

COURSE'S CONTENTS

QUIZ

1

PART 1 - Understanding the Foundations of Business Communication

PART 2 - Applying the Three-step Writing Process

QUIZ

2

PART 3 - Digital, Social, and Visual Media

PART 4 - Brief Messages

QUIZ

3

PART 5 - Reports and Proposal

PART 6 - Developing and Delivering Business Presentation

Additional

PART 7 - Writing and Employment Messages and Interviewing for Jobs

PART I - UNDERSTANDING THE FOUNDATION OF BUSINESS COMMUNICATION

Chapter 1 - Professional Communication in a Digital,
Social, Mobile World

Chapter 2 - Collaboration, Interpersonal Communication ,
and Business Etiquette

Chapter 3 - Communication Challenges in a Diverse,
Global Marketplace

Chapter 1 - Professional Communication in a Digital, Social, Mobile World

WARMING UP



WHAT DO YOU THINK?



Traveloka

@TravelokaID

Home

Instagram feed

Videos

Photos

Posts

About

Community

Create a Page

Like Follow Share ...



Wah wah wah! Betul belom mampir kata katanya

Like · Reply · 1d



Write a comment...



Traveloka added 3 new photos

January 27 at 9:00am

Namanya memang tak sepopuler Beijing ataupun Shanghai, tetapi #Xian menyimpan sejarah dan budaya yang menarik. Kamu bisa melihat koleksi patung 'The Terracotta Army' yang menggambarkan tentara Qin Shi Huang, Kaisar Cina. Jelajahi juga pesona Xi'an City Wall yang dibangun pada abad ke-14.

Yuk, jadwalkan rencana liburan kamu ke Xi'an dan nikmati promo tiket pesawat dari Garuda Indonesia di <http://bit.ly/2GiUenx>



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Local & Travel Website in Jakarta, Indonesia

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Community

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3,101,880 people follow this

Ivan Prayoga and 66 other friends like this

About

See All

0804 150 0308

Typically replies within minutes
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www.traveloka.com


Local & Travel Website · Travel Company

Hours
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Español · Português (Brasil)

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Bukalapak ✓
@bukalapak

- Home
- About
- BukaBantuan
- Photos
- Notes
- Videos
- Events
- Posts
- Community
- Bukalapak

Create a Page


Liked
 Following
 Share

Album **BukaTalks: Multi-Product Management**

Bukalapak added 11 new photos to the album: **BukaTalks: Multi-Product Management**.
January 25 at 8:50pm · 🌐

BukaTalks kali ini mengangkat tema "Multi-Product Management" yang membahas lebih dalam mengenai pentingnya pengembangan multi-product management dalam sebuah perusahaan khususnya e-commerce, dan wawasan mengenai bagaimana mengubah perusahaan transportasi menjadi perusahaan logistik bersama Zakka Fauzan Muhammad (VP of Product Bukalapak); Peter Choi (VP of Logistics Go-Jek); dan Roolin Njotosefiadi (Head of Product PT KUDO).

Yuk, simak keseruannya di album ini!



Use App

- Website · Shopping & Retail
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Always Open
- Popular hours

Mon	Tue	Wed	Thu	Fri	Sat	Sun
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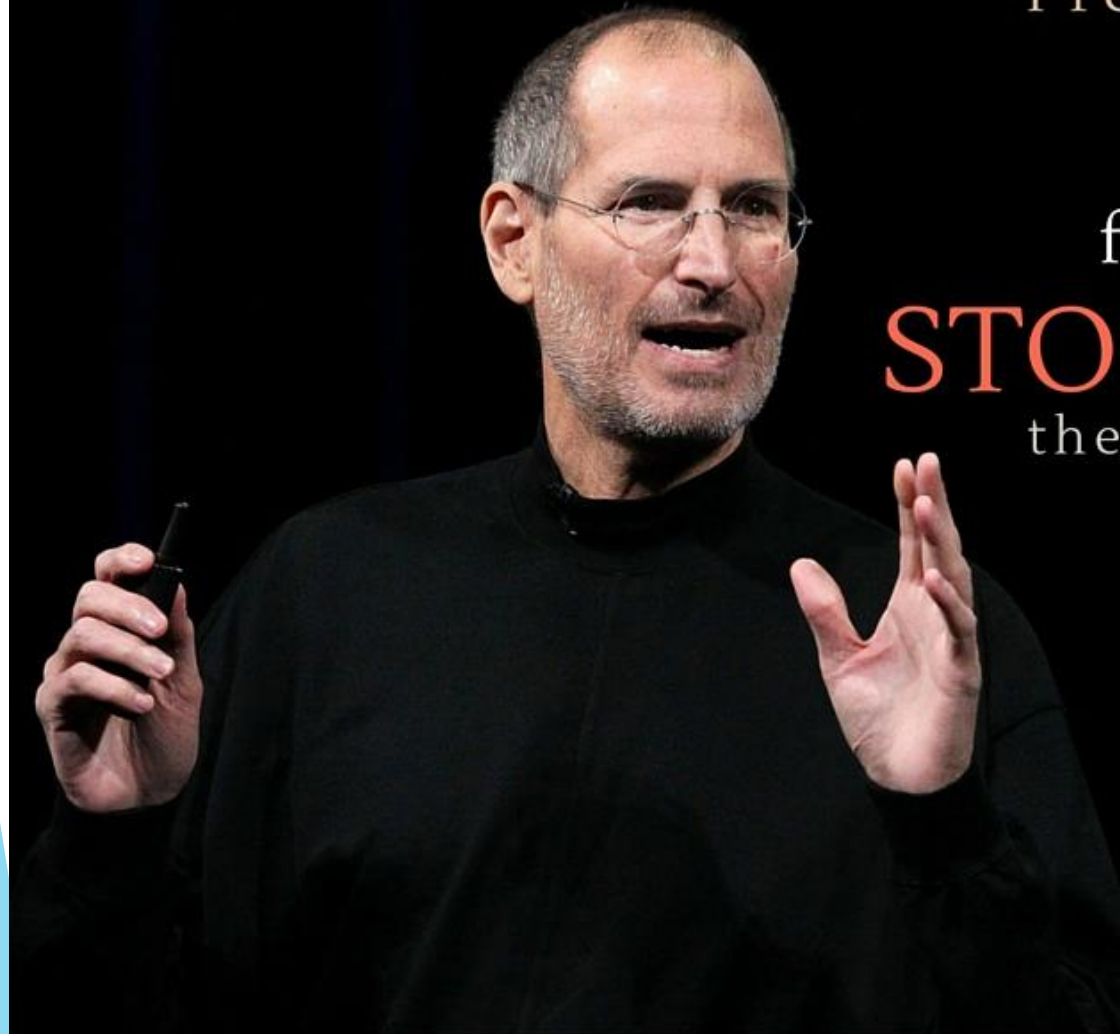
- BBM** ✓
- Jenahara**
- Tangan Di Atas (TDA)**

English (US) · Bahasa Indonesia · Basa Jawa · Español · Português (Brasil)

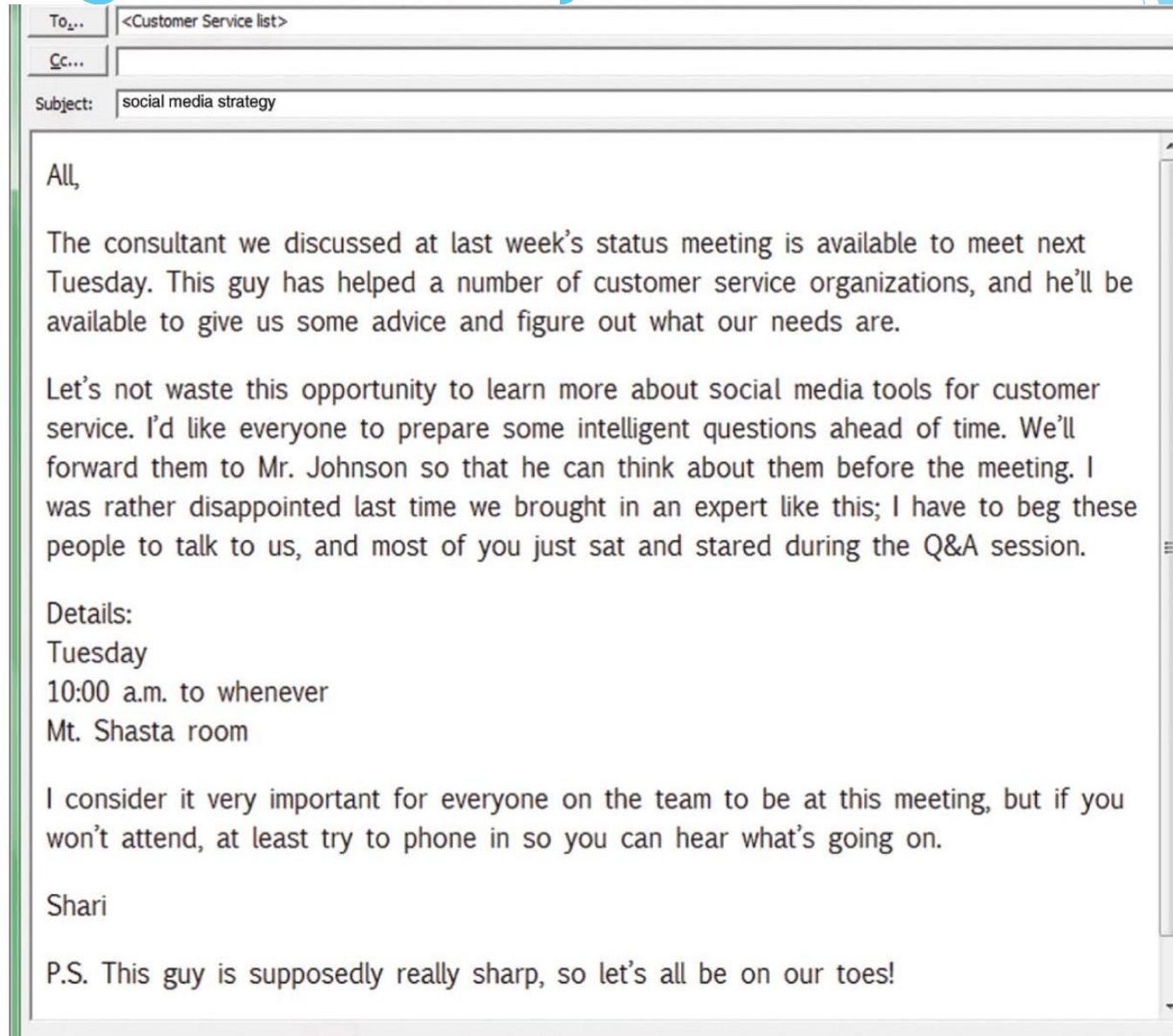
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Learning Presentation Skills

