

# BUSINESS COMMUNICATION

## INTRODUCTION INTO THE COURSE

February, 2, 2022

Professor Maxim Kiselev, CEI

Skoltech



**About Instructor**

**About our Teaching Team**

**Communication in the VUCA world**

**Communication Model and Process**

**Challenges: Barriers to Effective Communication**

**Communication Competences and Skills**

**Course Overview and Rules**

# Dr. Maxim Kiselev

Professor of the Practice, Center for Entrepreneurship and Innovation

Mentor, Expert, Skolkovo Foundation

CEO, Human Capital Development Fund under the Government of Moscow

President, Yale Club of Russia

PhD in Social Psychology, Yale University, 1996.

MPh (1992) and MA(1991), Social Psychology, Yale University.

MS (equivalent), Psychology, Moscow State Lomonosov University, 1982



Instructor at the Russian Academy for National Economy and Public Affairs (Kingston University MBA, since 1999),

Visiting Professor at the Higher School of Business, Moscow State Lomonosov U (since 2016)

Professor at the Russian Peoples' Friendship University (since 2009).

Visiting Expert and Instructor at Moscow School of Management SKOLKOVO (since 2006)

Over 30 years of experience in social and psychological research and practice.

Over 40 publications in English, Russian, Lithuanian in scientific periodicals and collections.

Edited 5 books, and authored a manual for MBA students "Leadership and Ethics. Emotional Leadership"(2008).

Since Summer of 2011 works at Skolkovo Innovation Center, first in the capacity of CBDO Technopark "Skolkovo", then as a Director of Leadership Programs at Skoltech



РАНХиГС  
РОССИЙСКАЯ АКАДЕМИЯ НАЦИОНАЛЬНОГО ЭКОНОМИЧЕСТВА  
И ГОСУДАРСТВЕННОЙ СЛУЖБЫ  
ПРИ ПРЕЗИДЕНТЕ РОССИЙСКОЙ ФЕДЕРАЦИИ

Skoltech



Prof.



