

HEXAWARE TRAINING

Business English

SESSION 1 – 09/Jan/2024

Objective



- To understand what business communication is and the various modes of communication
- To learn what a sprint/stand up meeting is and how to present yourself for the meeting.
- To learn and demonstrate the various effective business communication techniques
- To understand how virtual meetings are conducted and how to present yourself for the meeting.

Agenda

- What is Business Communication?
- Modes of communication
- Sprint/Stand up meeting
- Telephone conference
- Virtual meetings
- Effective Business Communication Techniques

Business Communication

- Business Communication is Communication for official purposes
- Business communication is the process of sharing information between people within and outside an organization

MODES OF COMMUNICATION

- 1 Virtual
- 2 Telephonic
- 3 Conference
- 4 Face to Face

Client Meeting / Interview Etiquette - Do's & Don'ts



- Introduce yourself appropriately
- Speak concisely
- Pause and allow for interruptions
- Be aware of who you are meeting
- Be confident & smile
- Don't pretend to know more than you do
- Be positive
- Be attentive
- Ask questions



Case Scenario



Tony was 15 minutes late to a client project review meeting that was being held virtually. As soon as he joined the call, he barged in without an apology and began sharing updates that were already shared by Sheela in Tony's absence. The client was unhappy with Tony's behavior, and the meeting did not go well after Tony's intervention.

What happened in this scenario?

What should Tony have been done differently?

ROLE PLAY

Sheela: And to summarize, our team has made great progress on the project so far. We've completed the first phase of development and have moved on to testing and implementation.

Tony: [interrupting] Excuse me, Sheela, I have some updates to share as well.

Sheela: Tony, I'm not quite finished yet. I think it's best if we present a unified front and let me finish before you share your updates.

Tony: Oh, I'm sorry, Sheela. Please continue.

Client Manager: Thank you, Sheela, for maintaining a professional and organized presentation. Tony, I appreciate your enthusiasm, but let's make sure to respect the flow of the meeting and not interrupt others.

This role play shows Tony barging in on Sheela's presentation, causing some disruption to the meeting. The Client Manager then intervenes to restore order and professionalism, reminding Tony of the importance of respecting the flow of the meeting and not interrupting others.


What happened in this scenario?

- ⇒ In this scenario, Tony barged into a meeting without apologizing for being late, and then interrupted Sheela while she was presenting updates to the client. This disrupted the flow of the meeting and caused confusion for the client.


What should Tony have been done differently?

- ⇒ Tony should have arrived on time to the meeting and waited for his turn to speak. He should have also apologized to Sheela for interrupting her and the client for any confusion caused. Additionally, Tony should have been mindful of the meeting's flow and etiquette, and not have disrupted the presentation.


Stand-Up/Sprint Meeting Etiquette



- Stand Up Meetings save time and keep the team focused
- Speaking up, Clarification and Questioning is vital
- The cycle for a stand-up includes
 - What have I completed in the last 24 hours
 - What is In Progress
 - The Challenges faced
- Understand that your updates will help the team understand whether they are closer to their deadlines
- Offer Help and Suggestions
- Be conscious of your Body Talk
- Listen Actively




Telephone Conference & Virtual Meetings



The Etiquette

- Preparation is Key
- Dress Appropriately
- Be Punctual
- Introduce Yourself
- Be Attentive
- Participate Actively
- Avoid Distractions
- Be Courteous
- Take Notes



VIDEO – 7 Conference Call Etiquette Tips

Telephone Etiquette



P.I.C.T.U.R.E

- Pitch
- Inflection
- Courtesy
- Tone
- Understanding
- Rate of Speech
- Enunciate

Telephone Etiquette

- Pick up the phone within three rings
- Be pleasant & greet the caller
- Introduce yourself
- Respond, don't react
- Be patient & empathetic
- Listen actively
- Speak clearly
- Keep it short
- Smile
- Watch your tone

Business Chat

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- Start with a "Hi (person's name), do you have a few minutes to spare?"
- Remember its not a conversation where both sides are engaged at the same time
- Be Patient
- If you do not get a response, do not keep typing
- Don't abuse the Enter Key. Type your sentences fully and wait for a reply
- Don't use emoticons or SMS language
- Don't assume confidentiality – The person might be sharing his screen.
- Use Upper Case only when required or you will seem like your shouting
- Build Rapport, but don't be over friendly
- You may leverage on this friendly professional relationship sometime in the future

Technique for Effective Business Communication



Tips for Effective Business Communication



Case Scenario



You have scheduled a meeting with your client and team members to under the client's requirement for the upcoming project.