from the BEST
STORY TELLER
the world has known



Have we composed the message effectively?



The image shows a screenshot of an email client window. The header area contains the following fields:

- To: <Customer Service list>
- Cc: (empty)
- Subject: social media strategy

The main body of the email contains the following text:

All,

The consultant we discussed at last week's status meeting is available to meet next Tuesday. This guy has helped a number of customer service organizations, and he'll be available to give us some advice and figure out what our needs are.

Let's not waste this opportunity to learn more about social media tools for customer service. I'd like everyone to prepare some intelligent questions ahead of time. We'll forward them to Mr. Johnson so that he can think about them before the meeting. I was rather disappointed last time we brought in an expert like this; I have to beg these people to talk to us, and most of you just sat and stared during the Q&A session.

Details:
Tuesday
10:00 a.m. to whenever
Mt. Shasta room

I consider it very important for everyone on the team to be at this meeting, but if you won't attend, at least try to phone in so you can hear what's going on.

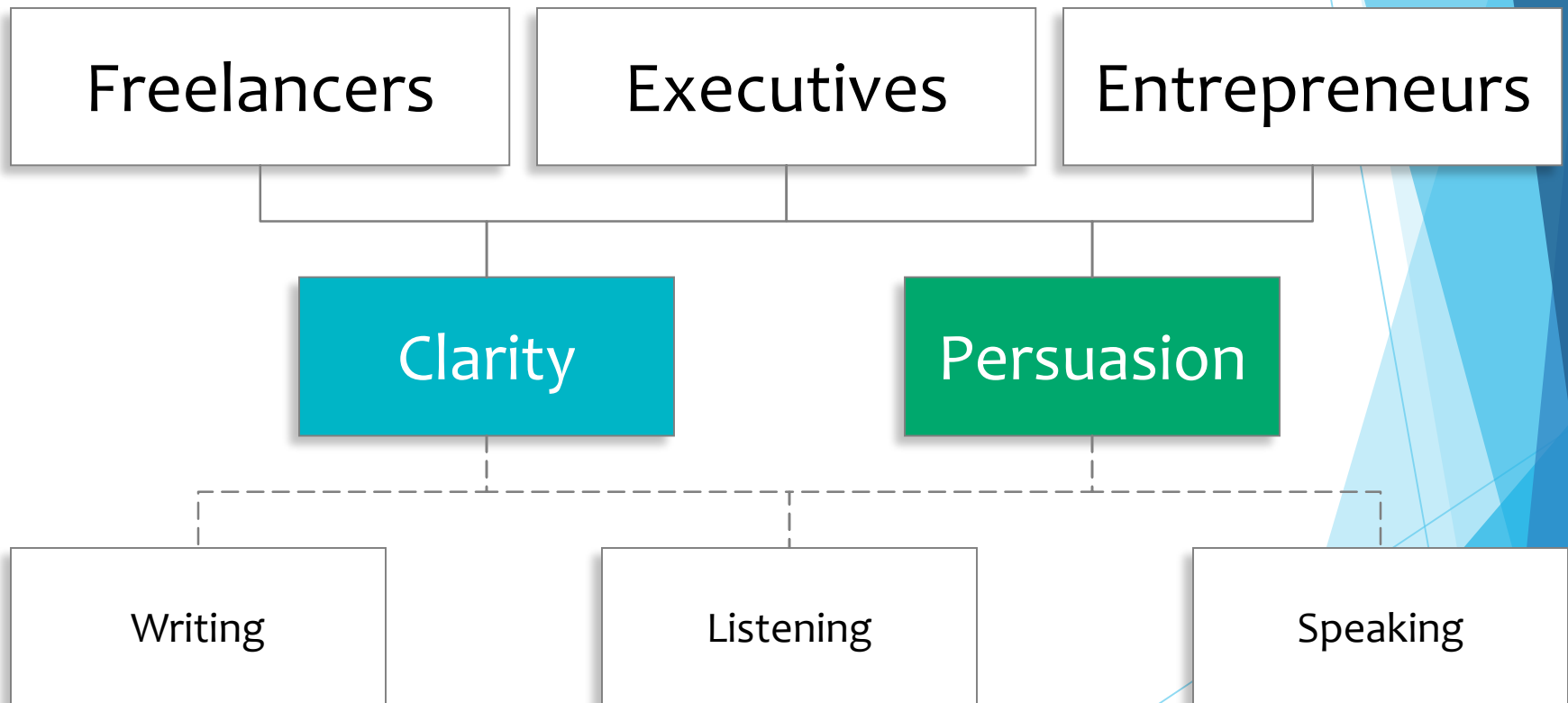
Shari

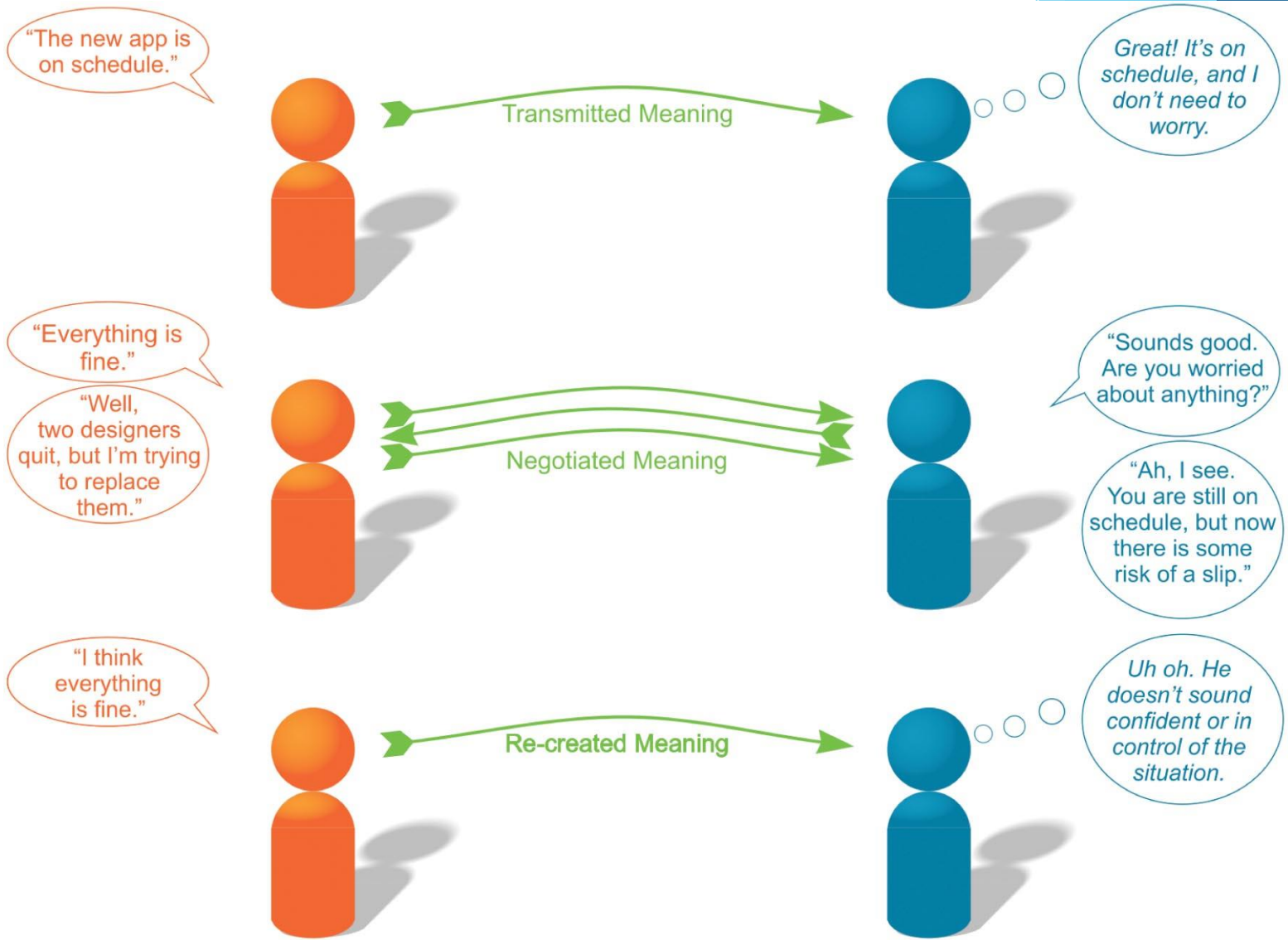
P.S. This guy is supposedly really sharp, so let's all be on our toes!

