### Business Communication Skills

### Case Study on Communication Challenges”

There are several challenges in communication that take place in daily life. If we identify the challenges we can eliminate and ensure better understanding among the individuals. We shall take a case study on communication that helps in averting any misunderstanding among the people.  
  
Ken worked in a research department for a year as a researcher and he was laid off as the entire department was closed due to recession. He decided to meet the CEO for a possible outplacement as the organization had several other departments to accommodate him. However the secretary of the CEO, Diana did not permit Ken to meet by saying that CEO was busy. Ken returned without meeting the CEO. He got better employment opportunity elsewhere and joined.  
  
Ken, being a researcher, wrote an article for an international journal while working in the research department. It was published after 9 months and received complimentary copies from the publisher. Therefore, Ken wanted to share the successful publication with his former CEO and went to meet him to gift the book as a complimentary copy. Below was the conversation Ken had with the secretary of the CEO.  
  
Ken: I would appreciate if you could arrange an appointment with CEO. I want….. (Secretary interrupted)  
  
Secretary: Why did you come? We had already handed over your resume to Jim for outplacement. You may go now.   
  
Ken: I did not come for employment opportunity. Don’t assume that people would come here for employment only. I have come to gift a complimentary copy where my article featured in international journal. The CEO would be glad to share the success.  
  
Secretary: No, No, the CEO sees everything and knows everything as every article publication is known to him.  
  
The very next day, Ken received email from his ex-CEO congratulating Ken for the publication and thanked for coming all the way to gift the book. Ken felt excited that his ex-CEO was pleased with publication.   
  
  
Now please answer the following questions:  
  
1.What were the communication challenges in the above case study?   
2. Was the Secretary right in avoiding the Ken who came all the way from long distance to gift the complimentary copy?

Ans:- No  
3. Was it right for Secretary in insisting to come and take the complimentary copy back physically instead of couriering?

Ans:- No  
4.Was Secretary a good listener?

Ans:- No  
5.Did Secretary empathize with Ken?

Ans:- No  
6.What were the other challenges prevented smooth communication between Ken and Secretary?

Ans:-