Initiate a role play for this scenario and apply everything that you have learned in this module

[After the introductions and roles are outlined...]

Project Manager: Thank you all for joining us today. As a reminder, it's important to maintain a professional tone and demeanor during this meeting, even though we're conducting it remotely. I'd like to ask that everyone mute their microphones when they're not speaking to avoid any background noise or interruptions. Also, please address each other by name and titles to show respect and clarity. Do you have any questions about the meeting protocol before we move on?

[The team members indicate that they understand the meeting protocol.]


Project Manager: Great. Let's move on to discussing the client's requirements. Sarah, can you walk us through your needs and expectations for the project?

[The meeting continues...]

PREPOSITIONS:

place	time
at McDonald's	at 5pm
on Oak street	on Monday on July 14 th
in Fairfax in Virginia in the U.S.	in July in summer in 2018

more specific ↑
↓ less specific



	Place	Time
at	name of a place - He works at George Mason University. or address with a number - Mr. Smith lives at 1001 Willow Street	clock times - My class starts at 3:30pm. - The movie starts at 8 o'clock. + at noon/night/midnight/dusk/dawn
on	streets, roads, etc., when there is no number - His house is on Willow Street.	days - I have class on Monday(s) and Wednesday(s). - The concert is on July 17th.
in	cities, states, countries, and continents - He lives in San Francisco/ California/ the U.S.A.	months, seasons, and years - School will start in September. - I was born in 1983. - We love to go camping in the fall. + in the morning/afternoon/evening

Common Prepositional Errors

Since vs. For : (For is used with a period of time. Since is used to refer to a specific point)

- I have been working here since 2013
- I have been working here for 2 years

At vs. In : (at for a POINT; in for an ENCLOSED SPACE)

- We met at the theater
- We were seated in the theater

In vs. Into : (whether or not there is movement)

- I was in the swimming pool
- She jumped into the pool

Above/Below vs. Over/Under: (Contact vs No Contact)

- The plane was flying above us
- The cloud was over my head

Beside vs. Besides: (nearby, at the side vs In addition to, other than)

- The lamp is beside the bed
- I know everyone besides you

Back vs. Ago: (certain period in the past vs certain amount of time before the present)

- I spoke with her sometime back
- I spoke with her 2 hours ago

Business Vocabulary



Topic	Sub-Topic	Sample Vocabulary
Business Vocabulary	Essential Job Vocabulary	Usage of Prepositions in describing your work. E.g., I work at / I work for / I work in / I work with
	Basic to Business English	Received, Require, Discuss, Inform, Ensure, Contact, Solve
	Business Verbs	Increase, Decrease, Include, Exclude, Hire, Dismiss, Promote, Demote
	Vocabulary For Charts	Increase Steadily, Dramatic Fall, Rise Gradually, Slight Decline
	Formal vs Informal	Discover - Find Out, Postpone - Put Off, Prevent - Stop, Omit - Leave Out
	Advanced Business Expressions	A viable option, A forgone conclusion, A stumbling block, A moot point, A stop gap measure

Basic to Business English

Usage of Prepositions in Describing Your Work:

In business communication, the correct use of prepositions is vital for conveying the right information about your work. Here are examples of how to express your work situation:

1.	I work at:	<ul style="list-style-type: none">• Meaning: Indicates the physical location of your workplace.• Example: I work at the downtown office.
2.	I work for:	<ul style="list-style-type: none">• Meaning: Signifies the company or organization you are employed by.• Example: I work for XYZ Corporation.
3.	I work in:	<ul style="list-style-type: none">• Meaning: Denotes the specific department or area within the organization.• Example: I work in the marketing department.
4.	I work with:	<ul style="list-style-type: none">• Meaning: Highlights collaboration with specific individuals, teams, or partners.• Example: I work with the sales team on client proposals.

