

Business Communication

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Get to know your instructor



Effective Business Communication

- Communication between managers and employees that allows them to complete the work of an organization **effectively**
- Top Down , Bottom Up , Lateral , grapevine
- **Managerial Communication helps in the smooth flow of information among managers working towards a common goal**
- Formal Vs. Informal
- Verbal/Written / Non verbal
- **What happens if there is a miscommunication ?**
- **Some of the biggest crisis communication / communication failures**

When is a message effective ?

- **Is clear:**
The audience understands what the writer meant.
- The reader doesn't have to guess.
- **Is complete:**
All the reader's questions are answered.
- The reader doesn't have to guess.
- **Is correct:**
The facts and information are accurate.
The message is free from sentence-level errors.
- **Saves the reader's time:**
The style, organization, and visual impact to help the reader to read,
- understand, and act on information as quickly as possible.
- **Builds goodwill:**
Presents a positive image of the writer and his or her organization.
- It treats the reader as a person, not a number.
- It cements a good relationship between the writer and the reader.

Why is effective managerial communication important?

- Information sharing
- Feedback
- Influence
- Assist in decision making
- Facilitate change
- Team Building
- Development of managerial skills
- Motivating people
- Conflict resolution



Impact of Technology in Communication

- Opportunities?? - speed, versatile channel, more efficient
- Challenges??- managing/tackling the speed, channels (Instagram, Twitter, fb, LinkedIn) -Grameenphone crisis, Sultans Dine

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- [What's your observation on this?](#)

Examples of some of the biggest communication failures

British Petroleum: The blowout of the Deepwater Horizon offshore oil rig, in April 2010, resulted in a massive crisis for BP and its partners. Among the key factors that contributed to the disaster were “**poor communications**” and a failure “**to share important information,**” according to [a report on the White House commission](#) that studied the incident.



https://www.youtube.com/watch?v=re_HHQ6-aUs

Examples of some of the biggest communication failures

Domino's Pizza Employees Disgusting YouTube Video. A couple of immature Domino's employees made a disgusting YouTube video of themselves defiling a pizza that they were supposedly going to send out to a customer. Even after firing the two employees and issuing an apology, Domino's reputation was a casualty of the prank.

<https://www.youtube.com/watch?v=dem6eA7-A2I>



Crisis Communication

- Rana Plaza collapsed
- 1100+ workers died
- Severe impact in the RMG sector
- Globally negative communication
- Media Communication ??
- State Communication??
- Organizational Communication ??



Communication during Covid 19 in your organization

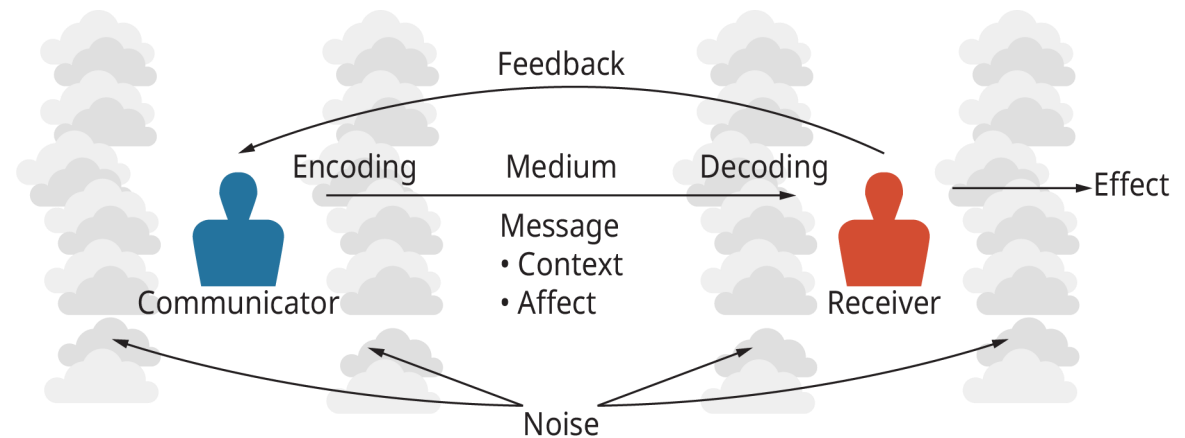
- Health Updates
- Virus Updates
- Numbers ?? .. Death Rates.. Infected Rates
- Lateral .. Upward ...Downward
- Organizational Communication : HR , Management, Supply Chain, Production Planning
- Work from home?

