| 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 |
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| 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 |
| Ethical Lapse   1. Illegal 2. Unethical   Ethical Dilemma   1. Unclear 2. Ambiguous   Receiving Telephone calls   1. Answer promptly 2. Identify yourself 3. Establish rapport 4. Be positive 5. Take message 6. Explain your actions | Selecting the best channel and medium   1. Style and tone 2. Feedback 3. Time 4. Cost 5. Audience   Effective meetings   1. Focus 2. Procedure 3. Participation 4. Closing 5. Follow-up |
| 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 | Preparing for meetings   1. Purpose 2. Participants 3. Agenda 4. Location |
| 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 | Using voice mail   1. Minimize time-zones 2. Reduce paper work |
| 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 | 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 |
| Main idea   1. Space 2. Time 3. Length 4. Detail 5. Major points 6. Evidence | Routine, Good-News, Goodwill   1. The message 2. Opening 3. Body 4. Closing |
| 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 |
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