Skoltech



# Our Teaching Team



Yash



Arzu

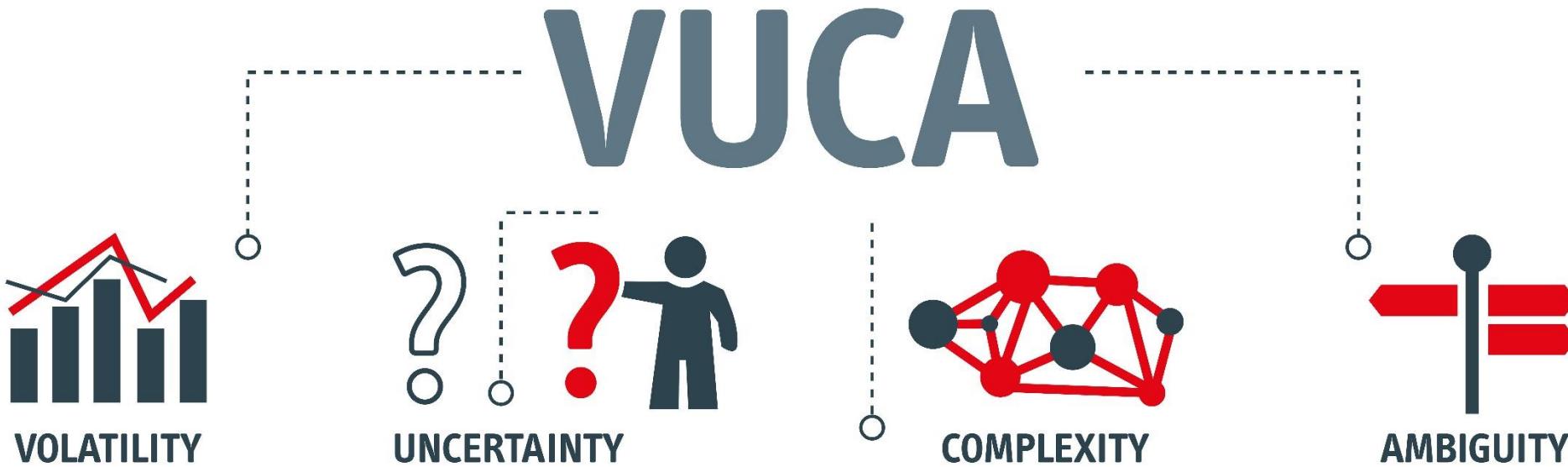


Alessandro



Bakhodour

# Communication in the VUCA world



# FROM CLOSE PAST TO THE FUTURE

LIFE EXPECTANCY - 250%

PER CAPITA INCOME – 300%

LITERACY - from 12% to 88%



# Communication

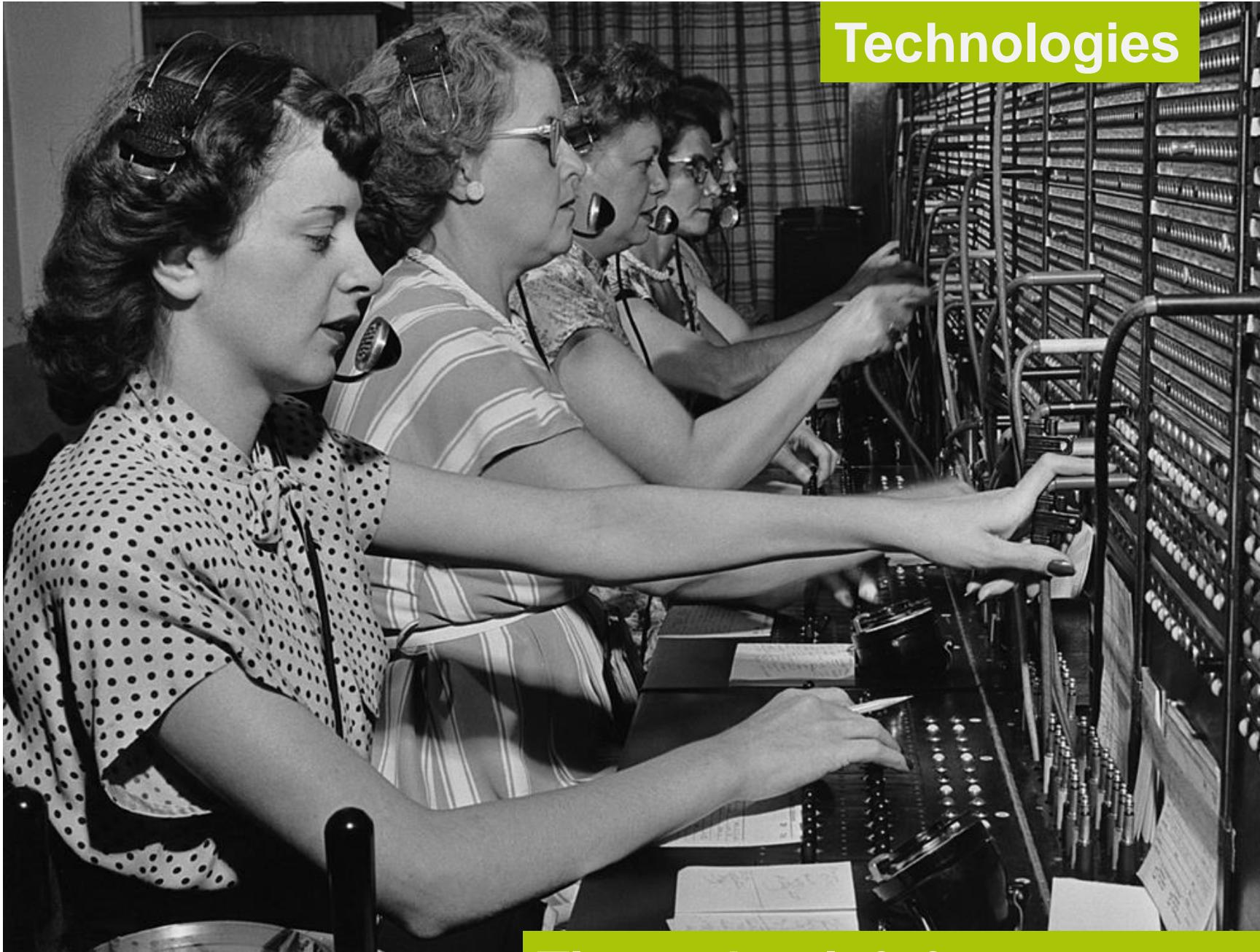


Times that left for ever



Labor

Times that left for ever



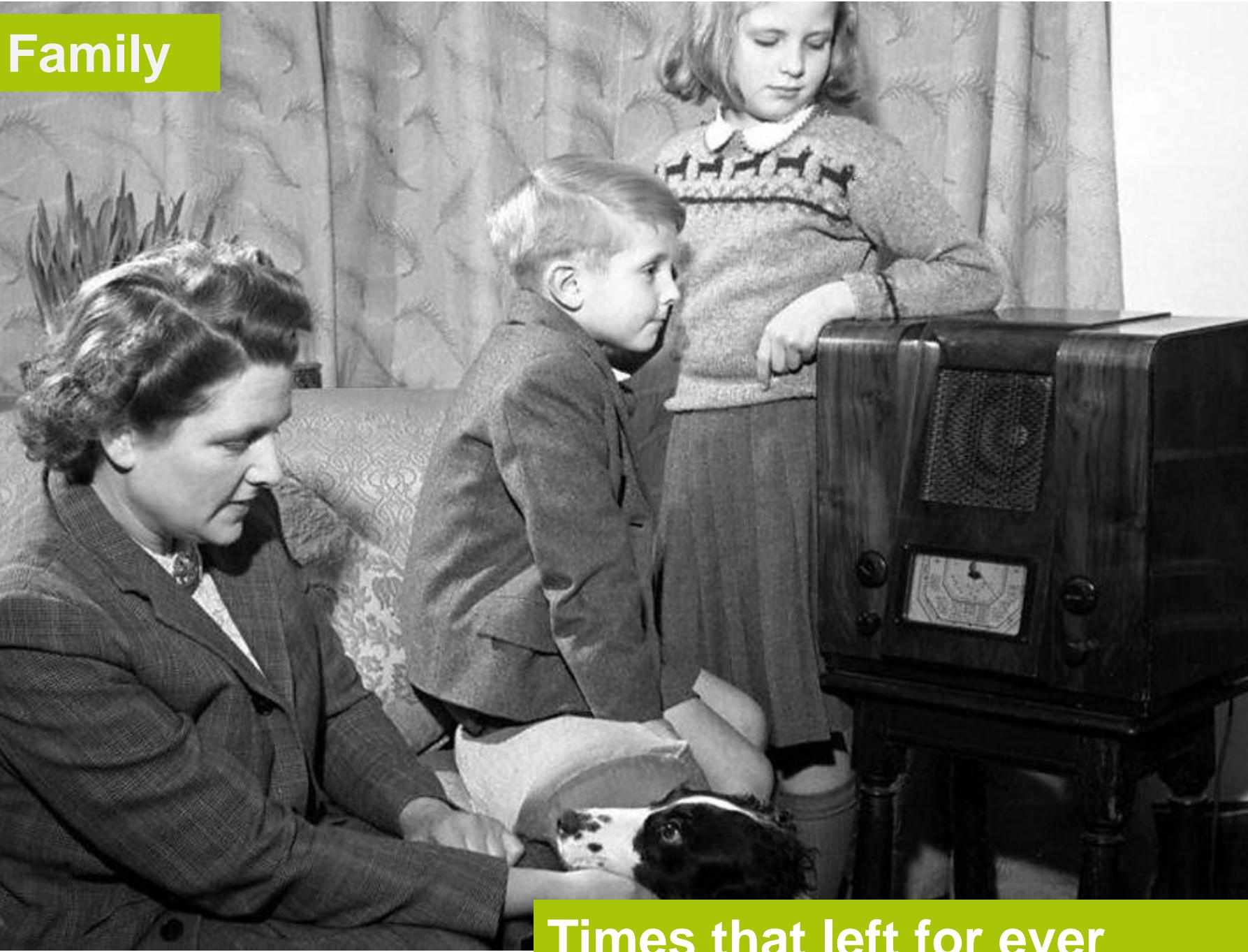
Technologies

Times that left for ever

# Education



Times that left for ever



