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ENTREPRENEURSHIP AWARENESS CAMP 2007 BUSINESS COMMUNICATION



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01. WHAT IS COMMUNICATION?

- is the art of getting your message across effectively through:

Spoken words - *(primary and simplest way)*

Written words - *(reflects importance)*

Body language - *(can make or mar)*

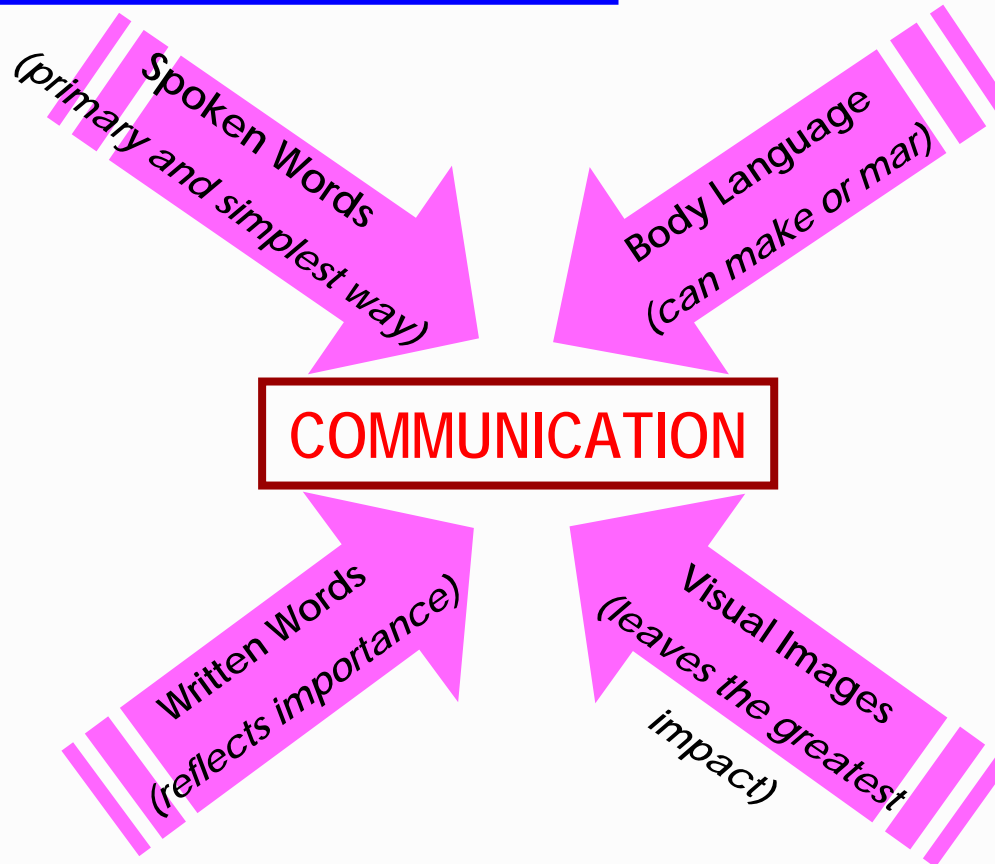
Visual images - *(leaves the greatest impact)*



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01. WHAT IS COMMUNICATION?





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02. PURPOSE OF COMMUNICATION

- to get work done from peers and subordinates
- to improve the efficiency of our business transactions
- to coordinate/interact better
- to motivate and influence others
- to send/receive information in an unambiguous manner
- to save considerable time and effort
- to take better decisions
- to develop better relationships



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03. WHAT IS BUSINESS COMMUNICATION?

'Business Communication' is communication that happens in an organizational context in order to:

- exchange information, ideas, plans, strategies
- order supplies/offer the best of customer services
- make decisions, rules, proposals, contracts, and agreements

In fact, communication is regarded as the "lifeblood" of every organization.