Advanced Business Expressions

Discover-Find Out, Postpone-Put Off, Prevent-Stop, Omit-Leave Out:

In the advanced realm of business communication, specific expressions can add depth to your interactions:

1.	Discover-Find Out:	<ul style="list-style-type: none">• Meaning: Uncover information or insights through investigation or research.• Example: Let's discover the reasons behind the recent decline in productivity.
2.	Postpone-Put Off:	<ul style="list-style-type: none">• Meaning: Delay or reschedule an event or activity.• Example: We've decided to postpone the meeting until next week.
3.	Prevent-Stop:	<ul style="list-style-type: none">• Meaning: Take actions to avoid or halt a particular outcome or situation.• Example: We need to take measures to prevent any further financial losses.
4.	Omit-Leave Out:	<ul style="list-style-type: none">• Meaning: Exclude or neglect to include something.• Example: Ensure to omit any unnecessary details and leave out personal opinions.

Idiomatic Expressions

A viable option, A forgone conclusion, A stumbling block, A moot point, A stop-gap measure:

Adding idiomatic expressions to your business language can convey nuanced meanings:

1.	A viable option:	<ul style="list-style-type: none">• Meaning: A realistic and practical choice or solution.• Example: Outsourcing seems like a viable option for cost reduction.
2.	A forgone conclusion:	

	<ul style="list-style-type: none"> • Meaning: An outcome that is so certain it can be predicted in advance. • Example: With our current strategies, success seems like a forgone conclusion.
3. A stumbling block:	<ul style="list-style-type: none"> • Meaning: An obstacle or challenge that hinders progress. • Example: The lack of funding has become a stumbling block to our expansion plans.
4. A moot point:	<ul style="list-style-type: none"> • Meaning: An issue that is subject to debate and has no practical significance. • Example: Whether to invest in technology is a moot point for some, but not for others.
5. A stop-gap measure:	<ul style="list-style-type: none"> • Meaning: A temporary solution to address an immediate issue. • Example: Implementing new software is a stop-gap measure to address immediate efficiency issues.

By mastering these expressions, you can enhance your business communication skills and effectively navigate various professional situations.

Business Vocabulary: Describing Work using Prepositions

In the realm of business, precise communication is crucial. One aspect is the usage of prepositions to accurately describe your work environment and relationships. Let's explore common prepositions in this context:

1. Location:	<ul style="list-style-type: none"> • I work at the corporate office. • She works in the marketing department. • Our team collaborates with international clients.
2. Responsibilities:	<ul style="list-style-type: none"> • He is responsible for the financial reports. • They work tirelessly to achieve project deadlines. • She excels in managing client relationships.
3. Collaboration:	<ul style="list-style-type: none"> • We work closely with our partners on joint ventures. • He is an expert, and we often seek his guidance on critical matters. • Team members are encouraged to contribute ideas to the brainstorming sessions.

Now, let's integrate some of the business verbs into sentences:

<ul style="list-style-type: none"> • Received: I have received positive feedback from clients regarding the new product. • Require: We require your input on the upcoming budget proposal. • Discuss: Let's discuss the marketing strategy for the next quarter. • Inform: I will inform the team about the policy changes. • Ensure: We need to ensure compliance with industry regulations. • Contact: Please contact the supplier regarding the delayed shipment. • Solve: The IT department is actively working on solving the software glitch.
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Moving on to pairs of contrasting business verbs:

- **Increase/Decrease:** We aim to increase sales **by** 20% this quarter.
- **Include/Exclude:** The report should include all relevant data **except for** confidential information.
- **Hire/Dismiss:** The HR department plans to hire new employees **for** expansion and dismiss underperforming staff.
- **Promote/Demote:** Exceptional employees will be promoted **to** higher positions, while those not meeting expectations may be demoted.

When discussing trends and charts, use phrases like:

- **Increase Steadily:** Sales have been increasing steadily **over** the past year.
- **Dramatic Fall:** There was a dramatic fall **in** market share last month.
- **Rise Gradually:** The stock price is expected to rise gradually **throughout** the year.
- **Slight Decline:** We observed a slight decline **in** customer satisfaction.