WHY BUSINESS COMMUNICATION FOR YOU AS STUDENT?

- ▶ Not getting reply from your lecturer
- ▶ Writing email for applying internship
- ▶ Communicate professionally in organisation
- ▶ Communicate professionally during internship
- ▶ Personal life : relationship
- ▶ Ready for public presentation
- ▶ Ready for business setting working life

Communication Is important





ACHIEVING SUCCESS

For Your Company

Closer ties with important communities in the marketplace

Opportunities to influence conversations, perceptions, and trends

Increased productivity and faster problem solving

Better financial results and higher return for investors

Your career success depends on effective communications

- Benefits of effective communication for you as personal?

Differentiate your communication styles

DO YOU KNOW EFFECTIVE COMMUNICATION?

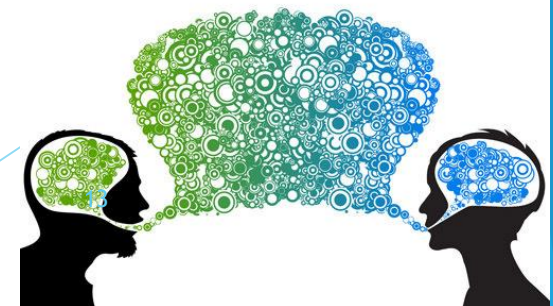
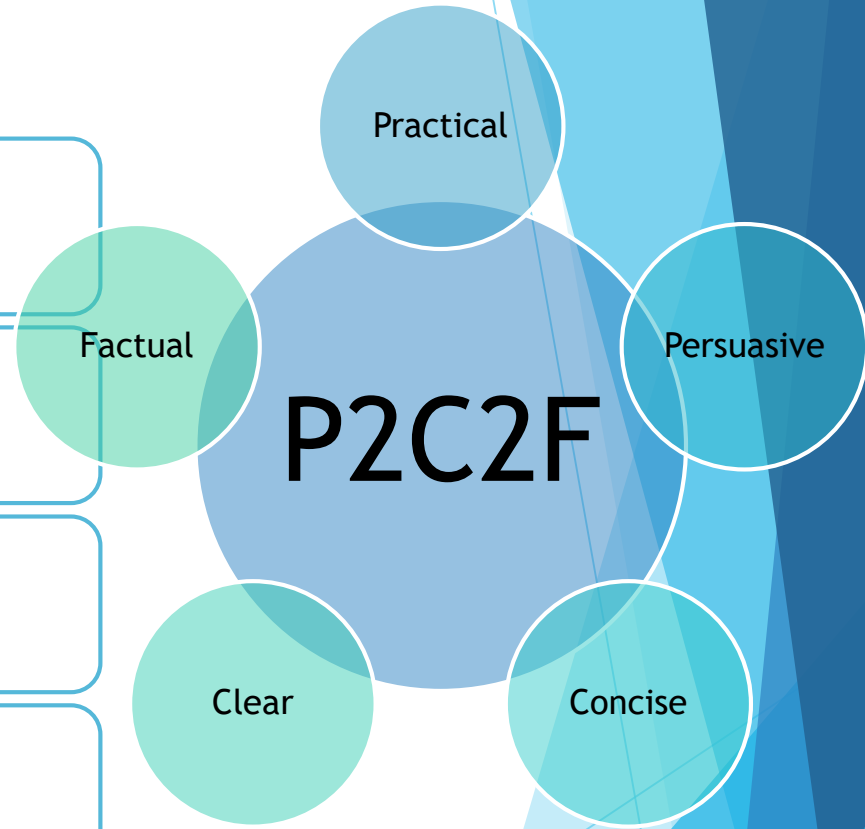
Provide **practical** information

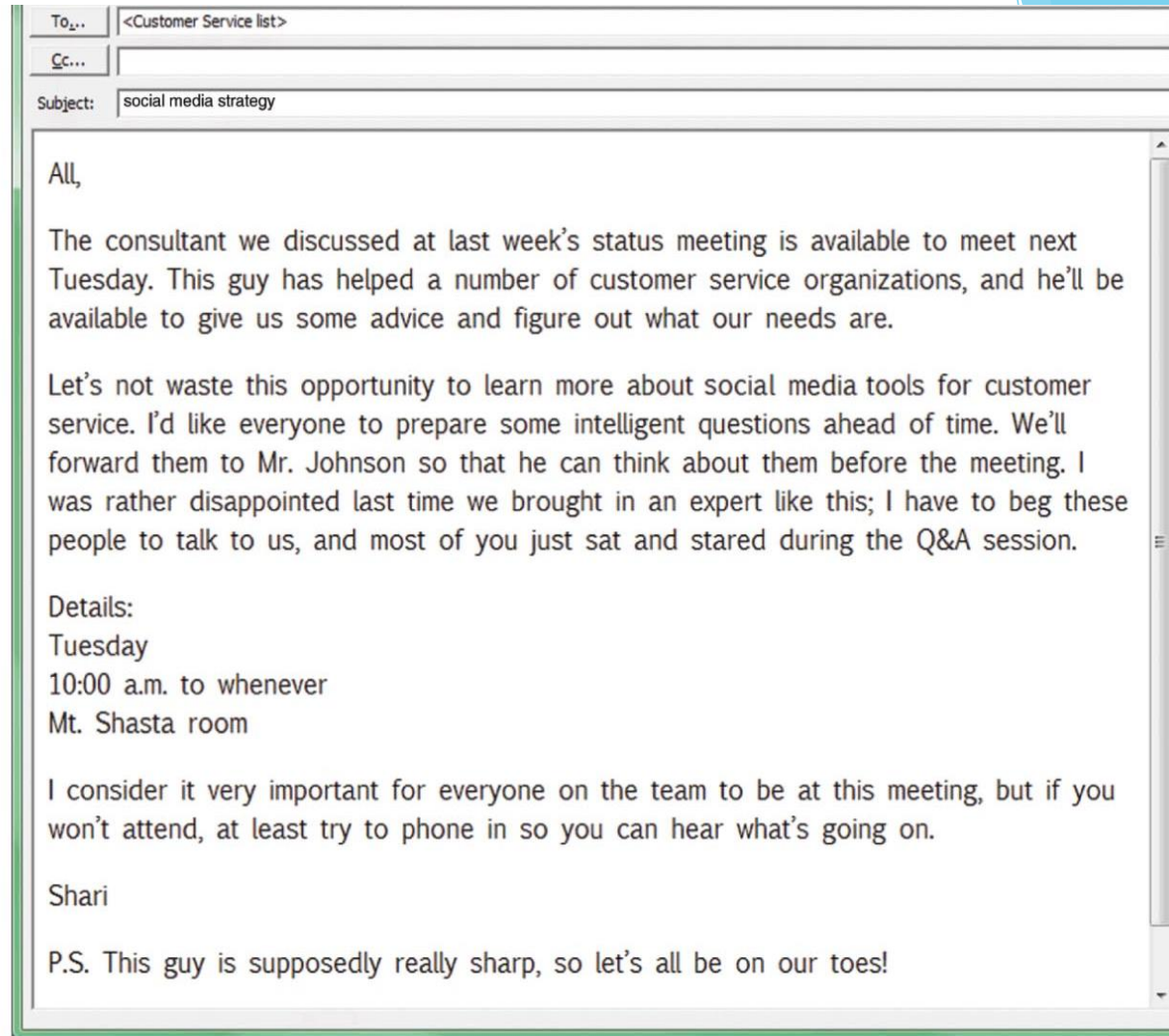
Give **facts (factual)**, not vague impressions