Family

Times that left for ever



Leasure

Times that left for ever

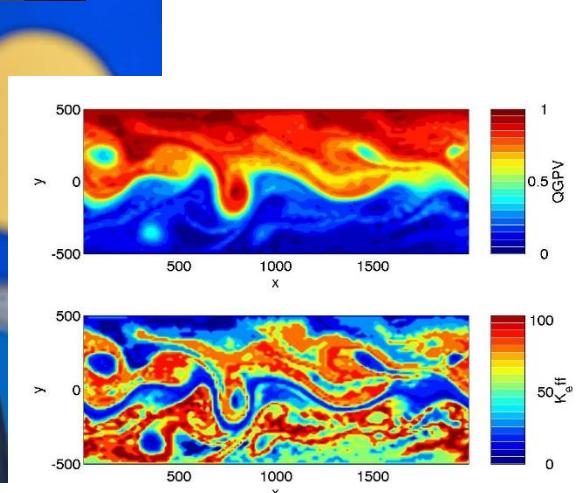
# The World will never be as it was



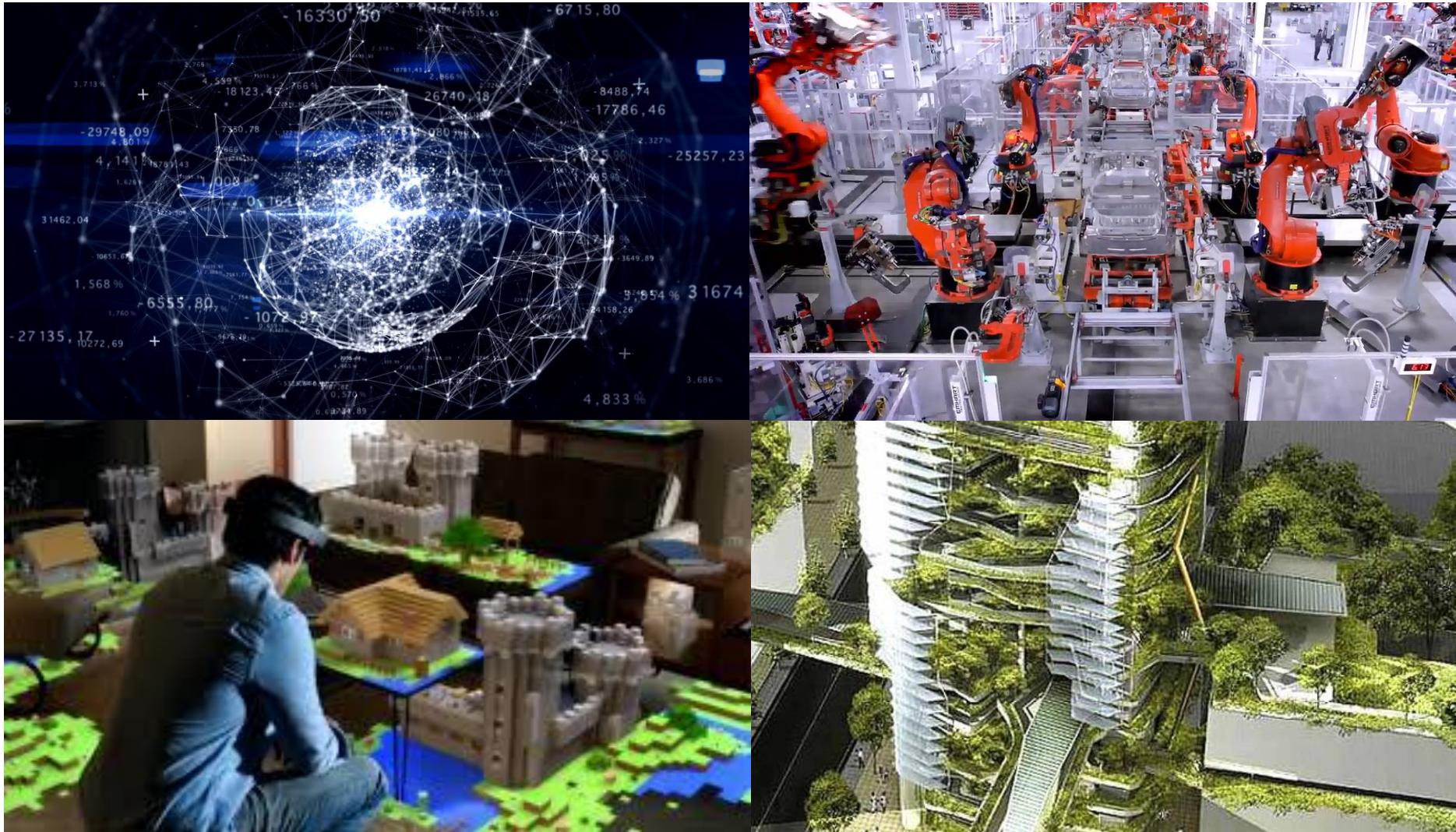
# New Challenges



# TIME OF TURBULENCE



# Main Driver – Permanent Revolution of Automation and Digitalization



# AUTOMATION



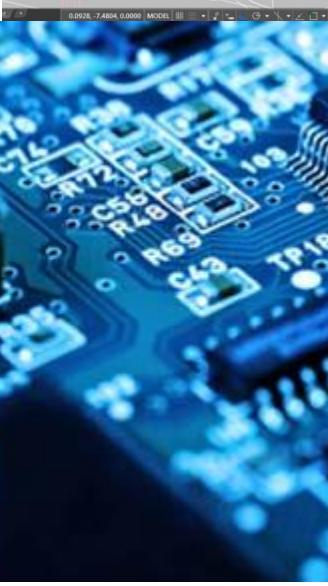
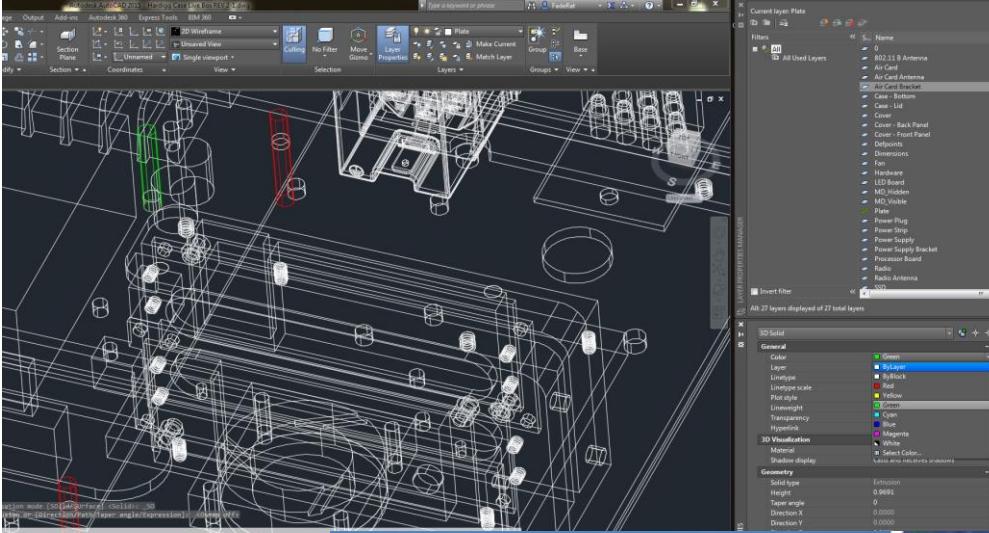
# DIGITALIZATION



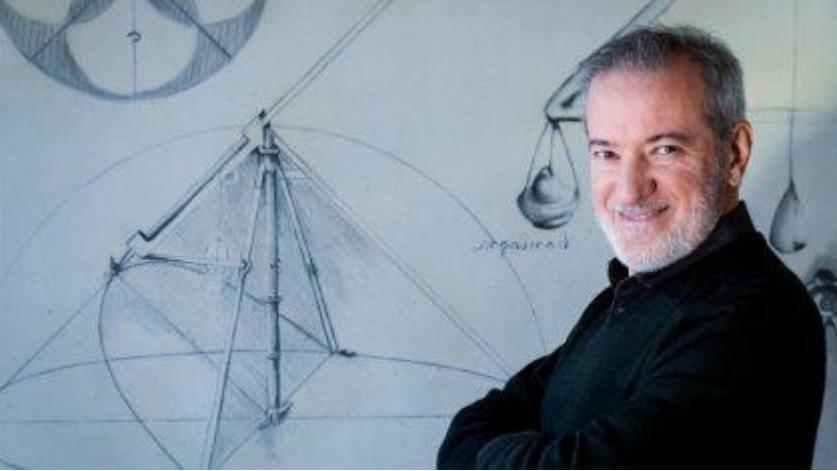
# ROBOTS ARE TAKING OVER...

