The communication Process

1. Sender has an idea
2. Sender encodes the idea
3. Sender transmits the message
4. Receiver gets the message
5. Receiver decodes the message
6. Receiver sends feedback

Improving Business Communication

1. Commit to ethical message
2. Adopt an audience-centered approach
3. Develop intercultural sensitivity
4. Improve workplace sensitivity

Making ethical choices

1. Is this message legal
2. Is this message balanced
3. Can you live with this message
4. Is this message feasible

Unethical Communication :

1. Plagiarism
2. Selective misquoting
3. Misrepresenting Numbers
4. Distorting Visuals

Improving intercultural-sensitivity

1. Recognizing cultural differences
2. Overcome ethnocentrism
3. Polish written intercultural skills
4. Develop oral cultural skills

Recognising Cultural Differences

1. Context
2. Ethics
3. Social customs
4. Non verbal communication

Legal and Ethical Behavior

1. Seek mutual ground
2. Send honest message
3. Withhold judgment
4. Respect cultural differences

Social Customs

1. Roles
2. Status
3. Time
4. Manners

Non-verbal Communication

1. Body language
2. Personal space

Overcome ethnocentrism

1. Accept distinctions
2. Avoid assumption
3. Avoid judgment

Overview of teams

1. Information and knowledge
2. Diversity of views
3. Acceptance of solutions
4. Performance levels
5. Group think
6. Hidden agendas
7. Free riders
8. High costs

Selecting the best channel and medium

1. Style and tone
2. Feedback
3. Time
4. Cost
5. Audience

Characteristics of effective teams

1. Clear purpose
2. Creative thinking
3. Focused efforts
4. Open communication
5. Consensus decision making
6. Conflict resolution

Ethical Lapse

1. Illegal
2. Unethical

Ethical Dilemma

1. Unclear
2. Ambiguous

Preparing for meetings

1. Purpose
2. Participants
3. Agenda
4. Location

Receiving Telephone calls

1. Answer promptly
2. Identify yourself
3. Establish rapport
4. Be positive
5. Take message
6. Explain your actions

Effective meetings

1. Focus
2. Procedure
3. Participation
4. Closing
5. Follow-up

The listening process

1. Receiving
2. Interpreting
3. Remembering
4. Evaluating
5. Responding

Audience-centered Communication

1. Biases
2. Age
3. Status
4. Education
5. Style

Barriers to listening

1. Self centeredness
2. Selective listening
3. Prejudgement

Making telephone calls

1. Get ready
2. Schedule the call
3. Introduce yourself
4. Minimize distraction
5. Maximize time
6. Maintain focus
7. Use a positive close

Cultural-Context

1. Decision Making practices
2. Problem solving styles
3. Negotiating patterns

Types of nonverbal communication

1. Facial expression
2. Gesture and posture
3. Touching behavior
4. Vocal characteristics
5. Personal appearance
6. Use of time and space

Using voice mail

1. Minimize time-zones
2. Reduce paper work

Non-verbal communication

1. Intent
2. Spontaneity
3. Honesty
4. efficiency

Effective Business meeting

1. Audience-centered
2. Purposeful
3. Concise

Relating to the audience

1. You attitude
2. Positive tone
3. Bias free language
4. Credibility
5. Polite treatment
6. Corporate image

Develop an Audience profile

1. Identify primary audience
2. Determine size
3. Determine composition
4. Gauge level of understanding
5. Project expectations and preferences
6. Expect probable reaction

Three-step writing process

1. Planning (A-I-A)
2. Writing (O-C)
3. Completing (R-P-P)

Sequencing the message

1. Direct approach
2. Indirect approach
3. Message type
4. Message length
5. Audience reaction

Communication

1. Internal Communication
   1. Understand the organization’s mission
   2. React to changes
   3. Identify potential problems
2. External communication
   1. Cultivate an impression
   2. Respond to crises
   3. Gather information

Analyze your purpose

1. General purpose
2. Specific purpose

Project the Company’s image

1. Be a spokesperson
2. Convey the right impression
3. Minimize your own views
4. Maximize company interests

Gather information

1. Formal sources
2. Opinion of others
3. Employes and customers
4. Interviews
5. Company files
6. Audience input

Provide information

1. Accurate
2. Pertinent
3. Complete
4. Ethical

Establish credibility

1. Show your understandings
2. Explain your credentials
3. Avoid exaggerating
4. Believe in yourself

Use Bias-free language

1. Gender
2. Age bias
3. Race or ethnicity
4. Disability

Organizing the message

1. Save time
2. Facilitate the feedback
3. Manage the project
4. Promote understanding
5. Boost acceptance
6. Save time

Defining the main idea

1. General purpose
2. Specific purpose
3. Basic topic
4. Main idea

Routine, Good-News, Goodwill

1. The message
2. Opening
3. Body
4. Closing

Main idea

1. Space
2. Time
3. Length
4. Detail
5. Major points
6. Evidence

Composing business messages

1. The right style and tone
2. Effective sentences
3. Coherent paragraphs

Effective sentence style

1. Stress key relationships
2. Emphasize important ideas

Coherent Paragraphs

1. Length and form
2. Development
3. Unity and coherence

Sending Letters, Memos, and Email

1. Audience
2. Format
3. Readability
4. Strategy

Improving Readability in short messages

1. Vary length of sentences
2. Shorten paragraphs

Headings and Subheadings

1. Organization
2. Attention
3. Connection

Email-readability

1. Subject lines
2. Easy to follow messages
3. Personalized messages

Email etiquette

1. Practice courtesy
2. Send brief email
3. Compose carefully

Send brief Email

1. Narrow scope
2. Short messages
3. Concise sentence

Routine requests

1. Make your request
2. Justify your request
3. Conclude your message

Justify your request

1. Explain the request
2. Offer reader benefits
3. Ask questions

Conclude your message

1. Request specific action
2. Provide contact information
3. Promote goodwill

Types of Routine requests

1. Business orders
2. Information and action
3. Claims and adjustments
4. Reference and recommendations

Business orders

1. State your request
2. Clarify the orders
3. Provide your shipping information

Action and information

1. State why you writing
2. Explain the request
3. Ask for specific action

Claims and adjustments

1. State the problem
2. Support your assertions
3. Propose your solution

References and Recommendation

1. State the request
2. Provide a resume
3. Say thank you

Routine replies and positive messages

1. Impart informations
2. Ask question
3. Provide details
4. Promote goodwill

The direct approach

1. Main idea
2. Relevant details
3. Cordial close

Types of routine replies and positive message

1. Request for information and action
2. Claims and adjustment
3. Reference and recommendation
4. Message that support goodwill

Action and information

1. Be prompt
2. Be gracious
3. Be thorough

Claims and adjustments

1. The customer
2. The company
3. A third party

Reference and recommendations

1. Be specific
2. Be forthright
3. Stick to the facts
4. Avoid value judgment

Goodwill messages

1. Congratulations
2. Appreciations
3. Condolences