**Communication**

People comunicate with each others using serval ways

Communication depending on the channels :

Verbal communication,Non verbal communication

Verbal communication : the message is transmitted orally or visually

In order to achieve a successful verbal communication, remember

to KISS (Keep it Short and Simple)

**Verbal Communication is divided into :**

Oral (spoken) Communication : It includes face-to-face conversations,

speech, telephonic conversations, video,

radio, TV, voice over internet.

**Written**

Communication : The message can be transmitted through email,

letter, report, memo, the internet and other media

**+** Quick feedback

Quick decision-making

Trust

Ability to build strong

networks

Ability to make judgments

- Inability to deeply think while

speaking

Misunderstandings

Misinterpretations

Pronunciation problem

**+**Fluency problem

Sender:

Messages can be edited and

revised

Written communication

provides record and backup

Receiver:

fully understands and sends

appropriate feedback

- Does not bring instant

feedback

Takes more time in composing

Struggle with writing abilities

**Non-verbal communication**

It is the sending of wordless messages.

It involves gestures, body language, posture, tone of voice, facial

expressions, and even silence.

**Non verbal communication has many elements:**

Body Language: facial expressions, gesture, posture, eye contact

Body shape (or appearance):clothes, neatness, hair style, etc.

Circumstantial Language: (Surroundings and time)-size, lightening,

decorations, furnishings, etc.

Sign language: visual and audio symbols

Para language: pitch variation, volume, speech rate, pause, stress on words

your tone of voice tells your mood)

**Startup**

A start up is a small business that has just

been started.

The term startup refers to a company in the first stages of operations. Startups are founded

by one or more entrepreneurs who want to develop a product or service for which they believe

there is demand.

On average, it takes six months to hire someone for a startup.

The average age of tech startup founders is 39.

The number one reason why startups fail is due to misreading market demand.

The second largest reason why startups fail is due to running out of funding and personal money.

**How to guarantee the success of your start up ?**

Experience ,Lack of: Ideas , Money, Trust

**What makes a successful business person? What skills?**

Leadership skills, Problem-solving skills Communication skills ,Decision-making

**Success**

**How to become successful**

* Desire
* Believe that you can
* Stretch goals to come out of comfort zone
* Determine the benefits from achieving your goals
* Determine where you are now & where you want to go
* Set deadlines
* Identify obstacles you have to overcome
* Identify the knowledge you need
* Identify the people, groups and organizations you need
* cooperation from

**Teamwork**

Teamwork is generally understood as the willingness of a group of people to work

together to achieve a common aim.

5 )Important Reasons Why Teamwork Matters

1.Teamwork motivates unity in the workplace

2. Teamwork offers differing perspectives and feedback

3. Teamwork provides improved efficiency and productivity

4. Teamwork provides great learning opportunities

5. Teamwork promotes workplace synergy

Teamwork skills are the qualities and abilities that allow you to work well

with others during conversations, projects, meetings or other collaborations.

Having teamwork skills is dependent on your ability to communicate well,

actively listen and be responsible and honest.

* Improve your teammate morale
* Stop micromanaging
* Try to understand their point of view and then act accordingly
* Focus on what you can control about the situation
* Keep a record of your work and interaction

**Competition**

“Competition a situation in which someone is trying to win something or be

more successful than someone else.”

Competition is the rivalry between

companies selling similar products and

services.

**What are the positive and the negative sides of competition?**

**+**

* Markets Competition is motivational
* Competition identifies strength and weaknesses and

permits upgrading and growing

* Competition is an essential force in maintaining productive

and efficient markets

**negative**

* Competition is a form of extrinsic incentive that

works as long as the incentive is maintained

* Competition can destroy self-esteem, interferes

with learning

**There are 3 basic types of market competitors**

* **Direct Competitors**

A direct competitor offers the same products and services aimed at

the same target market and customer base, with the same goal of

profit and market share growth.

* **Indirect Competitors**

An indirect competitor is another company that offers slightly

different (or similar) products and services, targets the same

group of customers but with different revenue goals.

* **Replacement Competitors**

Replacement competitors (also called phantom

competitors) offer a different product and have a different

goal, but use the same consumer resource.

**How do businesses compete?**

1. **Prices**
2. **. Better Products**
3. **Better Customer Service**
4. **Economic Incentives**
5. **Advertising**

**Advertising**

**Advertising can be defined as the techniques**

**and practices used to bring products, services,**

**opinions, or causes to public notice for the**

**purpose of persuading the public to respond in**

**a certain way toward what is advertised.**

**Advertising is based on :**

* **Marketing**
* **Organic social media**
* **(free content)**
* **Paid social media**
* **Email marketing**
* **Content creation**
* **Digital marketing**

**Advantages of Advertising**

Facility of purchasing

Better standard of living: change old

habits and adopt new life style

Creation of jobs (artists & research)

Raising awareness towards Public causes