Managerial Communication process

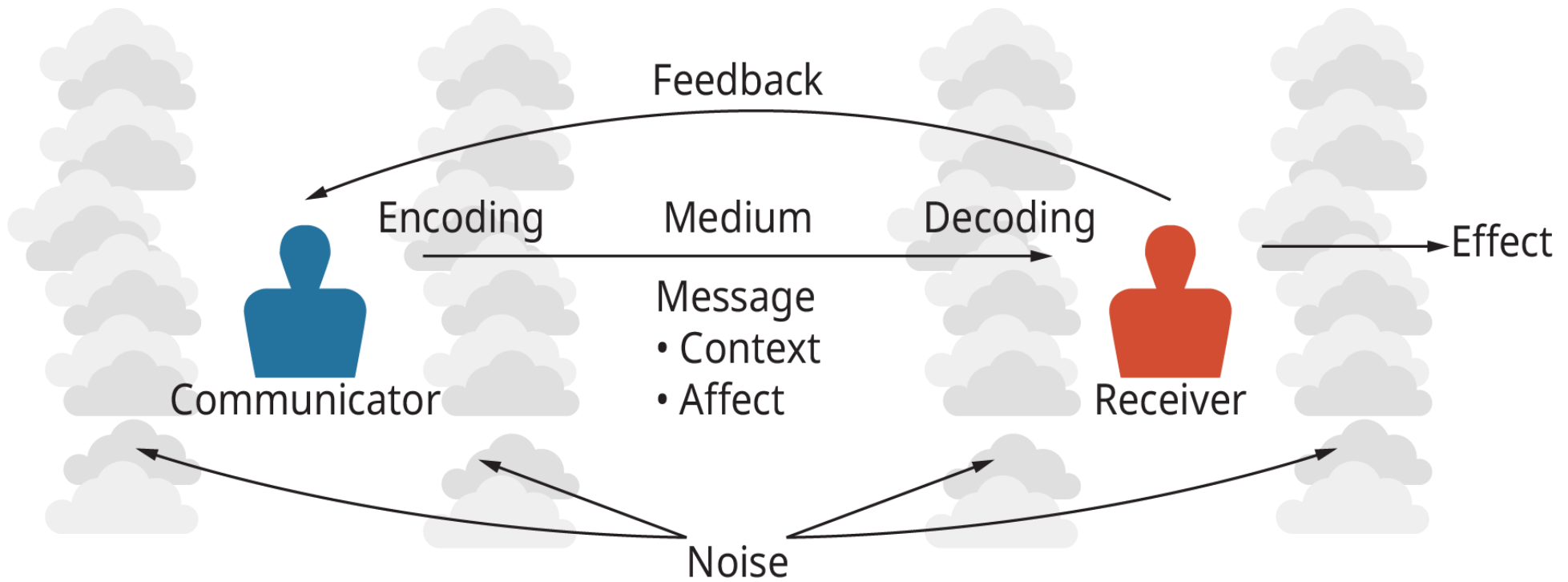
Communicator / Sender: Both content and feelings

Receiver : receives the message based on the frame of reference

Message : ideas expressed to individuals ; must be transmitted in a form that the receiver understand the intended meaning



Source: Rice University, OpenStax, under CC-BY 4.0 license



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Channel/ Medium : conveys the message to the receiver : face to face ; or in any mediated fashion – email, letter, memo, messages etc.; multiple channels and frequency

Feedback: reports back to the sender/ communicator ; 2 way process

Environment / Noise: where and when and under what circumstances

Message

“ If you don't know what you want to achieve through your message, your audience never will...”

