Business Communication

Dr. Aamna Khan

Communication?

If you can't communicate and talk to other people and get across your ideas, you're giving up your potential.

— Warren Buffett —
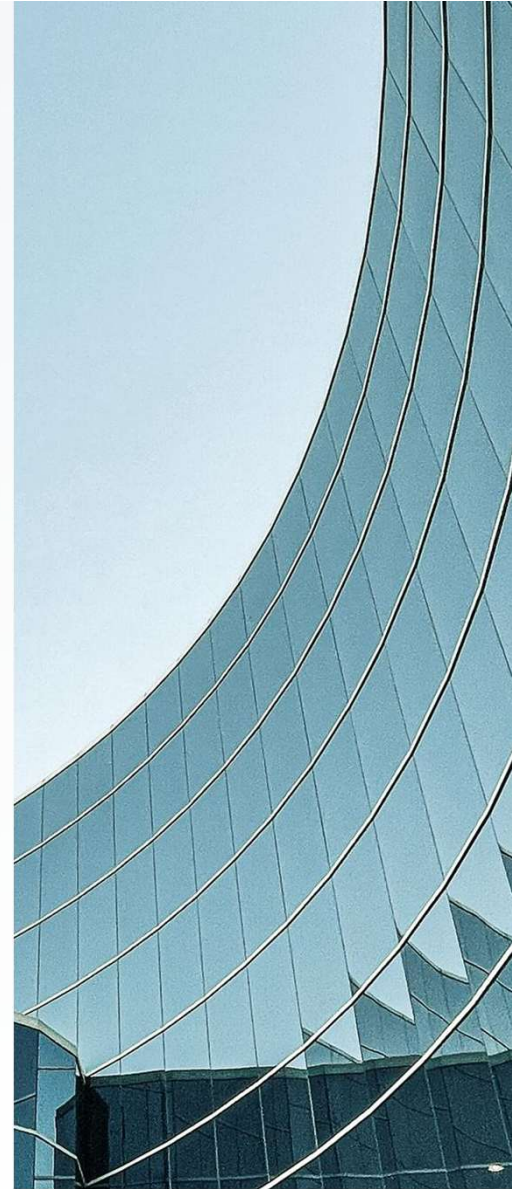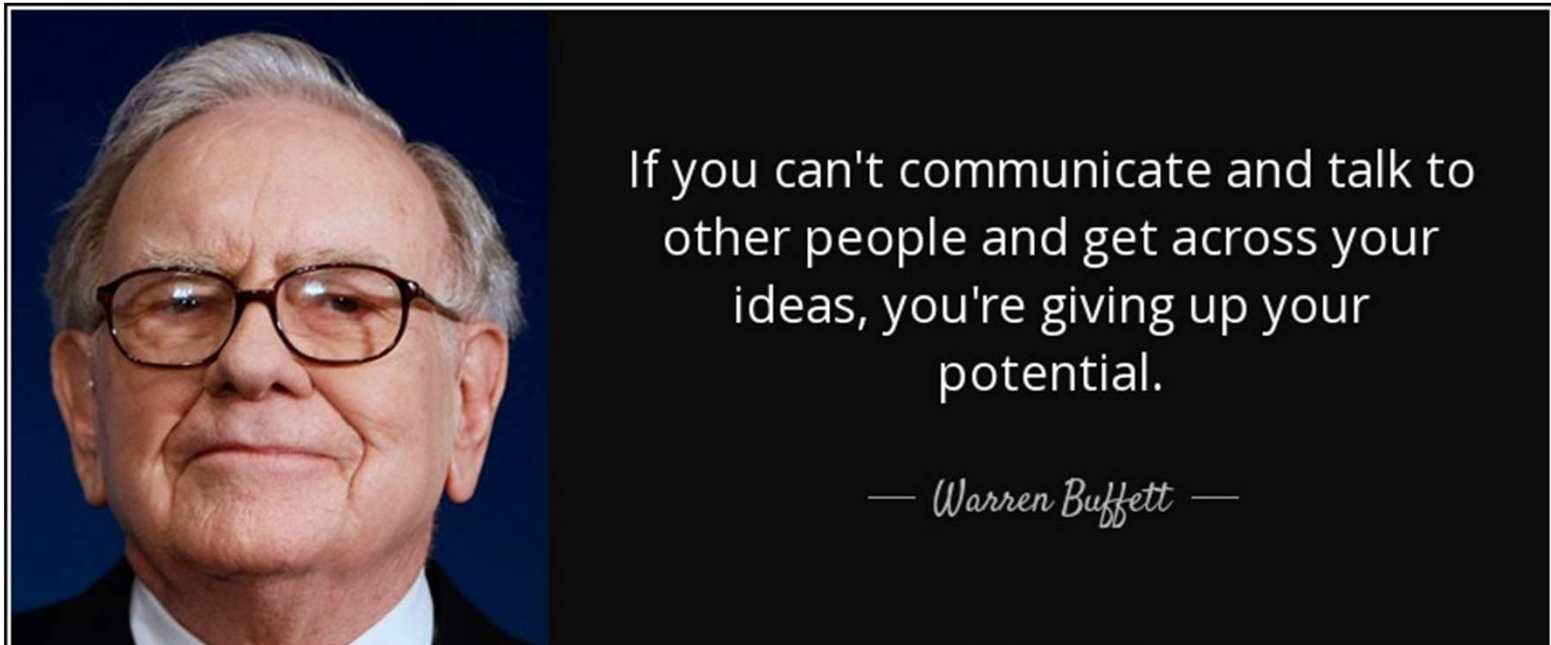
Adam, Tech Wizard