Deliver information **concisely and efficiently**

Clarify expectations and responsibilities

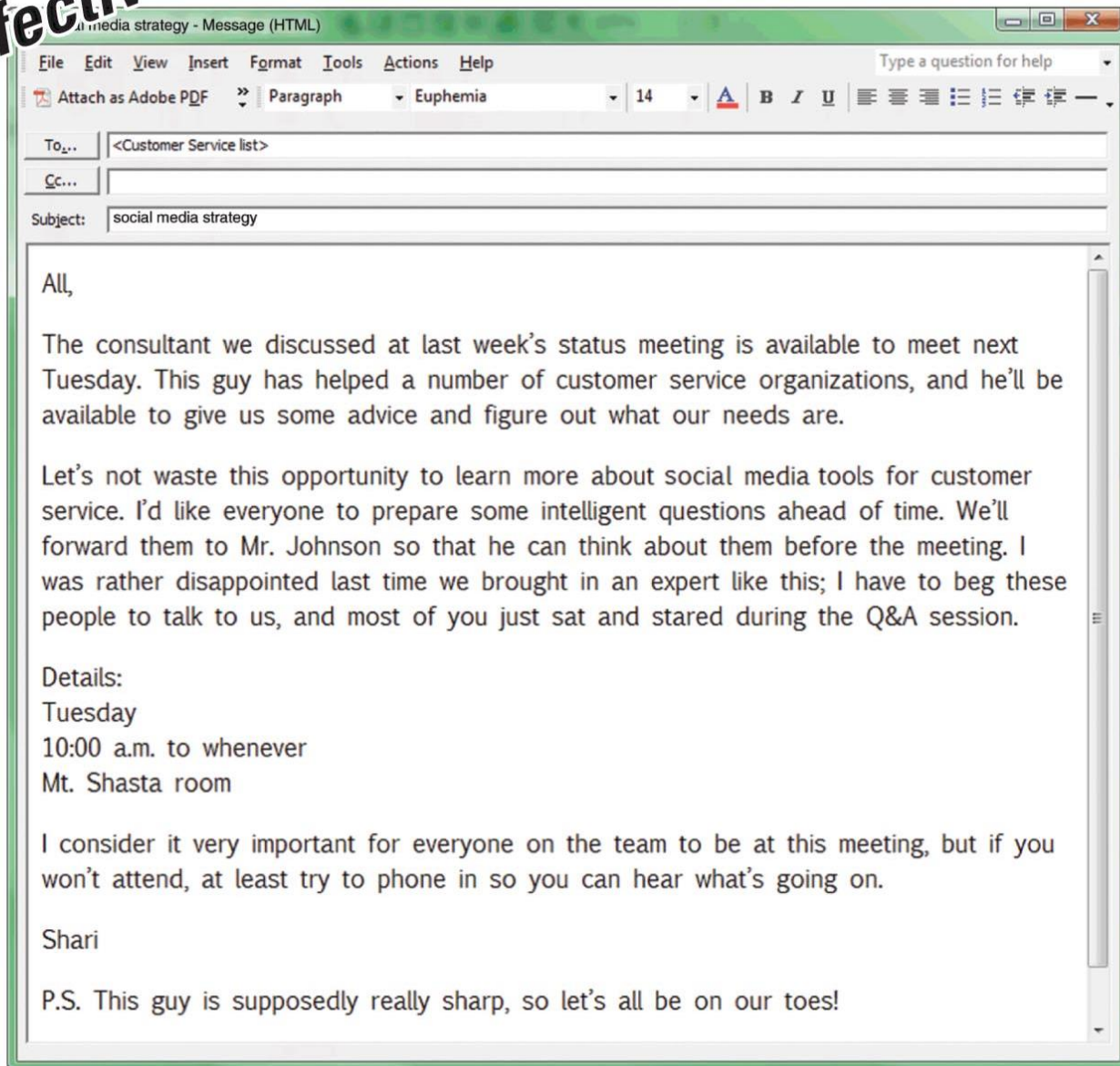
Offer compelling, **persuasive** arguments and recommendations





The message has been delivered effectively?

Ineffective



← The vague subject line fails to alert people to the upcoming meeting.

← The greeting is cold and off-putting.

← The opening paragraph fails to provide necessary background information for anyone who missed the meeting.

← A negative, accusatory tone here puts readers on the defensive.

← This request for action fails to clarify who needs to do what by when.

← The meeting information includes the day, not the date, which could lead to confusion.

← The wording here assumes that people who won't attend don't want to, which might not be true.

← The lack of a closing (such as "thank you") contributes to the harsh, abrupt tone.

← The writer fails to provide alternative contact information or invite questions about the meeting.

Effective

An informative subject line helps people grasp key content immediately.

The greeting is friendly without being too casual.

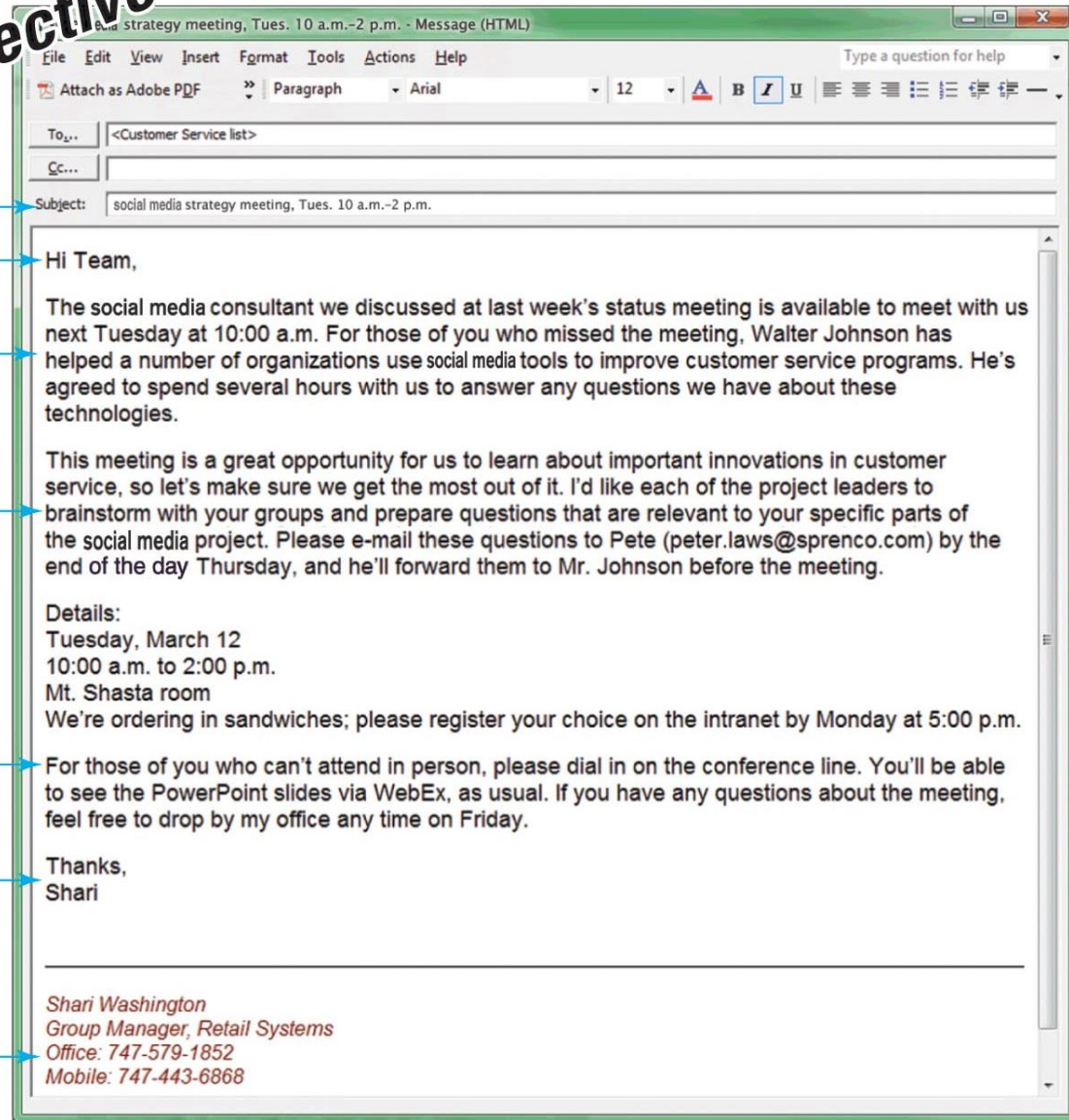
The opening paragraph fills in missing information so that everyone can grasp the importance of the message.

This paragraph emphasizes the importance of the meeting, and the request provides enough information to enable readers to respond.

The writer offers everyone a chance to participate, without making anyone feel guilty about not being able to attend in person. (*WebEx* is an online meeting system.) The closing paragraph also invites questions ahead of time so that they don't derail the meeting.

Like the greeting, the close has a warm and personal tone, without being too casual.

The *email signature* provides additional information and alternative contact options.



Is the message practical, factual, concise, clear and persuasive (P2C2F)?