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04. METHODS OF BUSINESS COMMUNICATION

Vertical communication (downward, upward)

Horizontal communication (*lateral communication*)

One-to-one communication

One-to-many communication

Formal communication

Informal communication

Oral communication

Written communication

Internal communication

External communication

One way communication

Two way communication



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04. METHODS OF BUSINESS COMMUNICATION

Oral Communication:

*immediate feedback
shorter words/sentences
prompt action
less detailed tech. info.
colloquial language*

Written Communication:

*delayed feedback
longer words/sentences
delayed action
more detailed tech. info.
more complex language
possibility of review*

Formal Communication:

*less flexible
less responsive
more accurate*

Informal Communication:

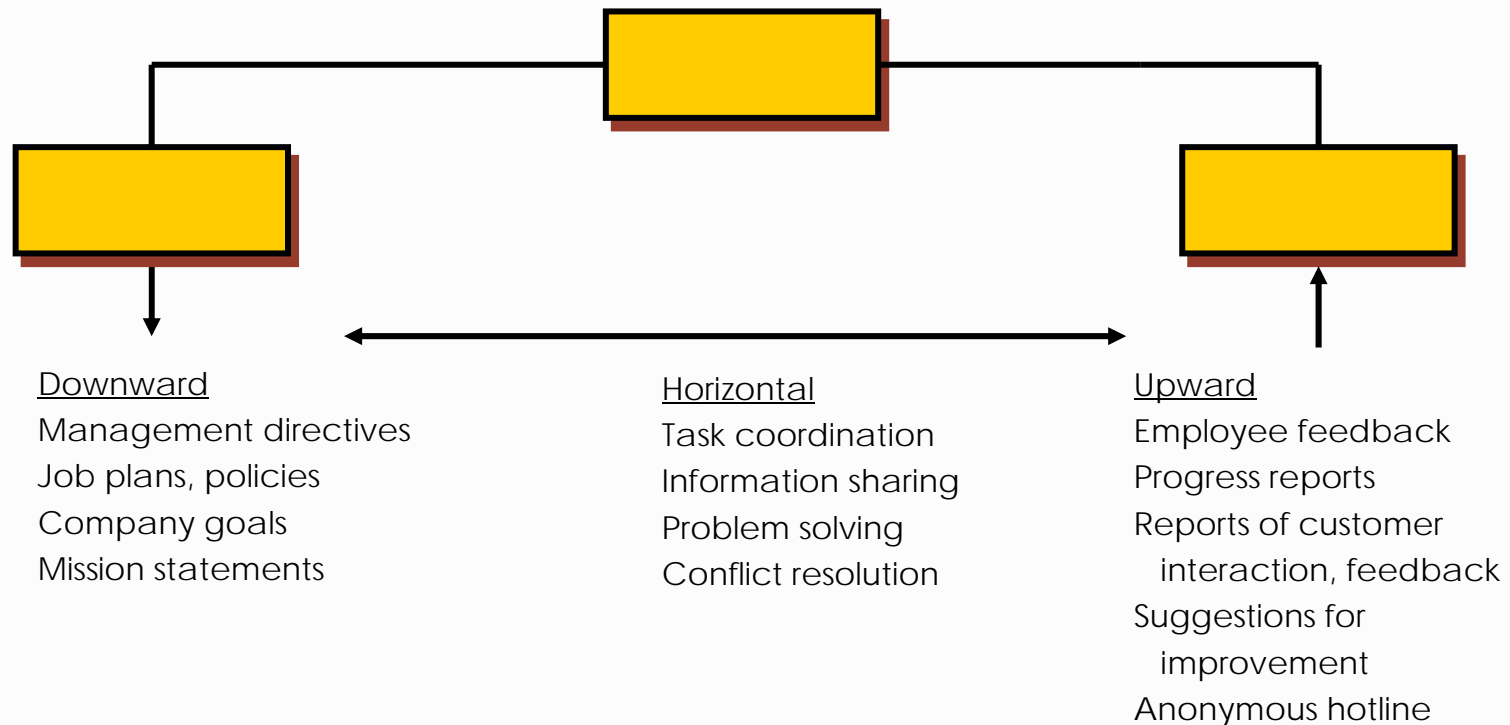
*more flexible
more responsive
less accurate*



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04. METHODS OF BUSINESS COMMUNICATION