Creates groundbreaking solutions. Adam believes that his product would speak for itself.

When pitching to investors, Adam focuses on the technical aspects. His slides were full of jargon, and his delivery was robotic.

When working with team, Adam would send vague emails and avoid face-to-face discussions.

With her team, Maya holds regular meetings. She encourages open dialogue, and feedback.

When pitching to investors, Maya tells a story. She uses simple language, engaging visuals, and speaks with passion.

Maya, Tech Gen

Who will survive in the long run? Why?

Activity 1

Building blocks:

People

Message

Context

Effective Listening

People

@NamNguyen-if7hl 1 month ago

Imagine you are the last person left in a post-apocalyptic world, and use a radio station to broadcast the signal "Hello, is anyone there"
for the rest of your life.

👍 1 👎 **Reply**

@adamd6648 1 year ago

This gave me chills, knowing that was THE LAST TIME. The only one left with the only call left of his species.... Scary to think about.

👍 247 👎 **Reply**

Whom should you talk to?

People

"Our deadline's approaching. You do the odd chapters; I'll take care of the even ones. Sound good?"

Whom should you talk to?

People

"Hey! To meet the upcoming deadline, I thought you could edit the odd chapters and I'll do the even, but if you have something else in mind, please let me know."

Message

Context

Communication doesn't happen in vacuum; location, timings, and relationships are part of communication.

Effective Listening

International Listening Association reports that we learn 85% of job skills only through listening.

Fork handle.

Activity 2

Communication and Emotional Intelligence

Perspective-taking

Perspective-taking, also known as "theory of mind" or "mentalizing," is the cognitive process of mentally stepping into someone else's shoes to understand how their perspective explains their behaviour.

Why is *effective* perspective-taking so hard?

There are a few reasons it can be hard to effectively perspective-take:

1) We tend to feel we already have all the information we need,

1) it's cognitively taxing to imagine another person's point of view, and

1) often we simply forget to do it.

We tend to rely on hard-wired shortcuts called *unconscious cognitive biases*.

Communication Biases

01.

Similarity bias affects the way we listen to others, understand their point of view, empathize, or are motivated to help them.

02.

Expedience bias saves our mental energy by directing our focus to the most readily available, recallable information which makes us jump to quick conclusions.

03.

Experience bias leads us to assume we have an objective representation of reality, resulting in us often failing to recognize that our perception is, in fact, subjective and limited.