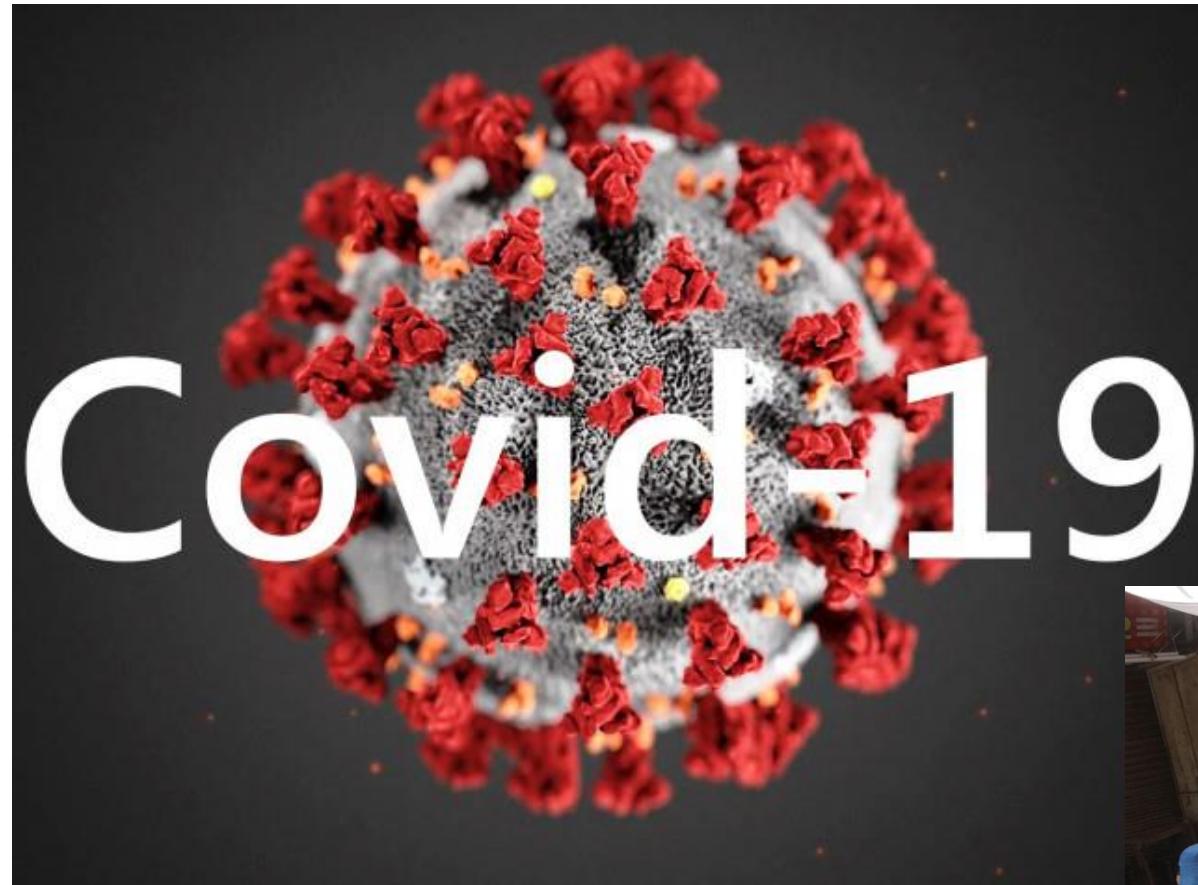


```
    } else {
        for (int i = 0; i < n; i++) {
            out[i] = 0;
        }
    }
}
```

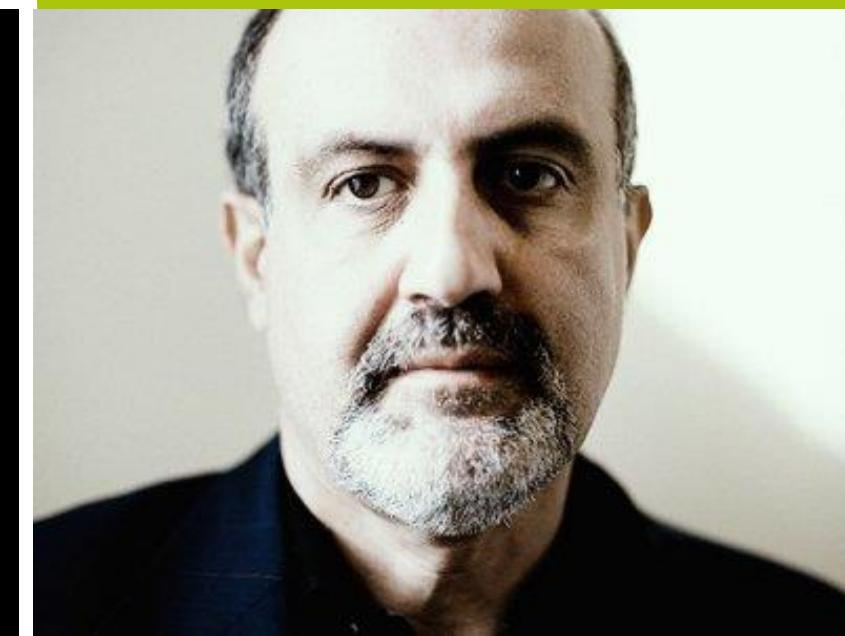


# ROBOETHICS

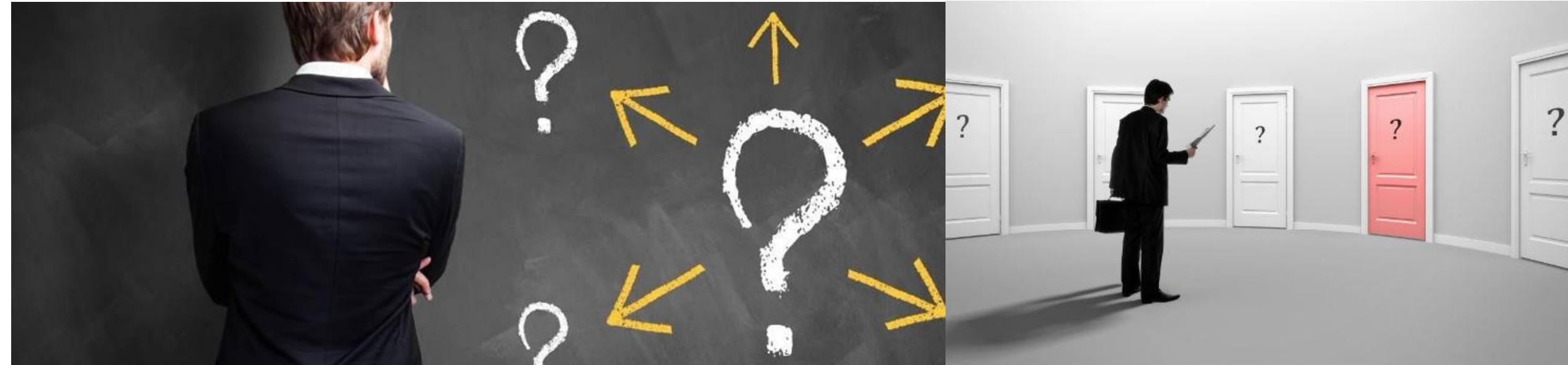




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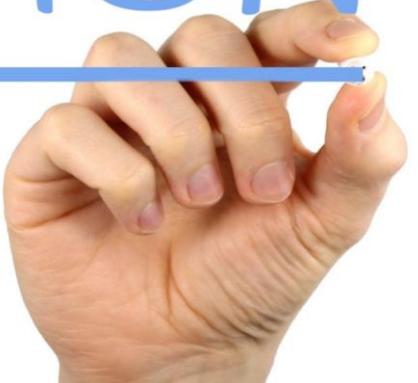