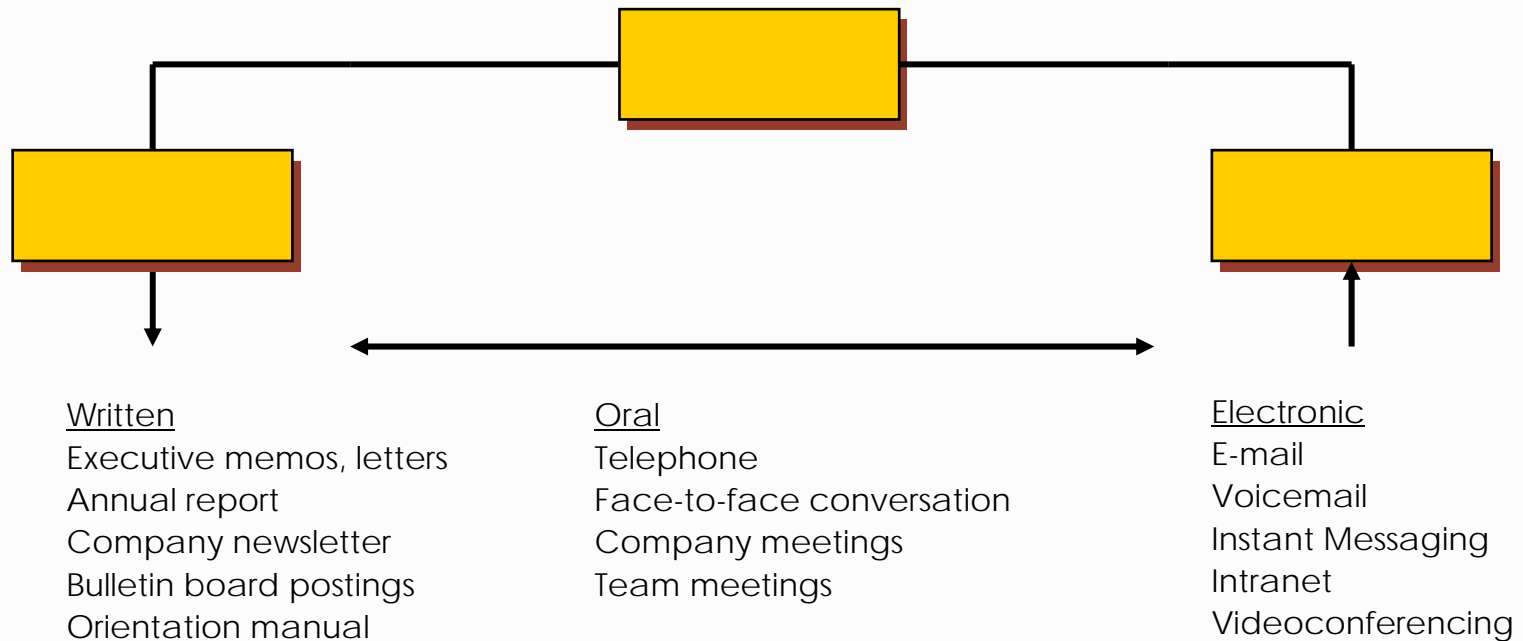




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04. METHODS OF BUSINESS COMMUNICATION





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05. TYPES OF BUSINESS COMMUNICATION