Identify audience: Tailor message according to relationships

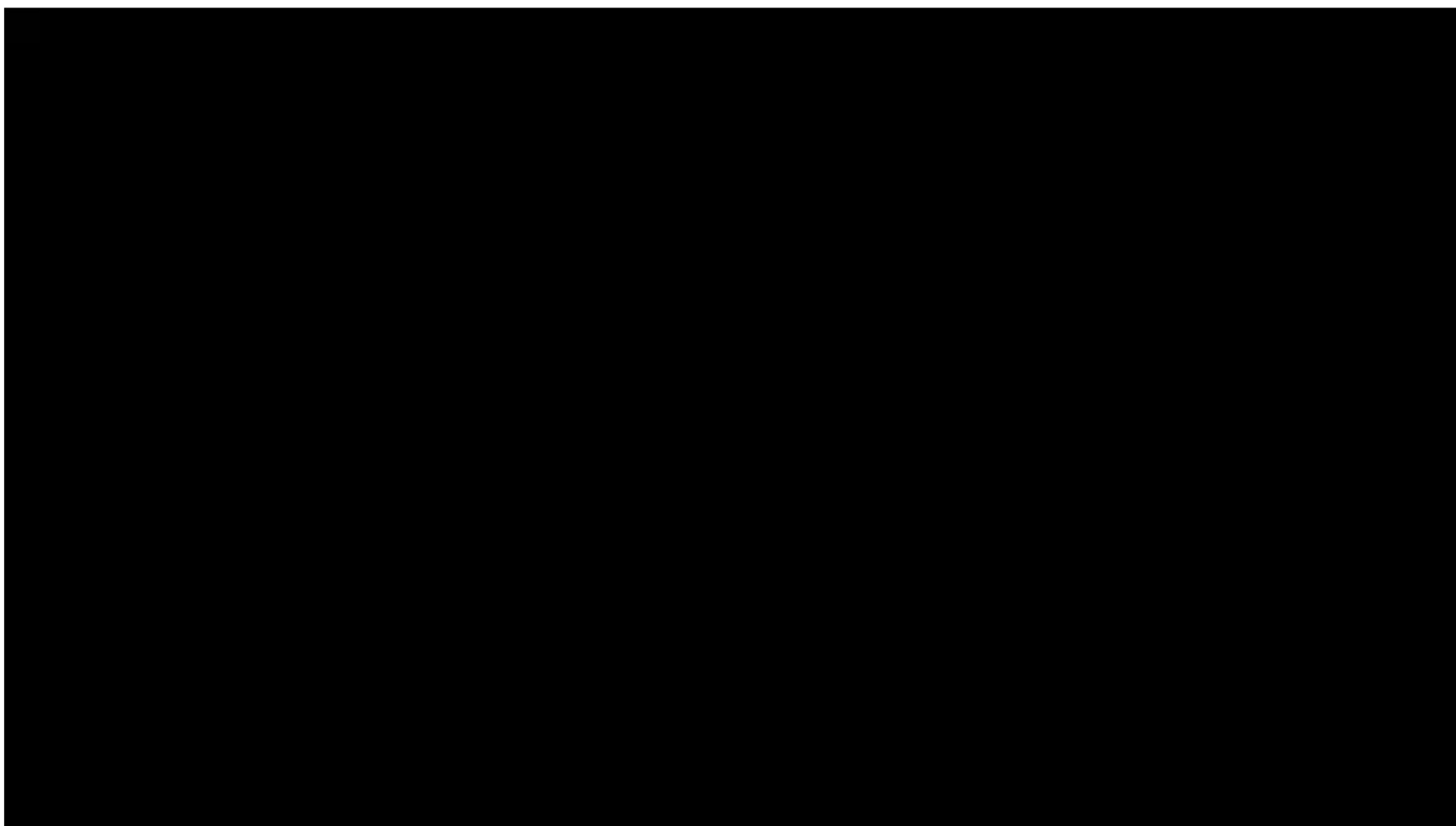Construct compelling argument: Use storytelling and evidence

Use rhetorical strategies: Word choice and language to persuade

Demonstrate expertise: Possess mastery over the subject matter

Seek Feedback: Ask questions for clarification and provide timely reviews

Persuasive Communication

Customizing Message for Audience

Audience Segmentation

Interactive Meetings

Use Relatable References

Multilingual Content

Harness Visuals and Graphics

Personalized Responses

Activity 2

Balance Criticism with Praise

1. **Be Specific:** Provide specific examples of both positive and negative behaviors or outcomes.

1. **Start with Praise:** Begin the feedback session with positive feedback to set a supportive tone.

1. **Use the Sandwich Method:** Sandwich criticism between layers of praise to soften the impact.

1. **Encourage Self-Reflection:** Ask team members for their thoughts on areas of improvement and encourage self-reflection.

1. **Offer Support:** Provide resources or support to help team members address areas of improvement.

BRIEF BUT SPECTACULAR

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Thank You