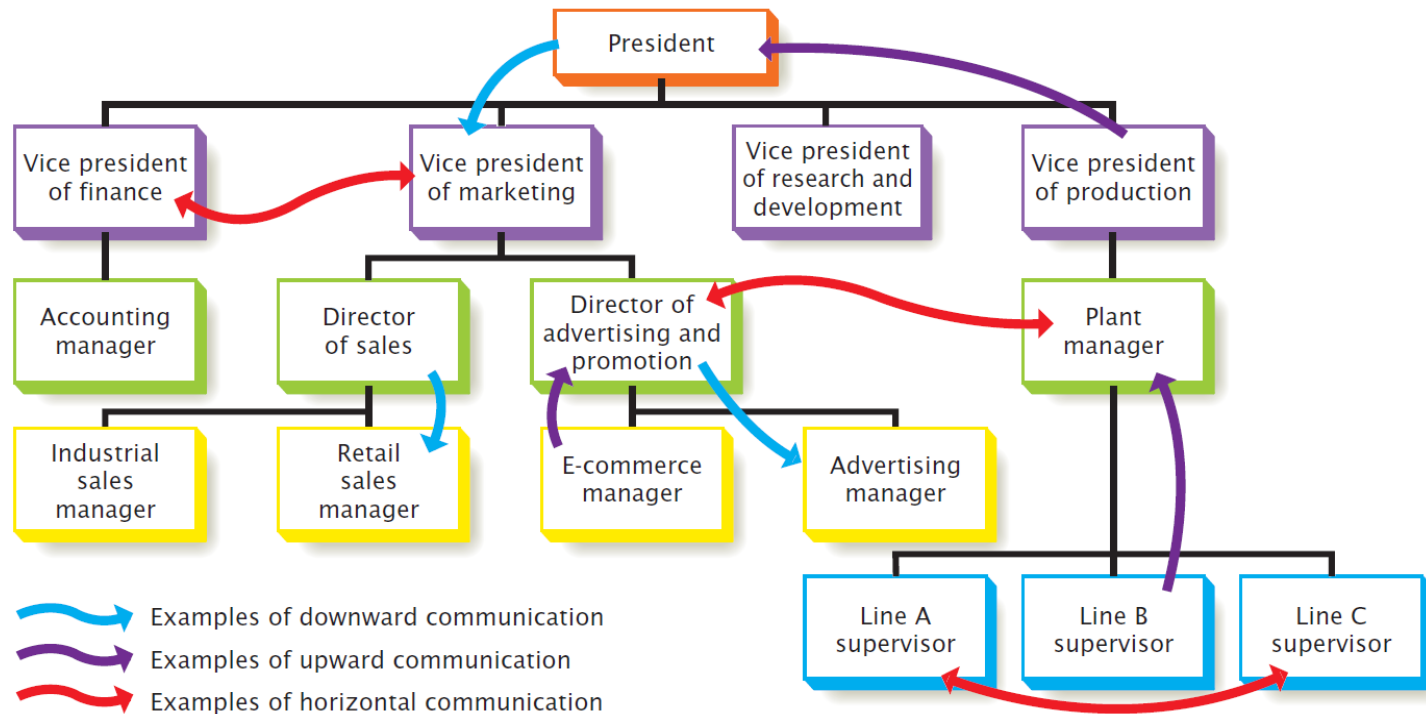
ELEMENTS OF PROFESSIONALISM



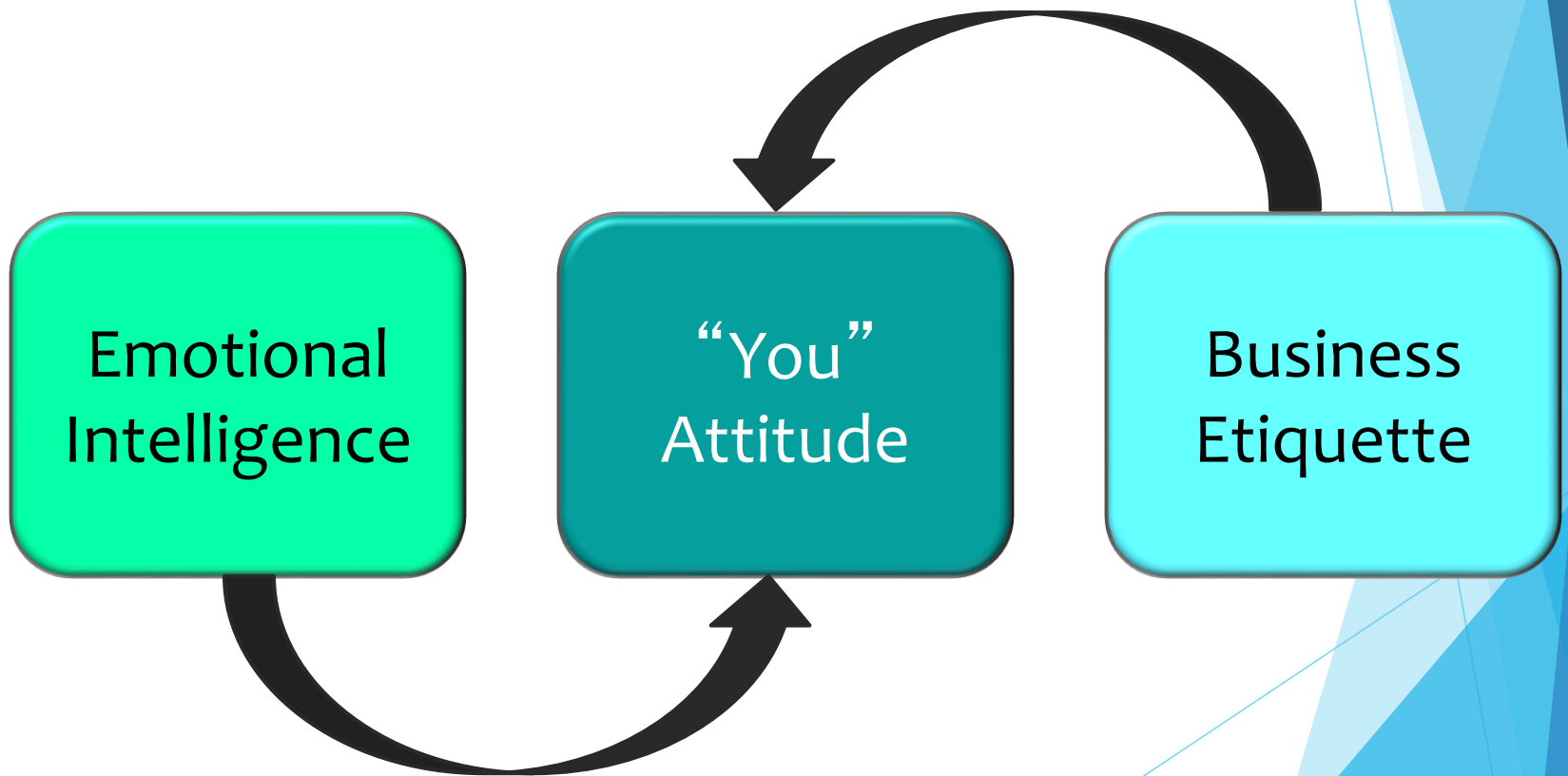
ORGANIZATIONAL COMMUNICATION

Organizational Communication

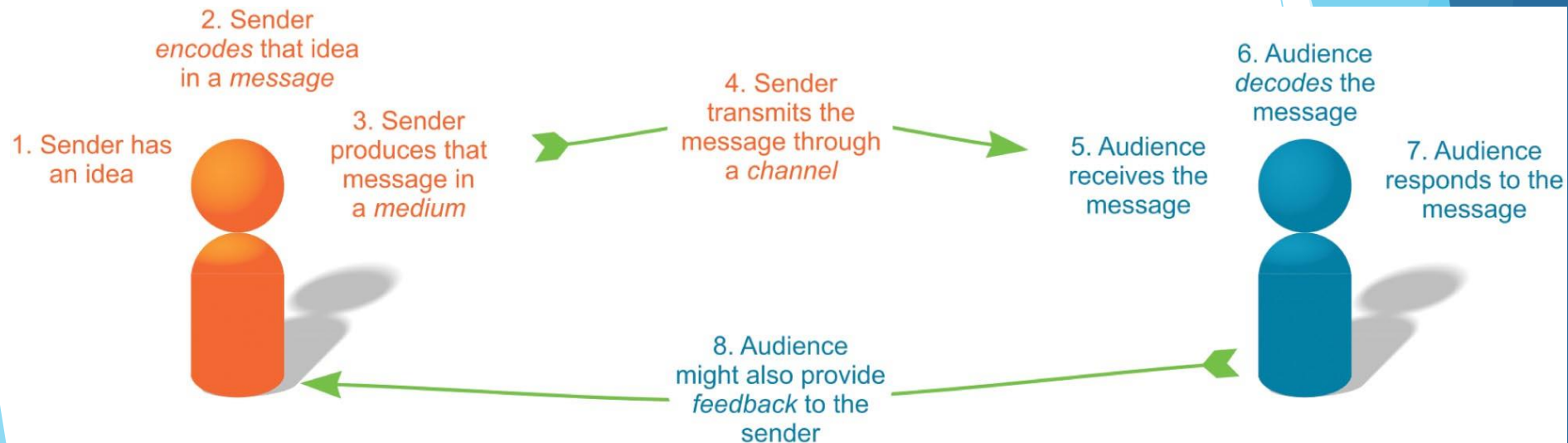
- Internal Vs External
- Formal Vs Informal (3 Directions Vs Grapevine)