-- Harvey Diamond

Routine Communication : Types of Messages

- **Positive Message** : Launch of a new product
 - Highest Sales / Bonus/ Increment / Promotion
 - Good will
- **Negative Message** : direct strategy / indirect strategy
 - Negative messages during Covid 19
 - Order Cancellation
 - Job lost
- **Persuasive messages** : persuade your boss to approving a project



Purpose of Communication/ Message

- **What do I want to achieve ?**
- **How do I achieve that ?**
- **Inform** : informative messages inform or describe something
- **Persuade**: persuasive messages attempt to change receivers' attitudes beliefs and perceptions
- **Action** : action oriented messages motivates the receiver to do a task.
- e.g. : Sales update to all employees : **Inform**
- Convince a customer to switch to your product / convince a buyer to confirm the order with your company **Persuasion/ action**
- All employees to shift to the new technological platform by February 28, 2021
Action

Positive Messages

- Usually organized in direct approach
- 3 elements :
 - Opening stating the main purpose, subject, or idea
 - Body containing relevant details explaining the subject
 - Ending with a polite request, summary, or goodwill thought

Negative Messages

- Delivering unwanted news is a fact of life in public relations, and when an organization must inform its stakeholders of negative news, there are basic goals that the message must attain:
- Confirm that the negative message will be understood and accepted.
- Deliver the message in a way that the reader will continue to look at the writer and/or organization in a positive light.
- Minimize future contact with the writer/organization about the negative situation.

Process of persuasion

- Establish credibility
- Frame goals on common grounds
- Vividly reinforce your position
- Connect emotionally

3 pillars of Persuasion : Ethos , Pathos, Logos

- Use ethos in the beginning to set up your creditability and to make you readers/listeners relate to you.
- Use logos, or logic, to argue and build your points.
- Finish up with pathos, or the emotional appeal as people will act based on their emotions, and that is, after all, your ultimate goal.

Writing Strategies

• Direct Writing

- Start with the main point
- Provide secondary points
- End with a positive note

• Indirect Writing (Sandwich)

- Start with a neutral statement
- Provide the explanation
- Present the bad news
- End on a positive note

AIDA

• Indirect Persuasion

- Grab the reader's attention
- Draw Interest
- **Create Desire**
- Take **Action**