Lastly, incorporate advanced business expressions into your vocabulary:

- **Discover-Find Out:** Let's discover **the reasons behind** the recent decline in productivity.
- **Postpone-Put Off:** We've decided to postpone the meeting **until** next week.
- **Prevent-Stop:** We need to take measures to prevent **any further** financial losses.
- **Omit-Leave Out:** Ensure to omit any unnecessary details and leave out personal opinions.

Expand your expressions with idioms:

- **A viable option:** Outsourcing seems like a viable option **for** cost reduction.
- **A forgone conclusion:** With our current strategies, success seems like a forgone conclusion.
- **A stumbling block:** The lack of funding has become a stumbling block **to** our expansion plans.
- **A moot point:** Whether to invest in technology is a moot point **for** some, but not for others.
- **A stop-gap measure:** Implementing new software is a stop-gap measure **to** address immediate efficiency issues.

By incorporating these expressions, your business communication will become more nuanced and effective.

Case Scenario – Business Vocabulary



In the quarterly board review, Sandra was asked to present a project that she had completed recently. The project had faced issues at its completion stage. After her presentation, she was asked a question by a board member about the various Stop-Gap measures that she took to resolve issues during the project lifecycle. Sandra explained how she had to put things on hold as she reached out to other support teams.

***Did Sandra understand the question?
What does "Stop-Gap Measures" mean?***

Did Sandra understand the question?

Yes, Sandra appears to have understood the question. She mentioned that she had to implement "Stop-Gap measures" during the project lifecycle, indicating she took temporary actions to address issues that arose.

What does "Stop-Gap Measures" mean?

"Stop-Gap Measures" refer to temporary solutions or actions taken to address immediate issues or problems. These measures are implemented to prevent further complications while a more permanent solution is developed or implemented. In the context of Sandra's presentation, it suggests that she had to take interim steps to handle challenges encountered during the project until a more comprehensive resolution could be put in place.

Scenario: Quarterly Board Review

Characters:

- Sandra (Project Presenter)
- Board Member

Board Member: Sandra, thank you for your presentation on the recent project. It's clear you faced some challenges towards the completion stage. Can you elaborate on the various stop-gap measures you implemented during the project lifecycle?

Sandra: Absolutely. When we encountered issues, I had to initiate stop-gap measures to keep things under control. For instance, I put certain aspects of the project on hold temporarily while reaching out to other support teams for assistance.

Board Member: Interesting. Can you provide an example of how one of these stop-gap measures helped resolve a specific issue?

Sandra: Certainly. We were facing delays in the delivery phase, so as a stop-gap measure, I temporarily reassigned resources to focus on critical components, halting less urgent tasks. Simultaneously, I collaborated with the support teams to address the underlying challenges.

Board Member: I see. How effective were these stop-gap measures in ensuring the project's success?

Sandra: While the stop-gap measures helped us manage immediate issues and prevent further delays, we recognize the importance of implementing more permanent solutions for long-term efficiency. It bought us time to strategize and address the root causes comprehensively.

Board Member: Thank you, Sandra, for providing insights into your approach. It's essential to be resourceful in handling challenges. Let's discuss potential strategies for more permanent resolutions moving forward.

This role-play illustrates how Sandra responds to questions about the stop-gap measures she implemented during the project, providing a glimpse into her problem-solving approach and the board member's inquiry.

Business Writing

Business writing is a type of writing that seeks to elicit a business response. It must be substantive, clear, correct, and easy to comprehend.



The Check Points for Effective Business Writing

- What is the purpose of the document ?
- What am I trying to say ?
- Who am I saying it to ?
- Is my tone appropriate?
- How do I present the information ?
- Have I quantified/qualified my facts ?
- What is my conclusion ?
- Does it make sense ?
- Have I proof read it?



Common Mistakes in Business Writing:

1. Inappropriate Expressions:

- **Key Takeaway:** Choose appropriate expressions for initiating communication, such as "I am writing in reference to" or "I am writing regarding."

2. Unnecessary Phrasing:

- **Key Takeaway:** Avoid unnecessary phrases; instead, express regret or apology directly, e.g., "We regret the delay" or "We apologize for the delay."