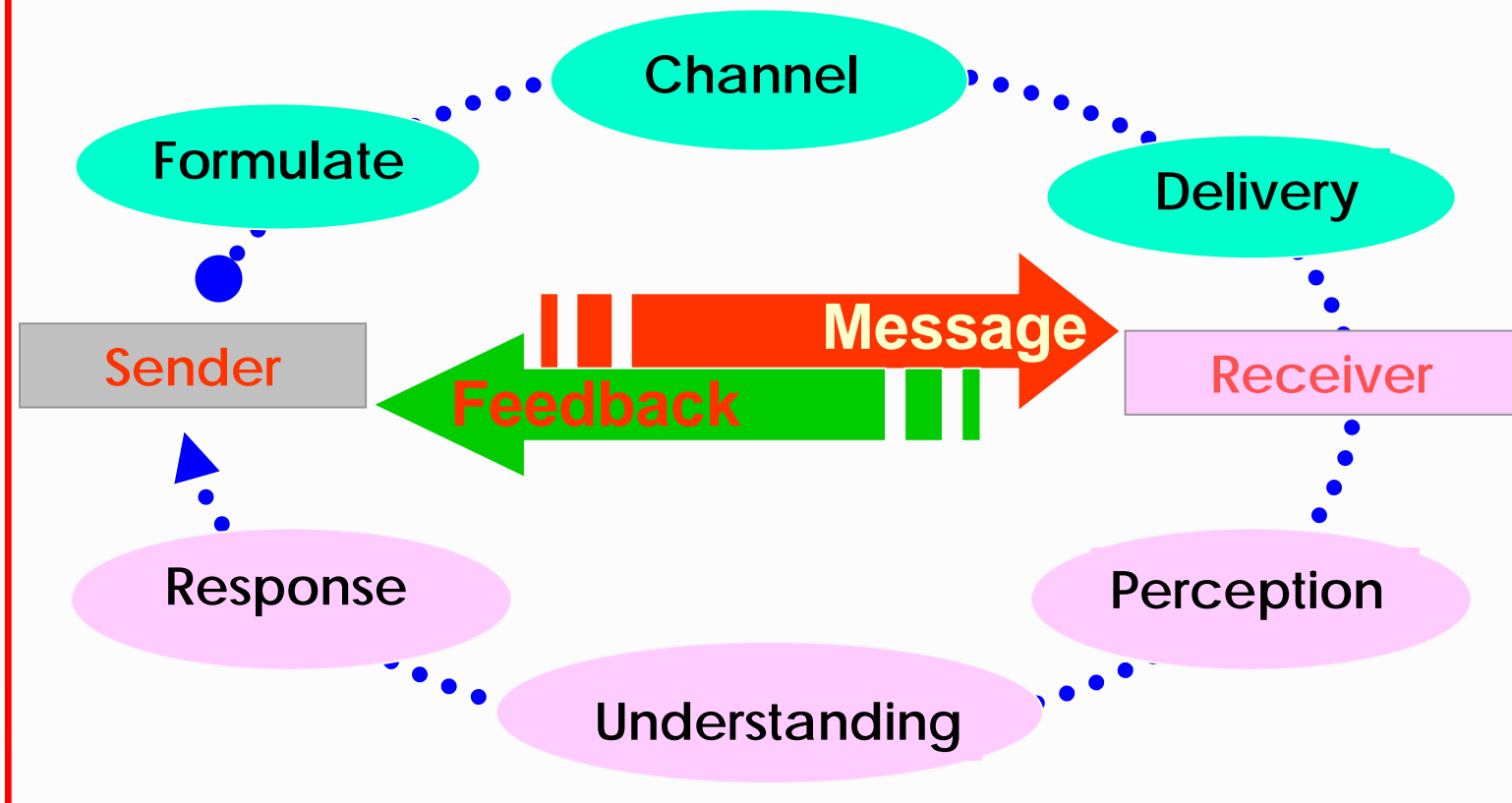
Written	letters, memos, reports,...
Spoken	conversations, interviews, phone calls, radio, requests, sales calls, ...
Body Language	facial expressions, actions, voice, tone, silence, stance,...
Visuals	photographs, paintings, videos, ...
Multi-media	television, newspaper, magazines, internet,...