# UNCERTAINTY



# WHAT'S THE ANSWER?

VISION



CLARITY



# HOW TO BE PREPARED?

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# Skoltech Learning Outcomes



## 3. RELATING TO OTHERS – COMMUNICATION AND COLLABORATION

UNESCO PILLAR: LEARNING TO WORK WITH OTHERS

### 3.1 COMMUNICATIONS

- Communications strategy and structure
- Written, electronic and graphical communication
- Oral presentation and discussion
- Inquiry, listening and dialogue

### 3.2 COMMUNICATIONS IN INTERNATIONAL ENVIRONMENTS

- Communications in English in scientific, business and social settings
- Effective interaction in different cultural and international settings

### 3.3 TEAMWORK

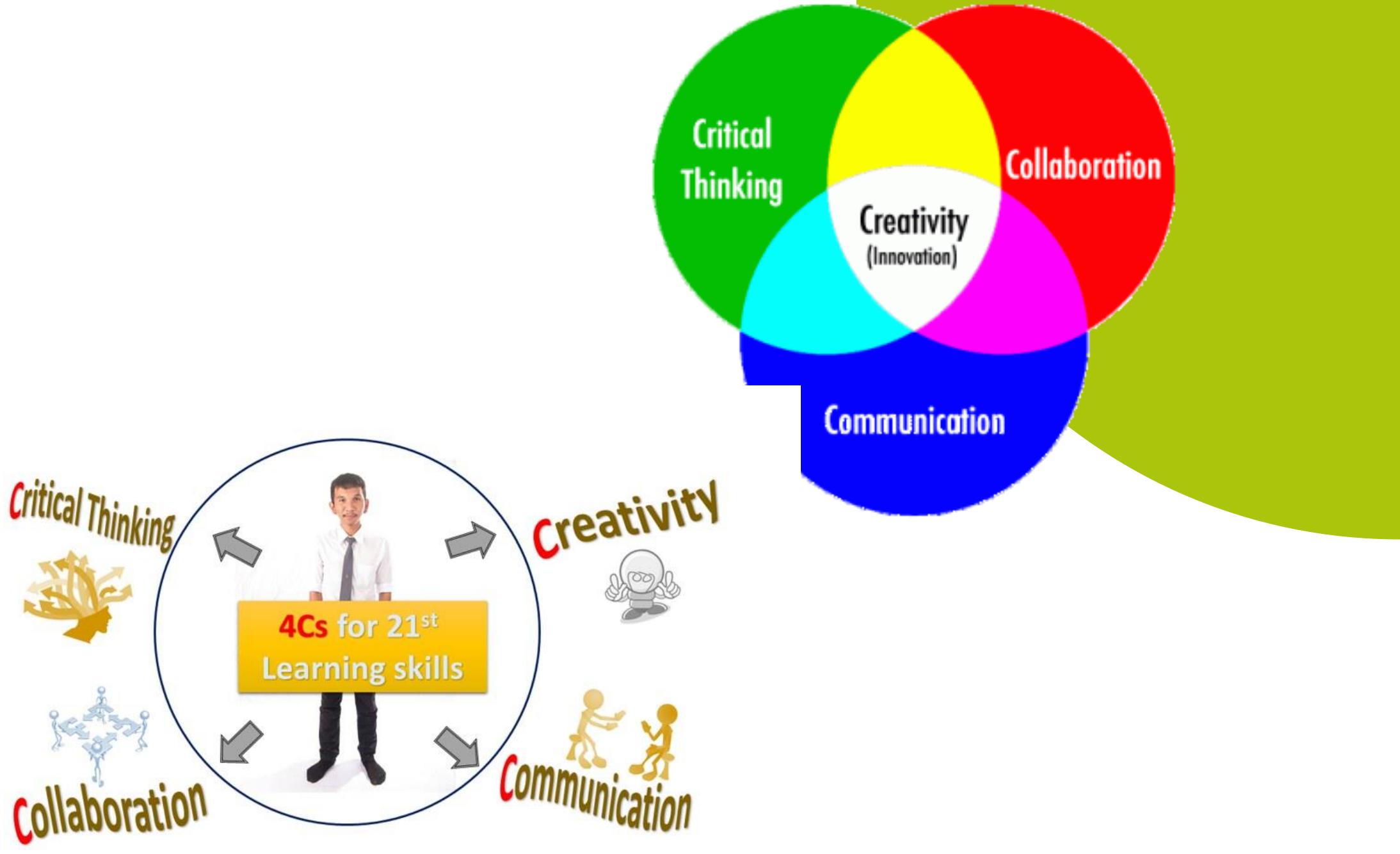
- Forming effective teams
- Team operations and project management
- Team coordination, decision-making and leadership
- Team growth and evolution
- Technical and multidisciplinary teaming

### 3.4 COLLABORATION AND CHANGE

- Establishing diverse connections and networking
- Appreciating different roles, perspectives and interests
- Negotiation and conflict resolution
- Advocacy
- Bringing about intentional change

# WHAT DOES IT MEAN TO COMMUNICATE AS PROFESSIONAL

- Providing practical information.
- Giving facts rather than vague impressions
- Presenting information in a concise, efficient manner.
- Clarifying expectations and responsibilities.
- Offering compelling, persuasive arguments and recommendations.



# WHAT DO WE NEED FOR NOW AND FOR THE FUTURE

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WHAT DO YOU THINK?

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Communication  
is much more of  
an art than a science.

# Aim and Objectives of the Course

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**Aim: To develop effective Business communication skills that can be applied to interpersonal, organizational and external contexts.**

## **Objectives:**

- understanding the importance and the difference types of Business Communication
- To increase the
  - Listening
  - Speaking
  - Writing

effectiveness in business communication.

# Objectives of the Course

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- Increase the knowledge and understanding of
  - The process of effective communication
  - The approaches to effective communication
  - The relevance of the different communication media to effective policy communication

- Intellectual Skills
  - Ability to conceptualize the processes of effective communication
  - Ability to discern the different environments and appropriating the relevant media to use

# Objectives of the Course

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## → Practical Skills

- Ability to develop communication plans that will meet the needs of a specific department or organization
- Ability to review policy documents to facilitate effective communication

## → Transferable Skills

- Effective oral communication skills
- Effective Listening Skills
- Effective writing skills

# Course Outline

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- Overview of communications;
  - Definitions
  - Processes and types
  - New technologies and communication
  - Noise and barriers to effective communication
- Communication in Business
- Verbal Communication
- Business Correspondence
- Effective Presentations
- Conflict Resolution
- Communication Networks

# Course Outline cont'd

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- Communication Systems
- Communication Planning
- Effective Business Writing: CV and Cover letter

# Definitions

## What is Communication?

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→ The word communicate comes from the Latin verb “Communicare”  
that means;

- to impart
- to participate
- and to share



# Definitions: What Is Communication?

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→ No Transfer of Meaning—No Communication

Communication is the process of sharing our ideas, thoughts, and feelings with other people and having those ideas, thoughts, and feelings understood by the people we are talking with.