Adopting an Audience-Centered



The Basic Communication Model

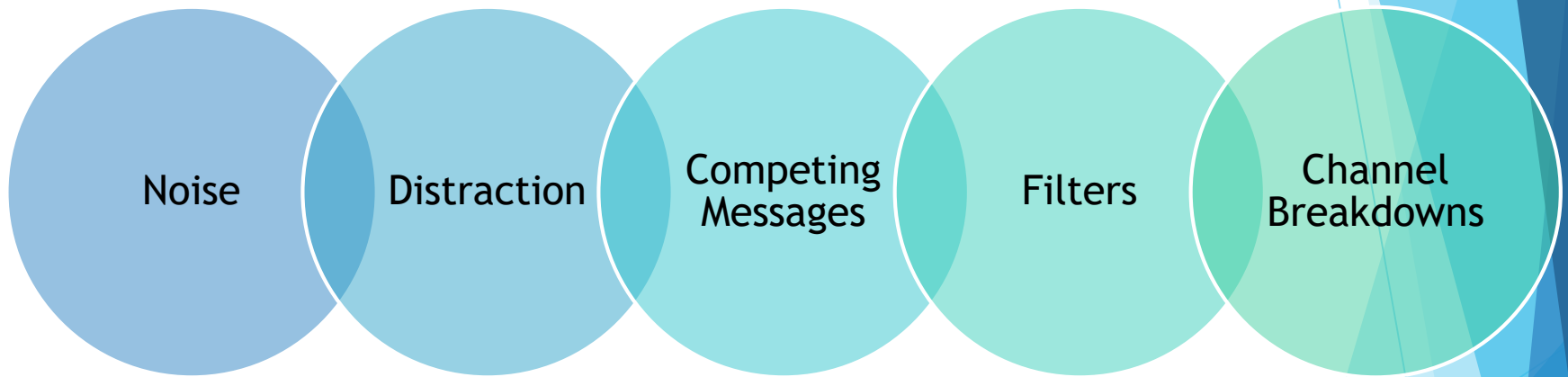


What is the differences between Medium vs Channel?

For example: Twitter update is a medium and mobile phone is a channel

BARRIERS IN COMMUNICATION

- ▶ The communication environment is not perfect! There are barriers, such as:



- ▶ Try to minimize communication barriers to get an effective communication!

HOW AUDIENCES RECEIVE MESSAGES

- ▶ Your audience must **sense**, **select** and **perceive** the message.
- ▶ Follow this **5 principles** to increase your chances of success

Consider Audience Expectations

Ensure Ease of use

Emphasize Familiarity

Practice Empathy

Design for Compatibility



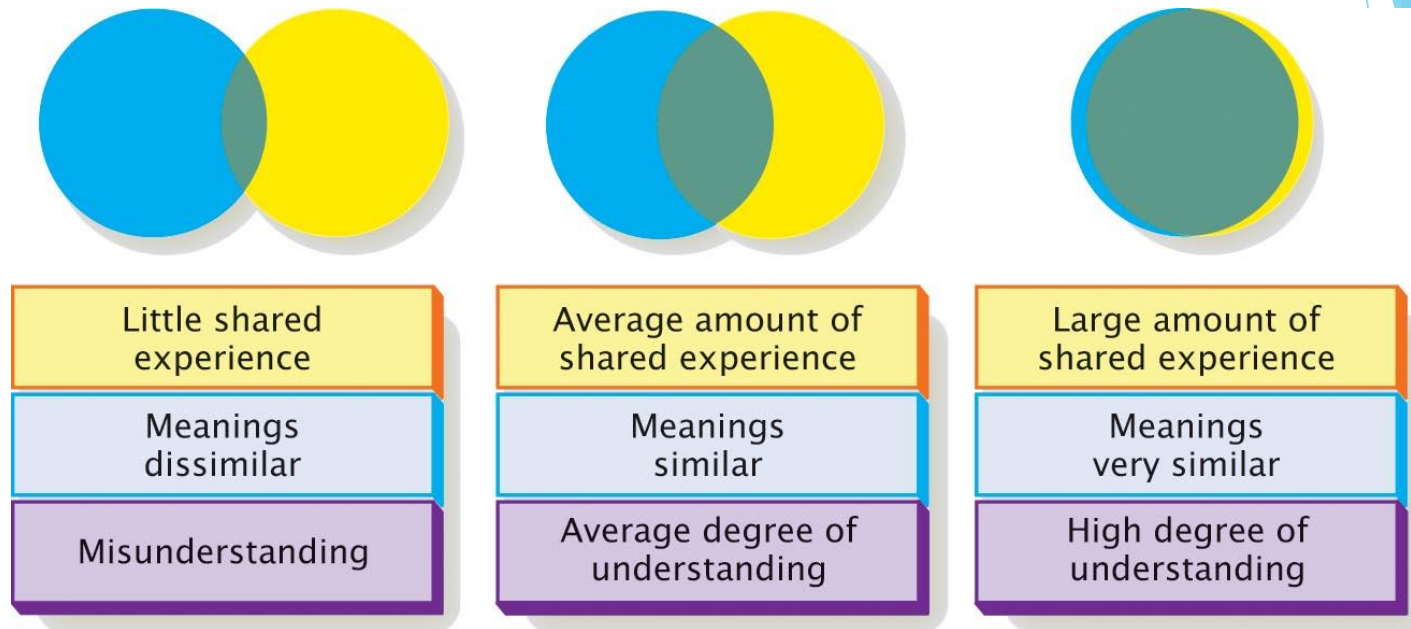
HOW AUDIENCES RECEIVE MESSAGES

► Example of Emphasizing Familiarity

Usually, who's picture would be printed on the cover of wedding invitation? How do you receive this message?

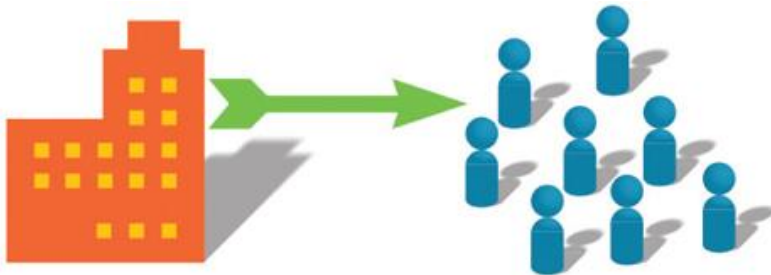


HOW AUDIENCES DECODE MESSAGES



- ▶ Audience may get different meaning, not the same as the sender intended
- ▶ Depends on culture, personnel belief, language (such as jargon)

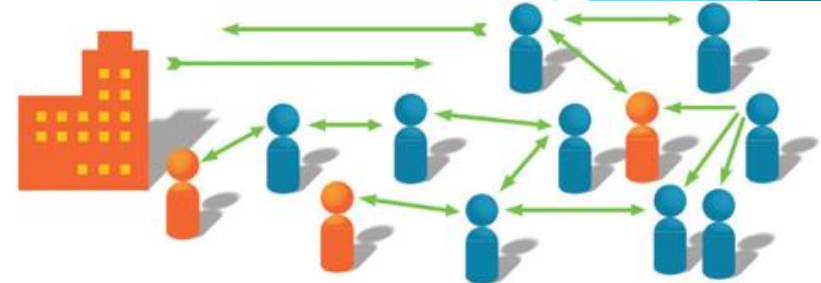
Social Communication Model



Business Communication 1.0
“We Talk, You Listen”

Tendencies

Publication, broadcast
Lecture
Intrusion
Unidirectional
One to many
Control
Low message frequency
Few channels
Information hoarding
Static
Hierarchical
Structured



Business Communication 2.0
“Let’s Have a Conversation”

Tendencies

Conversation
Discussion
Permission
Bidirectional, multidirectional
One to one, many to many
Influence
High message frequency
Many channels
Information sharing
Dynamic
Egalitarian
Amorphous

Keeping Technology in Perspective

What Technology Can Do	Help You Accomplish Tasks
	Support Interpersonal Communication
What Technology Cannot Do	Replace Interpersonal Communication
	Think for You or Supply Essential Skills

Using Technological Tools Productively



OTHERS

▶ Ethical Communications

- ▶ Being true...
- ▶ Plagiarism, selective misquoting, misrepresenting numbers, distorting visuals.
- ▶ Ethical dilemma and ethical lapse.

▶ Legal Communications

- ▶ Promotions, Contractuals, Employments, Intellectual Property, Financial Reports, Defamation.

Distinguishing Ethical Lapses from Ethical Dilemmas

What's an
Ethical Dilemma?

Choosing from
among Conflicting
Alternatives

What's an
Ethical Lapse?

Making a Choice
That's Clearly
Unethical

Chapter 2. Collaboration, Interpersonal Communication, and Business Etiquette

WARMING UP

- ▶ Do you enjoy working in a team?
- ▶ Remind your self of the best team you've ever worked with
- ▶ Remind your self of the least favorable team you've ever worked with

What Is a Team?

A team is a unit of two or more people who share a mission and the responsibility for working to achieve a common goal.

Problem-
Solving
Teams

Task Forces

Committees

TEAM WORK & TEAM COMMUNICATIONS

Participative Management is gaining popularity



Problem Solving
Teams and Task Force



Committees

Collaboration!

TEAM WORK AND TEAM COMMUNICATION



Are teams always advantageous?