3.	Assure vs. Ensure:
	<ul style="list-style-type: none"> • Key Takeaway: Use "assure" when dealing with a person's doubts and "ensure" when guaranteeing a fact or condition.
4.	Correct Use of Prepositions:
	<ul style="list-style-type: none"> • Key Takeaway: Use "by" for a single, specific event, and "until" for a continuous event, e.g., "Your order will be shipped by Wednesday."
5.	Uncountable Nouns:
	<ul style="list-style-type: none"> • Key Takeaway: "Information" is an uncountable noun; never use it in plural form, e.g., "I would like to request some information about your services."
6.	Accept vs. Except:
	<ul style="list-style-type: none"> • Key Takeaway: Use "accept" when receiving willingly and "except" when excluding something, e.g., "We accept all major credit cards."
7.	Correct Noun Usage:
	<ul style="list-style-type: none"> • Key Takeaway: After articles and possessives, use a noun, e.g., "We appreciate your cooperation."
8.	Politeness in Requests:
	<ul style="list-style-type: none"> • Key Takeaway: Maintain politeness in professional communication, especially when making requests, giving orders, or expressing criticism, e.g., "I would like you to send me the files right now."
9.	Proper Capitalization and Punctuation:
	<ul style="list-style-type: none"> • Key Takeaway: Ensure correct capitalization and punctuation; errors can create a negative impression, e.g., "The conference begins on Friday, July 8. It will be held in Los Angeles, California."
10.	Appropriate Verb Usage:
	<ul style="list-style-type: none"> • Key Takeaway: After the expression "look forward to," always use a noun or a verb with "-ing," e.g., "I look forward to hearing from you."

These key takeaways emphasize the importance of clarity, correctness, and professionalism in business writing, contributing to effective communication and a positive impression.

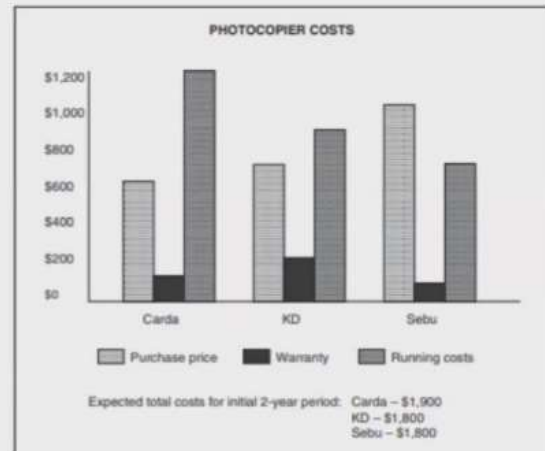
Business Writing Exercise – An Example



The bar chart shows the cost of buying three different photocopiers, the cost of warranty on each machine and their expected running cost for the first two years.

Using the information from the chart, write a short report comparing the costs for the three machines.

Word limit: 120 – 140 words



Report: Business Writing Exercise - Cost Comparison of Photocopiers

The bar chart illustrates the costs associated with purchasing three distinct photocopiers: Card, KD, and Sebu. Over the initial two-year period, Card presents the highest expected total cost at \$1900, followed by KD and Sebu, both at \$1800. Further analysis reveals varying figures for each machine, encompassing purchase price (PP), warranty (W), and running costs (R). Notably, Card outlays more across all categories compared to KD and Sebu. This insight underscores the need for a comprehensive evaluation, considering not only initial purchase expenses but also ongoing costs like warranties and operational expenditures. In conclusion, while Card is initially pricier, KD and Sebu offer competitive alternatives with lower overall expenses.

In today's session, we delved into the intricacies of business communication. Beginning with distinctions between normal and business communication, we explored modes and etiquette for client meetings, interviews, and stand-up/sprint meetings. A case scenario involving Tony's late arrival emphasized the importance of apology and non-interruption. We navigated through telephonic conferences, virtual meetings, and business chat etiquette, addressing elements like pitch, tone, and clarity. Techniques for effective communication,), . A case scenario involving a project discussion underscored business etiquette in conference and virtual calls. Moving forward, we dived into prepositions, business vocabulary, and a case on the role of stop-gap in a project. The session concluded with an exploration of basic business writing principles, covering common mistakes and hands-on practice in writing a report on photocopier cost comparison.