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06. FLOW OF COMMUNICATION





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07. BENEFITS OF EFFECTIVE COMMUNICATION ARE:

You will:

- be able to communicate clearly to clients and other professionals
- possess superior writing and presentation skills
- develop and communicate product objectives and strategies
- be able to write better proposals and quotations
- develop good overall oral/written communication skills



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08. IMPORTANT SKILLS TO BE SUCCESSFUL:

(On a scale of 1 to 5; 1 being least useful and 5 being most useful)

Communication	4.94
Teamwork	4.72
Leadership	4.60
Critical Thinking	4.57
Personal Management	4.52
Creativity	4.08



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09. FREQUENCY OF SKILLS USE:

(On a scale of 1 to 5; 1 being least useful and 5 being most useful)

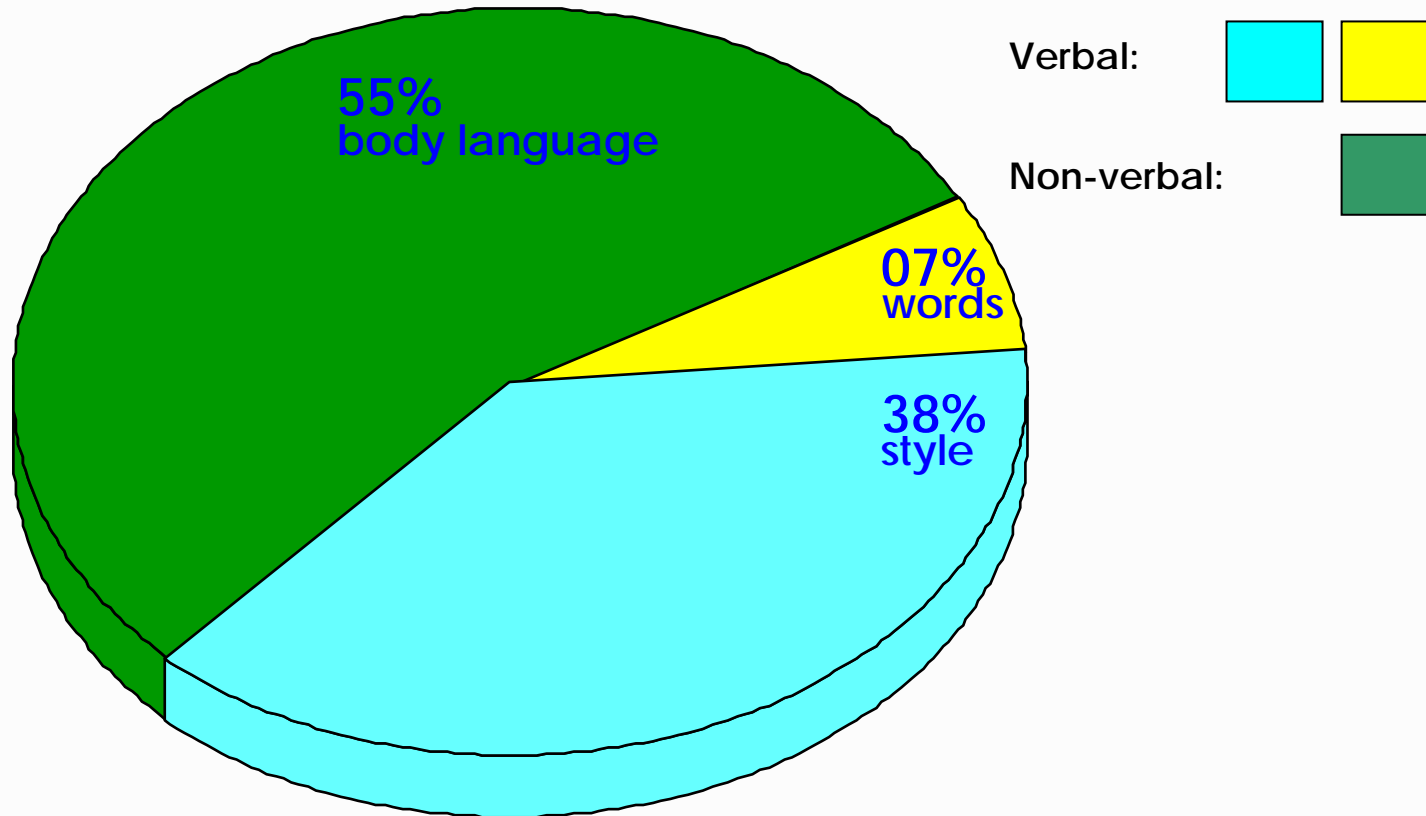
Communication	4.91
Teamwork	4.73
Personal Management	4.51
Critical Thinking	4.47
Leadership	4.46
Creativity	3.95
Technical/Scientific	3.91
Social Responsibility	3.89



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10. THE COMMUNICATION PIE:





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11. STATISTICAL VIEW OF COMMUNICATION:

70% of our communication efforts are:

- Misunderstood / Misinterpreted
- Rejected (not accepted)
- Distracted
- Not heard at all

(in spite of the same language and same culture!)

