

Action

Desire

Interest

Attention

Face to face

High

Data

Audio call

Video call

Low

Reference

High

Media

**Final 2X2**

Ideal/most preferred

Face to face

Media

Media

Impact/Priority

High

Frequency of usage

Low

You need to carefully choose a medium which has the maximum impact in a given situation and the feasibility of using that medium.