When we communicate we speak, listen, show and observe

Communication

**A process of sending and receiving messages with attached meanings.**



# How do we spend our communications time?

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**We spend approximately 70% of our time communicating with others.**

**Of this communications time, we spend:**

- 16% Reading
- 9% Writing
- 30% Talking
- 45% Listening



# What Is Communication?

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- Conscious and Intentional
  - Nonverbal
  - Verbal
- Unconscious and Unintentional
  - Nonverbal
  - Verbal

# Basic Communication Model

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For communication to exit there must be at least four elements.

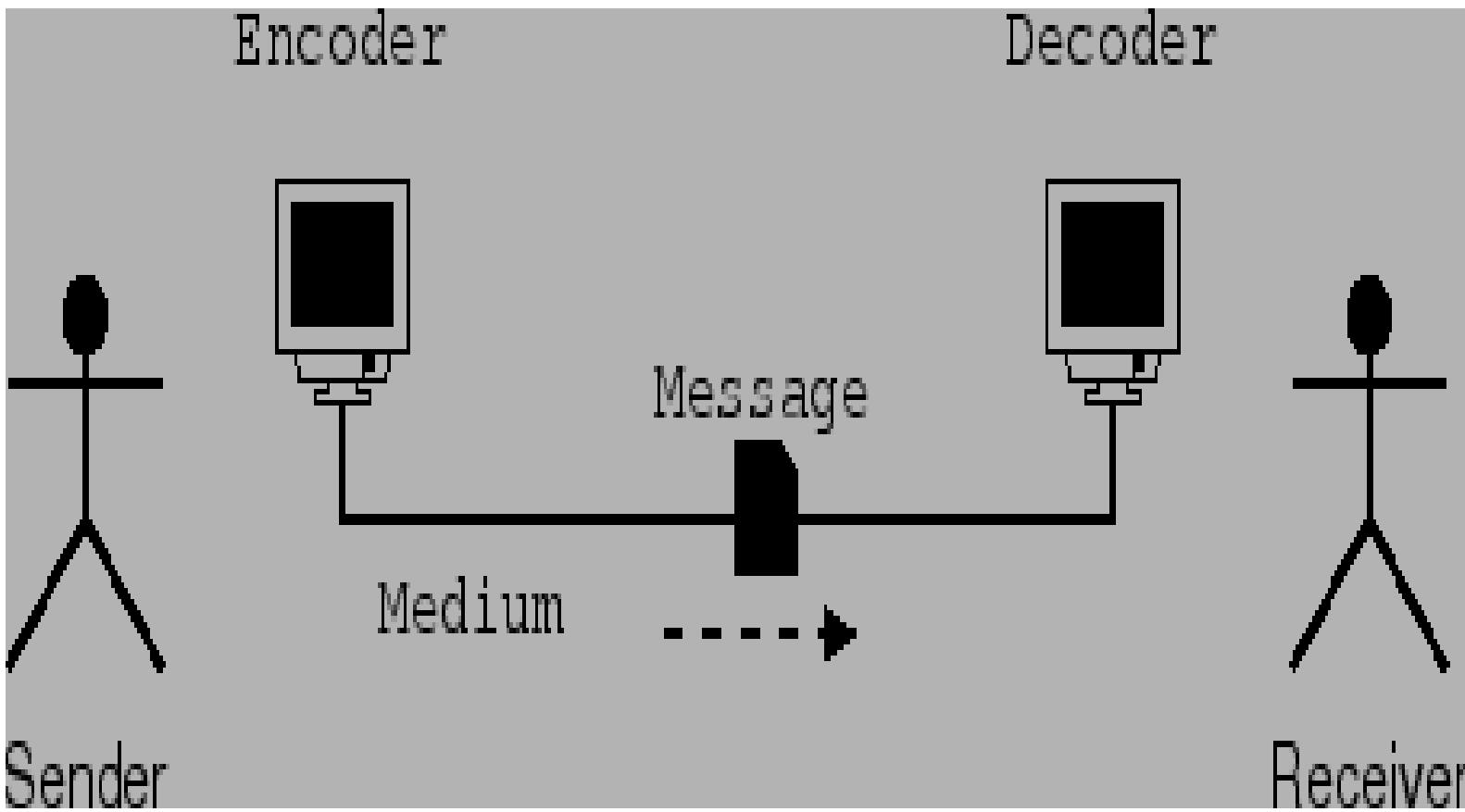
1. A sender / encoder
2. A receiver / Decoder
3. Message
4. Channel/Medium

Speaker      encoding      **message**      decoding    listener

In successfull communication  
sent =received

# Communication Model

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# Basic Communication Model

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## Encoder/ sender

- Encodes the message
- Chooses appropriate channel
- Solicits feedback
- Attempts to minimize the noise

**Encoding:** the process of transferring the information you want to communicate into a form that can be sent and correctly decoded at the other end

## Decoder / receiver

- Decodes the message
- Practices active listening
- Provides feedback

**Decoding:** the process where the message is interpreted for its content.

# Communication Processes and Types

## Types of Communication

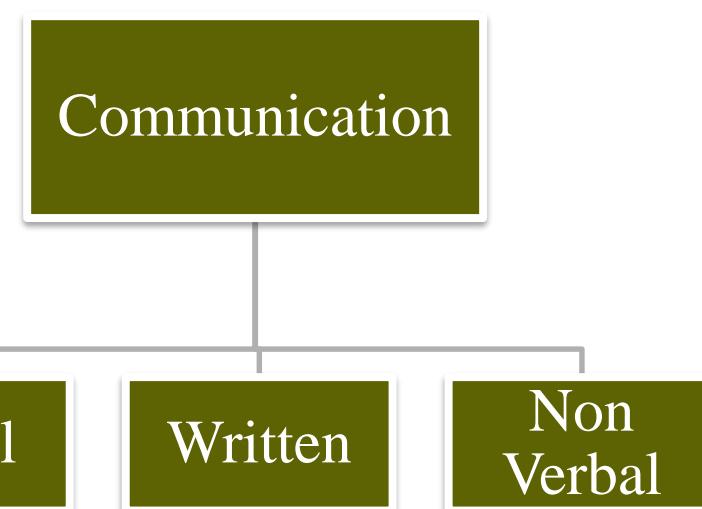
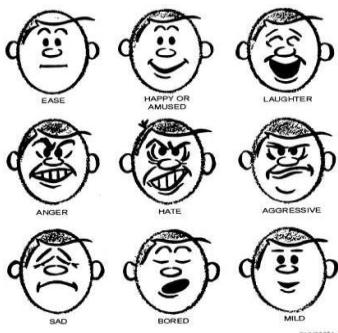
### Verbal



### Written



### Non Verbal



# Communication Processes and Types

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## → Verbal Communication

Spoken verbal communication, relies on both words, visual aids and non-verbal elements to support the conveyance of the meaning. Includes discussion, speeches, presentations, interpersonal communication and many other varieties.