Only 30% is effective!



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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Personal barriers

- Your style and character (*rude, polite, shy, etc.*)
- Preparation & presentation

Organizational barriers

- Lack of clarity (*pronunciation, pitch, etc.*)
- Lack of credibility

Process barriers

- Timing
- Jargon
- Sender's speed of thought
- Receiver is not prepared
- Information overload
- Not repeating an important point
- Meeting in the evening
- Distractions



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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Personal barriers

Organizational barriers

Process barriers

- Culture
- Environment
- Size
- Structure
- Pace of activity



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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Personal barriers

Organizational barriers

Process barriers

- Channel/medium
- Irrelevant information
- Lack of proper response
- Absence of feedback
- Inappropriate questions
- Information overload



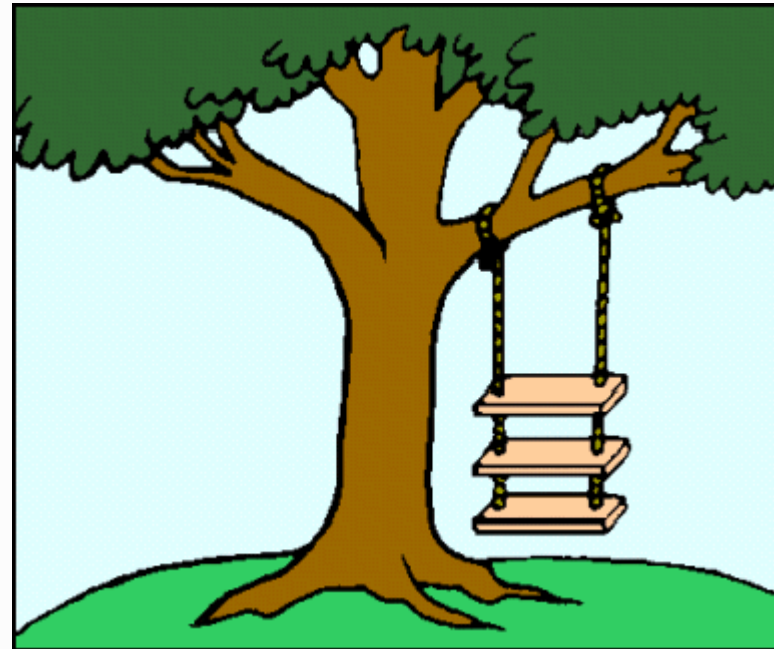
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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Miscommunication in product development

As marketing requested it:





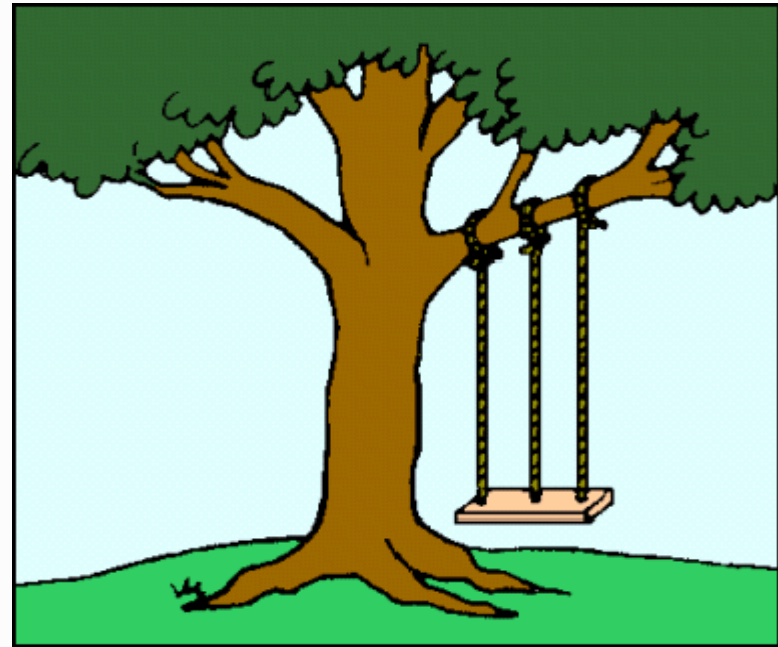
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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Miscommunication in product development