Information
Knowledge
Diversity of Views
Higher
Performance
Levels

Groupthink
Hidden Agenda
Cost

Group Dynamics

- Group dynamics: the **interactions and processes** that take place in a team

Group dynamics are influenced by several factors

Assuming
Team Roles

Allowing
for Team
Evolution

Resolving
Conflict

Overcoming
Resistance

Assuming Team Roles

Dysfunctional Self-Oriented	Functional Team Maintenance	Functional Task-Oriented
Controlling	Encouraging	Initiating
Withdrawing		Information Giving or Seeking
Attention-Seeking	Harmonizing	Coordinating
Diverting	Compromising	Procedure Setting

37

← Less Productive More Productive →

Allowing for Team Evolution

1. Orientation

Team members get to know each other and establish roles.



2. Conflict

Different opinions and perspectives begin to emerge.



3. Brainstorming

Team members explore their options and evaluate alternatives.



4. Emergence

The team reaches a consensus on the chosen decision.

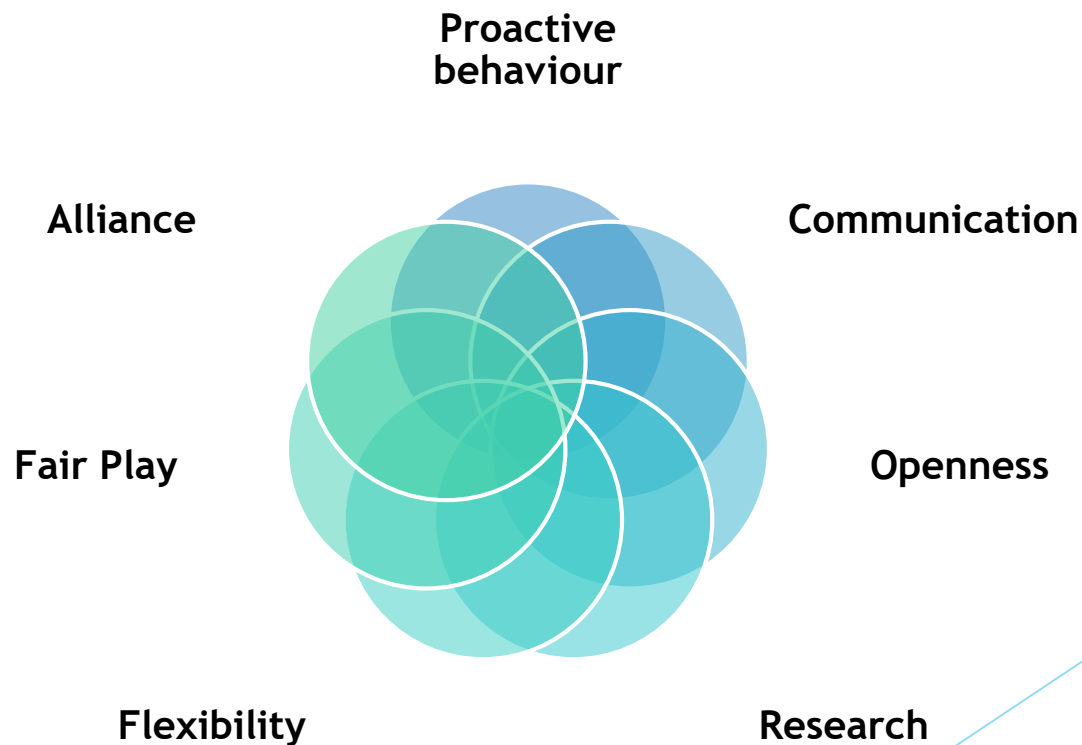


5. Reinforcement

The team re-establishes harmony and makes plans to put the decision into action.

Resolving a Conflict

- ▶ Conflict can be constructive or destructive
- ▶ Seven measures can help team members resolve conflict:



Overcoming Resistance

- Express Understanding
- Bring Resistance Out Into the Open
- Evaluate Others' Objections Fairly
- Hold Arguments for the Right Time

Collaborative Writing



Partners



Goals



Time to Bond



Clarify Responsibilities



Clear Process



Avoid writing as a group



Tools



Check

PRODUCTIVE MEETINGS

Decide on your purpose ahead of time, select the right participants, choose the time and facilities, set the agenda

- Someone MUST do this!

Everyone shares the responsibility for a successful meeting.

- YOU are responsible for keeping things on track, following procedures, participating (and encouraging)
- Use mobile devices carefully

Technology helps group meetings

- Virtual meetings, Groupwares, VideoConferencing

Conducting and Contributing to Efficient Meetings

- ▶ Keep the discussion on track.
- ▶ Follow agreed-upon rules.
- ▶ Encourage everyone to participate.
- ▶ Participate in an active way.
- ▶ Use mobile devices respectfully.
- ▶ Close the meeting effectively.

Typical Minutes of Meeting

People Matters

The blog for HR professionals at Starfield, Inc.

Key links

[Employee handbook](#)
[HR process metrics](#)
[Training](#)
[Recruiting](#)
[Compensation](#)
[Benefits](#)
[Regulatory guidelines](#)
[Department liaisons](#)

7/15/2013

MINUTES: Planning Committee Meeting

Human Resources Employee Programs
Wednesday, July 15, 2015

Present: [Tabitha Brown](#), [Peter Crantz](#), [Kathi Kazanopolis](#),
[Agatha Myers](#), [Julie Owens](#), [Bob Phelps](#), [Judith Williams](#)

Absent: [Joseph Kingman](#), [Maria Lopez](#)

Meeting called to order by Agatha Myers at 9:30 a.m.

1. November program (speaker replacement)

Kathi Kazanopolis offered to give a presentation about continuing education in job skills, to include detailed information about available workshops, online courses, etc.

Julie Owens volunteered to help Kathi with preparation: handouts, possible topics for small group discussions, research, etc.

2. Future programs

Bob Phelps contacted Edie Orlofsky, who teaches business communication courses at UCLA Extension, about the possibility of a writing skills workshop. He expects to hear from her this week.

Tax program: Still targeted for January or February. Judith Williams will try to locate a tax attorney or tax accountant as speaker.

3. New-employee orientation

Tabitha Brown announced that the executive team has asked the HR department to explore ways to use more computer-based training in the new-employee orientation program. Tabitha will investigate and report back next month.

08:23 Posted by [Agatha Myers](#) | [Permalink](#) | [Comments \(0\)](#) | [E-mail this](#)



July 2015

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Recent Posts

[Financial impact of employee training](#)
[Debate over pre-employment testing](#)
[Industry compensation survey](#)
[Jonathan Edwards retirement party planned for July 12](#)

Archives

[2015-07](#)
[2015-06](#)
[2015-05](#)
[2015-04](#)
[2015-03](#)
[2015-02](#)
[2015-01](#)

The heading and subheading clearly identify the specific meeting, so there is no confusion about which meeting these minutes are for.

Listing the invited participants who did and did not attend clarifies the record in case any of the decisions made are questioned later on.

Concise summaries of each discussion serve as the official record of the meeting, in case there is confusion or disagreement about what was discussed and the details of any decisions or task assignments.

LISTENING SKILLS

**Listening is one of the most important skills in the workspace.
Why?**

Three Types of Listening

Content Listening

- Just probing, no evaluation
- Only to understand.

Critical Listening

- Evaluate the meaning,
intentions, motives, ASK!

Empathic Listening

- Feelings, needs and wants.
Appreciative.

LISTENING SKILLS

What makes an Effective Listener?

Try to be an active listener!

- CONSCIOUS EFFORT to hear and understand
- Send positive body languages to encourage speaker.

Your mind process information faster than speakers talk (3 to 4 times more)

- Don't leave your brain unsupervised!
- Don't daydream

When information is crucial, don't count on your memory!

- Take notes! (when applicable)

NON VERBAL COMMUNICATIONS



facial expressions



Gestures



vocal
characteristics



personal
appearance



Touch



and time & space.

This is important, but you need to understand your audience's culture.

Business Etiquette in Workplace

Be conscious of
how your voice
sounds

Be courteous when
you call someone

Convey a positive,
professional
attitude when you
answer the phone

End calls with
courtesy and
clarity

What else?