## → Non Verbal Communication (Body language)

Facial expressions, gestures, paralanguage, body language, distance, eye contact, touch, and appearance

## → Written Communication

# Communication Processes.

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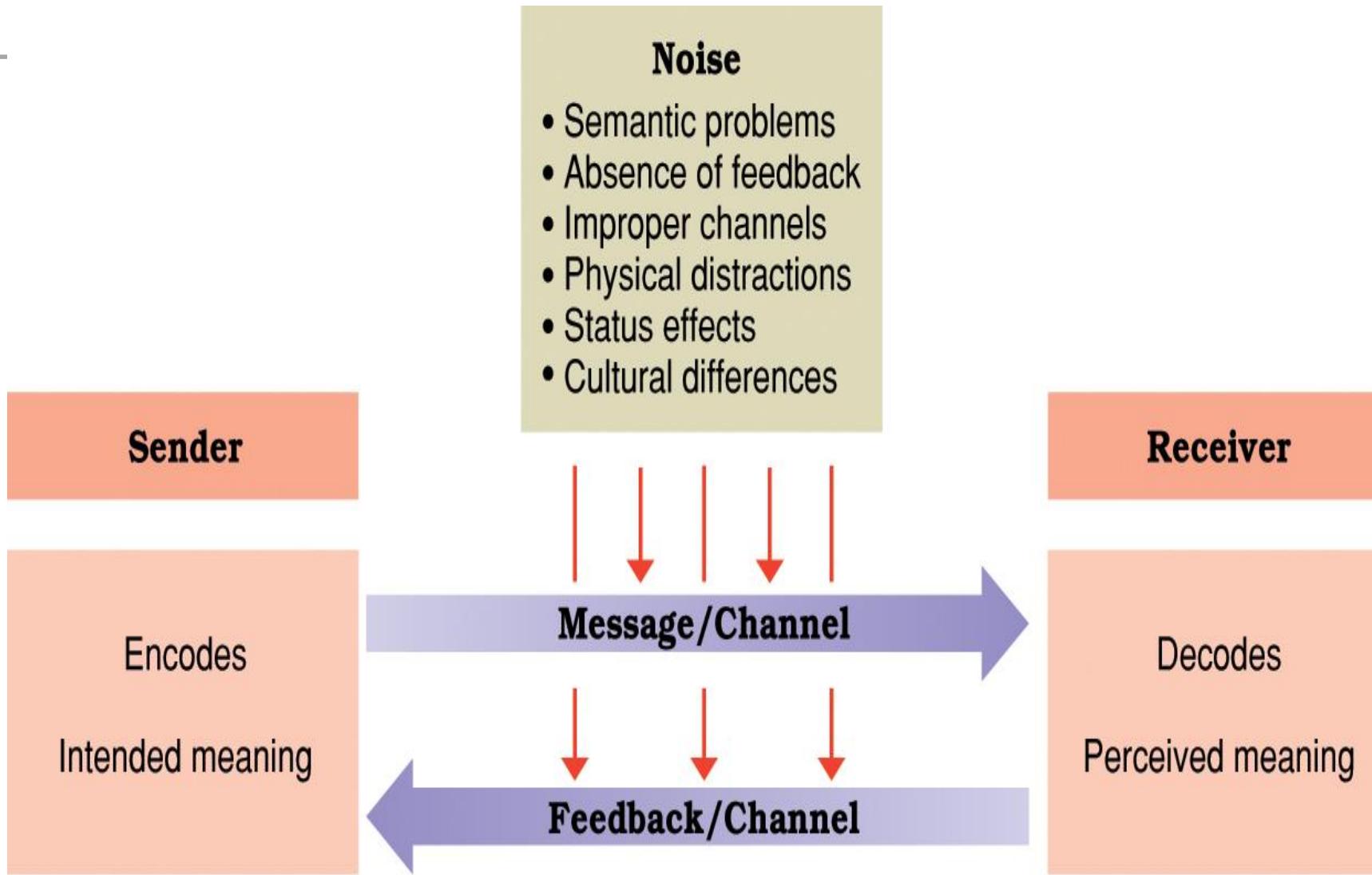
- In case of Verbal type of Communication, look out for the following:
  - Verbal: What you say i.e. the message
  - Vocal: How you say i.e. Music or your voice
  - Visual: How you seem and who you are

Most powerful element of communication is:

**Visual**

! Give importance to visual self, as much as the knowledge and experience.