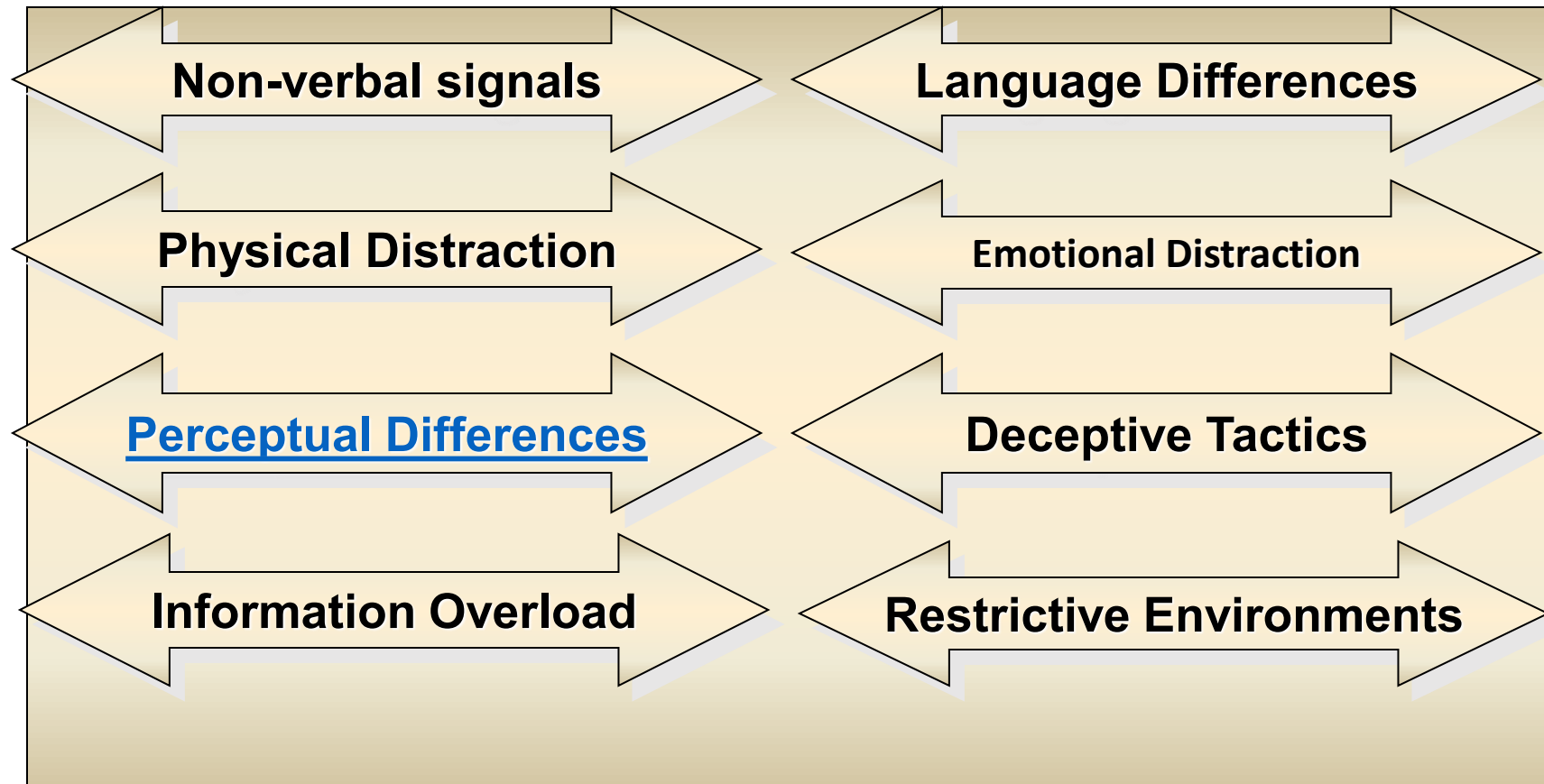
Credibility, emotions
and Logic

Choosing the right communication channel

- <https://s3.amazonaws.com/he-assets-prod/interactives/249-choosing-the-right-communication-technology/Launch.html>

Conversation scenarios	Face-to-face	Chat	Email
Company announcement	✗	✗	✓
Constructive feedback	✓	✗	✗
Rewards and recognition	✓	✓	✓
Project discussions	✓	✓	✗
Project updates	✓	✓	✗
Appraisal announcement	✓	✗	✗
Personal discussion (health/family-related or any other issue)	✓	✗	✗

Communication Barriers (Environment / Noise)



Importance of Communication for IT Professionals

- *Why spending time with people when we have computers? The assumption by many of the IT personnel, but is it a reality? (LinkedIn)*
- *Precise Writing Skills : Project Proposal / Collaboration with teams*
- *Communicating with teams*
- *Active Listening*
- *Customer Service*

Technology and Effective Communication

- One of the key ways businesses can leverage ChatGPT is through internal communication.
- In today's fast-paced business environment, effective communication among team members is crucial for success.
- ChatGPT can be used as a virtual assistant, helping employees manage their tasks, appointments, and deadlines, and facilitating communication across different departments and teams.
- It can assist in scheduling meetings, setting reminders, and even proofreading documents, saving time and reducing the administrative burden on employees

Use Familiar Words/ Long words (KISS)

Unfamiliar words

- Purchase of a new fleet is not actionable at this juncture
- We must leverage our core competencies to maximize our competitiveness
- Your proposed enhancement is under consideration

Familiar words

- Buying new truck is not practical now
- Relying on what we do best will make us the most competitive
- We are considering your suggestion
- **KEEP it Short and Simple (KISS)**

Use precise Language

Abstract/ Vague

- A significant loss
- Good attendance record
- The leading company
- The majority
- In the near future
- Substantial amount
- Our batteries are better

- Please respond soon

Concrete

- A 53% loss
- 100% attendance record
- First among 500
- 62%
- By noon Thursday
- Exact number
- Our batteries cost less and lasts longer

- Will you let me know by June 1, 2022?

Avoid Discriminatory words

Sexist Words

- **If a customer pays promptly, he/she is placed on the preferred list**
- When a customer needs service, it is **his** right to ask for it
- Man-made problem
- Policeman / Chairman / Congressman
- Cameraman

Gender Neutral words

- A customer who pays promptly is placed in our preferred list
- A customer who needs service has the right to ask for it
- Manufactured
- Police Officer , Chairperson, Congressperson
- Camera operator

Examples :

- If you say,
- Dear Mr. X,
- “I need you to redo that report,”

The report needs some corrections and I think we need to sit and talk about it .

- they might hear, “Your work is really slipping,” or worse yet, “I’m not sure you belong in this job.” You’re trying to help them improve, but they think you’re judging them, and harshly.