

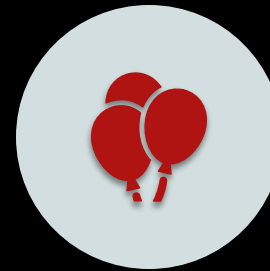


# Welcome To My Presentation

# INTRODUCTION



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Subject : Business  
communication

# Communication as an Ethical Act in a Globalized Business Environment

## ► Slide 1: Introduction

► > Welcome and introduction to the topic: "Communication is an Ethical Act"

► > Brief overview of the challenges faced by a multinational company's marketing manager working with diverse cultures and navigating a global business environment.



# Importance of Ethical Communication

- Communication is indeed an ethical act because it involves conveying information and ideas in a manner that respects the dignity, beliefs, and cultural backgrounds of others. As a marketing manager in a multinational company, navigating cross-cultural communication requires sensitivity, awareness, and adaptability. Here are some suggestions to adjust to a changing environment and develop communication skills.

# Developing Skills

**Reading:** Encourage reading a variety of resources, such as novels, articles, and news from different cultures. This broadens horizons and improves comprehension of other opinions..

**Written Communication Skills:** Provide training to help people improve their written communication abilities, such as email etiquette, formal business writing, and using clear, succinct, and culturally acceptable language.

# Developing Skills

- ▶ Cultural Sensitivity Training: Invest in cultural sensitivity training for yourself and your team to better grasp the intricacies of other cultures, such as communication methods, etiquette and values.

- ▶ Active Listening: Engage in active listening to comprehend the viewpoints of people with different backgrounds. Urge your group to listen intently, seek clarification, and exhibit empathy.

# Conclusion

- ▶ Effective communication in a globalized business environment is an ethical imperative, fostering trust, collaboration, and mutual respect across diverse cultures, enabling businesses to navigate challenges, build sustainable relationships, and contribute positively to the global community.



**THANK YOU**





**Any Questions ?**