Business Etiquette in Social Settings

Meeting Others

- Representing Your Company
- Introducing Yourself
- Introducing Other People

Business Meals

- Observing Dining Etiquette
- Starting Polite Conversations
- Choosing Appropriate Topics

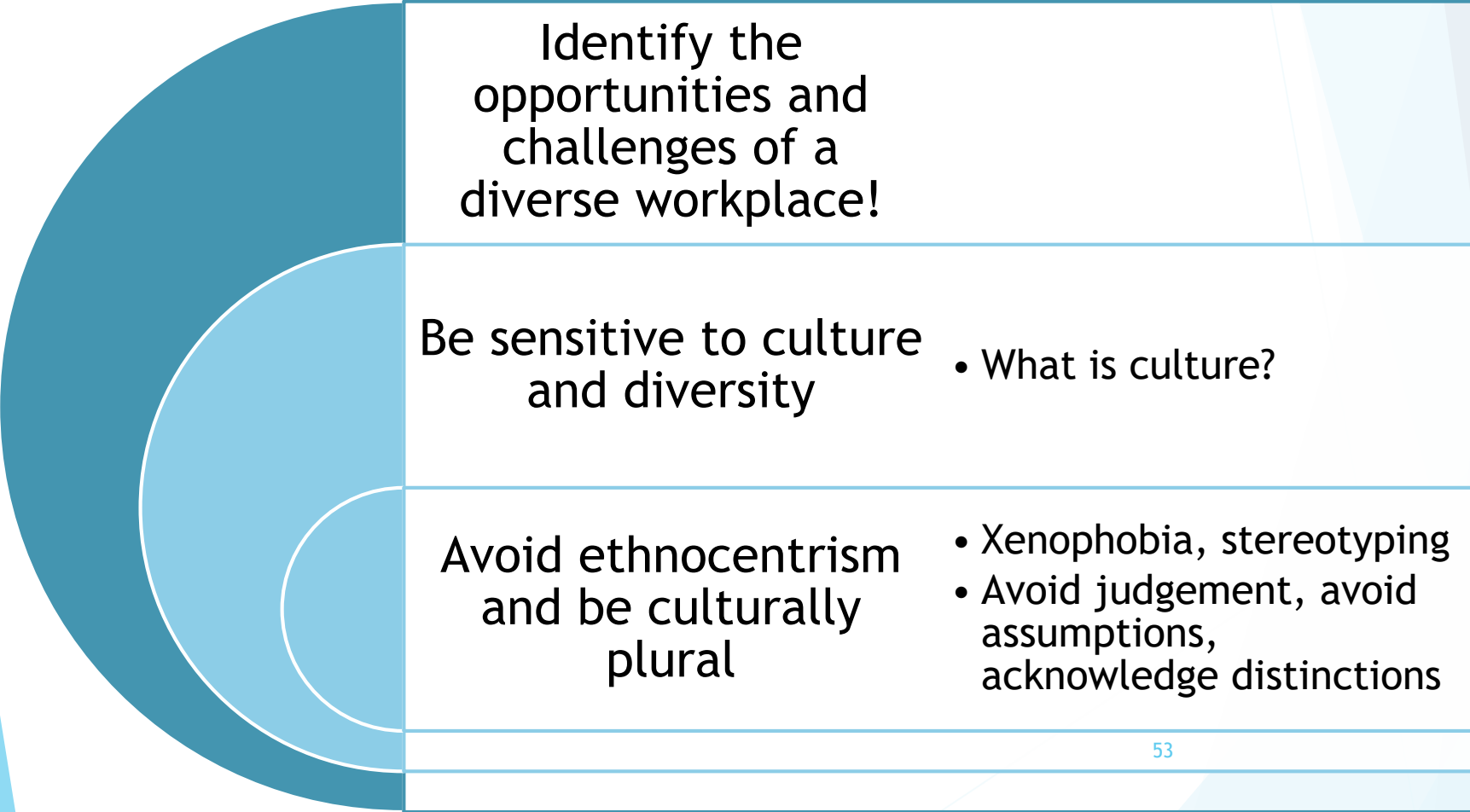
Business Etiquette Online

- ▶ Behave professionally online.
- ▶ Avoid personal attacks.
- ▶ Stay focused on the original topic.
- ▶ Don't present opinions as facts.
- ▶ Use standard spelling and grammar.
- ▶ Use up-to-date virus protection.
- ▶ Use hard-to-break passwords.
- ▶ Ask permission before an IM chat.
- ▶ Control language and emotions.
- ▶ Avoid multitasking when using IM.
- ▶ Never assume privacy.
- ▶ Avoid using "reply all" in email.
- ▶ Don't waste other people's time.
- ▶ Respect personal boundaries.
- ▶ Be careful when commenting online.

Chapter 3

Communicating in a World of Diversity

COMMUNICATION IN A DIVERSE WORLD



Identify the opportunities and challenges of a diverse workplace!	
Be sensitive to culture and diversity	<ul style="list-style-type: none">• What is culture?
Avoid ethnocentrism and be culturally plural	<ul style="list-style-type: none">• Xenophobia, stereotyping• Avoid judgement, avoid assumptions, acknowledge distinctions

Identify the opportunities and challenges of a diverse workplace!

Be sensitive to culture and diversity

- What is culture?

Avoid ethnocentrism and be culturally plural

- Xenophobia, stereotyping
- Avoid judgement, avoid assumptions, acknowledge distinctions

COMMUNICATION IN A DIVERSE WORLD

- ▶ Recognize that this is a DIVERSE world



High Context Culture

- Metaphorical
- Rely more on non-verbal communication
- Indirect style
- **Rules are rarely explicit**
- Learn situational cues
- Communication for relationship

Often found in Eastern Culture



Low Context Culture

- Explicit
- More on verbal communication
- Rules and expectation are stated explicitly
- Communication for exchanging information

Often found in Western Culture

COMMUNICATION IN A DIVERSE WORLD

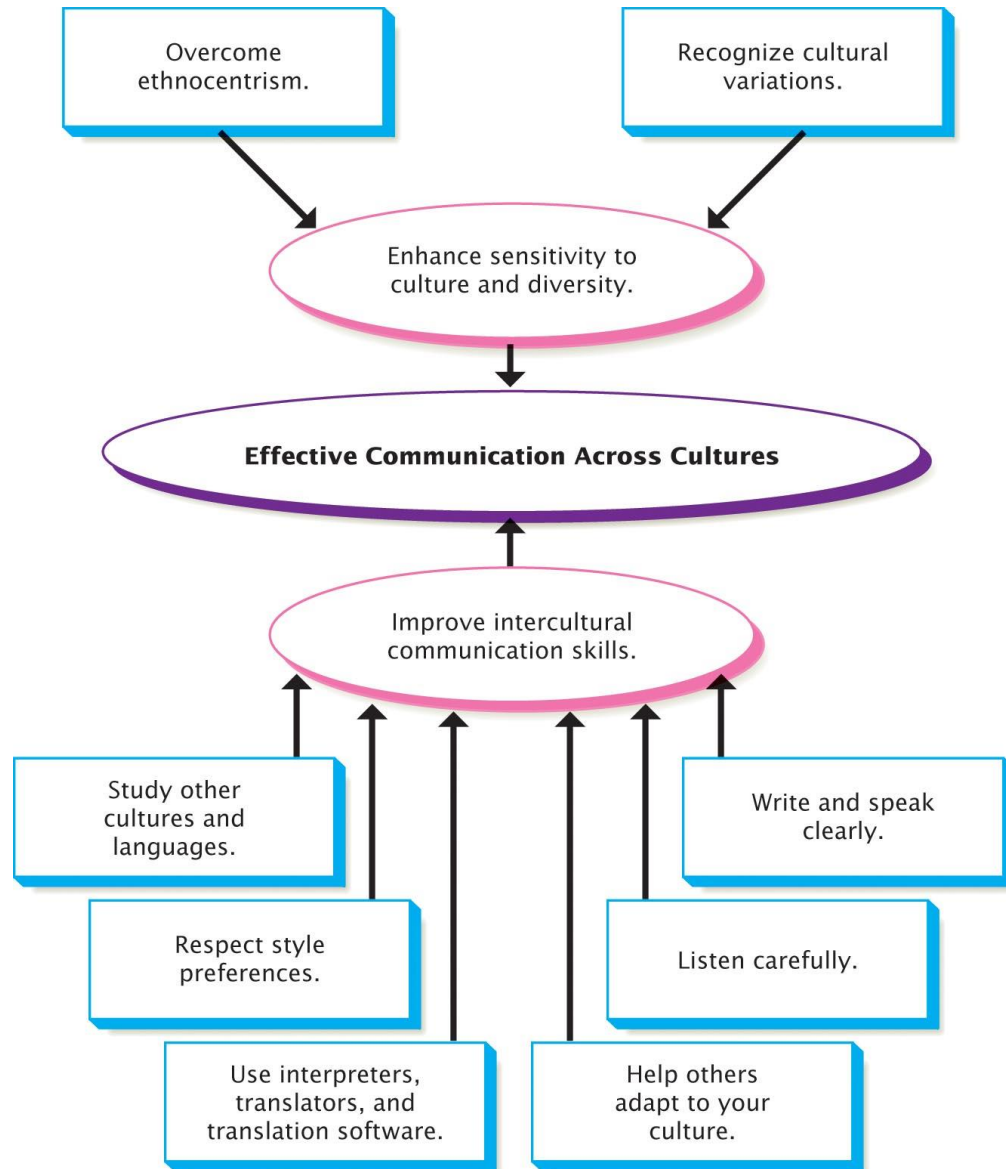


Cultural difference complicate ethical choices

The rules of polite behaviors varies (time)

Nonverbal, Age, Gender, Religion, and Ability Diversities?

Improving Intercultural Communication Skills



REFERENCE

- ▶ Courtland Bouvee, John Thill. *Business Communications Today*. Pearson. 2016. 13th Edition.

YOUR TURN

Work within 2 -3 members of a team

- ▶ Please write an email to your purposed supervisor for internship
- ▶ Please write an email to your academic advisor (PA) to approve your IRS

Make sure that the message has been delivered effectively

YOUR TURN

- ▶ Discuss with your pairs (2-3) to elaborate do and don't (tips)
 - ▶ How to use today communication medium or channel effectively
 - ▶ How to work within team during collaborative writing
 - ▶ How to conduct productive meeting
 - ▶ How to work in multicultural team
- ▶ HINTS: please refer to course materials

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic border around the central text.

Thank you