# The Communication Process



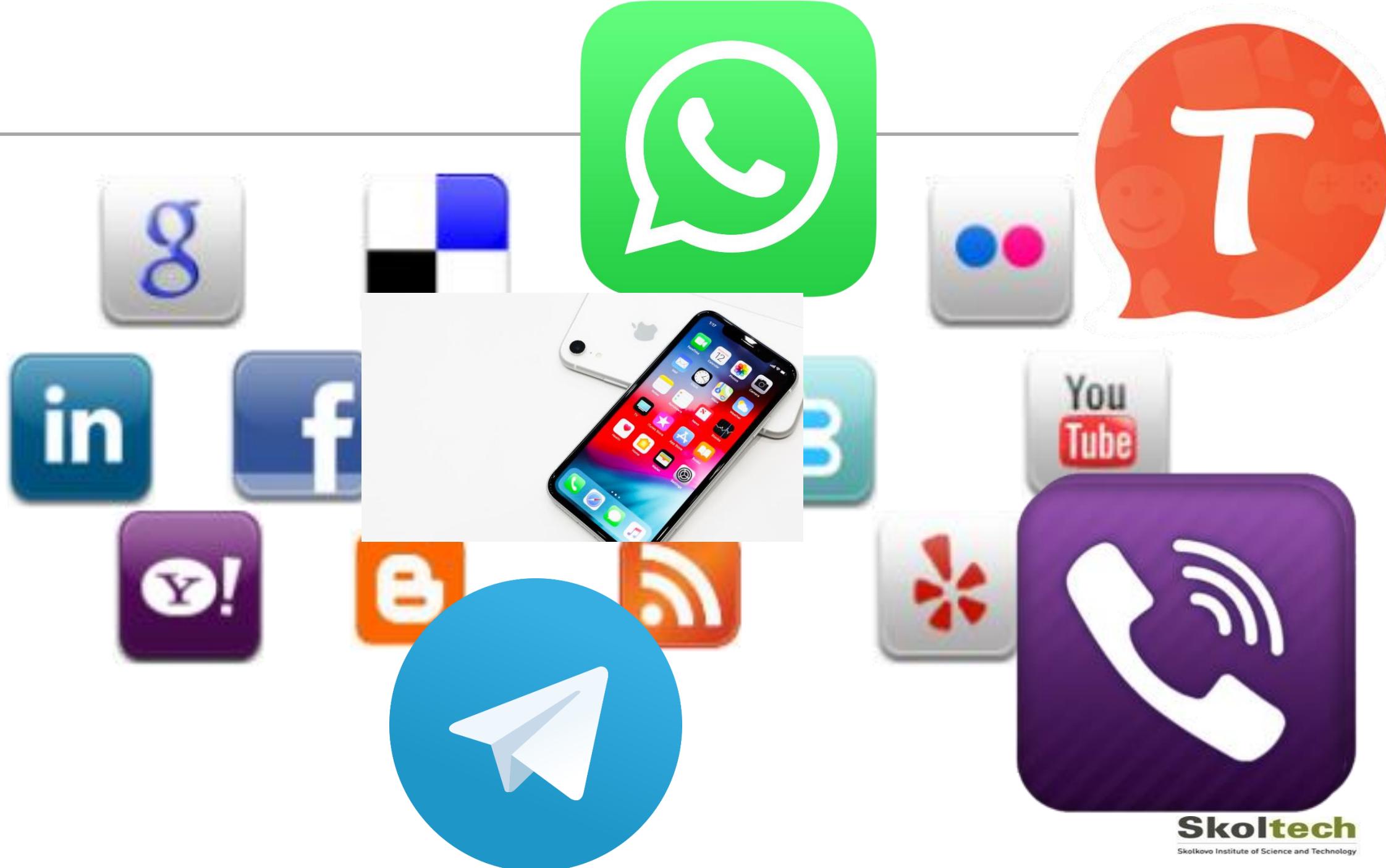
# New technologies and communication

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- Changes in web-based technology have made it far easier for individuals to publish, access and share information globally.
- Web-based tools that have proven effective on the internet are now making their way into organizations enabled by intranets.
- The rise of more accessible and easy-to-use technologies are allowing employees to voice their opinions and become more involved in communication and decision making.
- Business leaders will need to understand the merits of new social software and how it can benefit them and their organizations

# New technologies and communication





# Barriers to effective communication

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## Sending:

Lack of gestures, tone of voice, ambiguous words

!: Convey the importance of the message.

## Environment:

Noise. Physical obstacles, inadequacy of the channels,

## Receiving:

Misinterpretation of any word or behaviour, perceptual filter  
which reflect all our past experiences and learning

# Problems in Sending

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- using technical words for communication to nontechnical people
- forgetting that the visual and vocal elements are the most important, words less.
- Ignoring the situation, expectancies and interests of the listener according to their expertise.

# Noise in the environment

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- Noise creates distortions of the message and prevents it from being understood the way was intended
- Noises may be ringing telephones, honking horns, messy, chaotic surroundings etc.
- Time, inappropriate time may be an obstacle to give message clearly. Friday afternoon is not proper for a heavy meeting.

# Perception Problems

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- Listeners ability to understand.
- Lack of attention, inattentive or bored listeners
- Emotional state, stress, fear, anxiety, anger,
- Financial pressures
- Prejudgements
- Be sure that the receiver is “on”

# The importance of business communication

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- Time is money&time has a cost
- Time is limited with project deadlines, workhours
- Businesspeople are not our family or friends
- Business is not a game or joke but serious
- It is a half-diplomatic environment
- We may need any person in our career path with the nice memories about us.

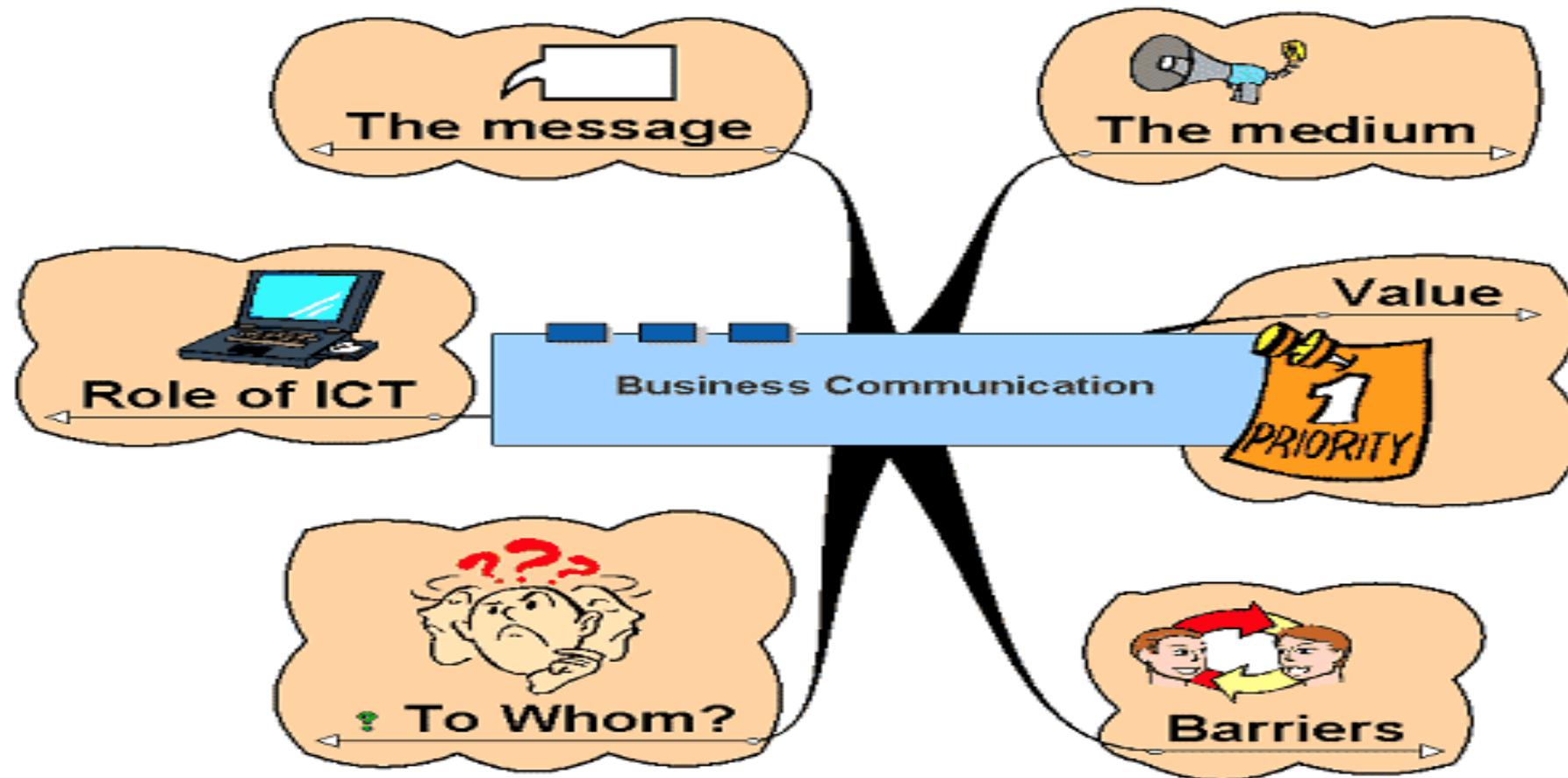
# Business Comm. must be:

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- brief
- Well-designed
- precise
- specific
- Use short sentences
- Net&clear
- Understandable&comprehensive

# Business Communication

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# Summary

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We have Covered;

- Definitions,
- Communication processes; and types;
- New technologies and communication,
- Problems affecting communication