As sales ordered it:





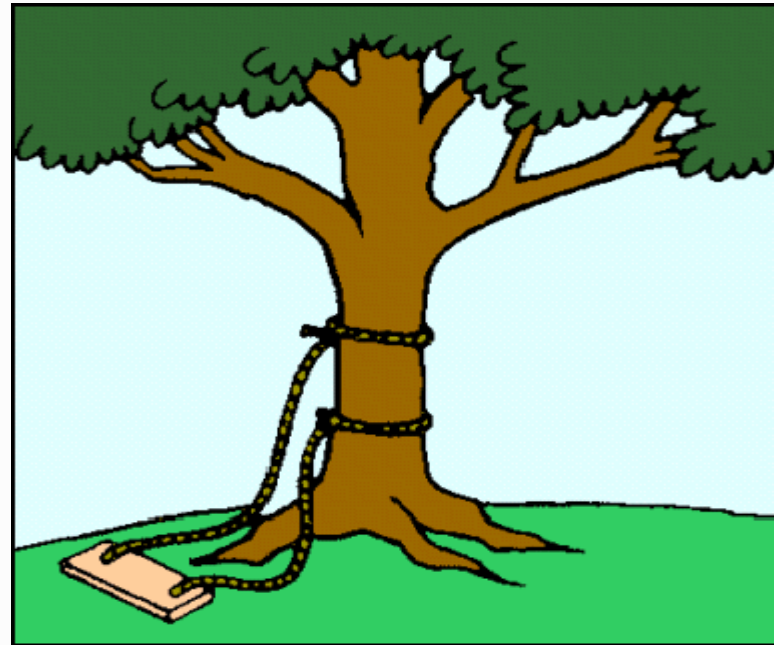
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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Miscommunication in product development

As engineering designed it:





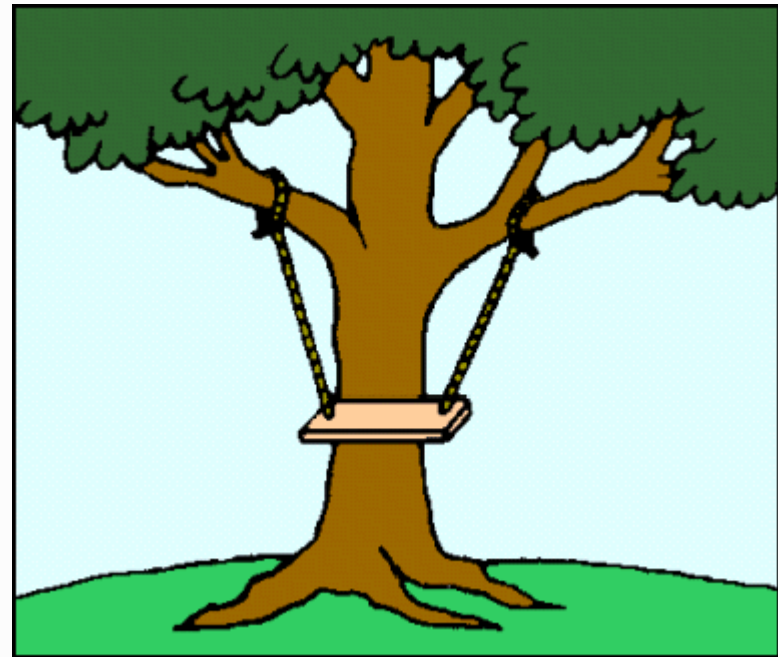
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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Miscommunication in product development

As production manufactured it:





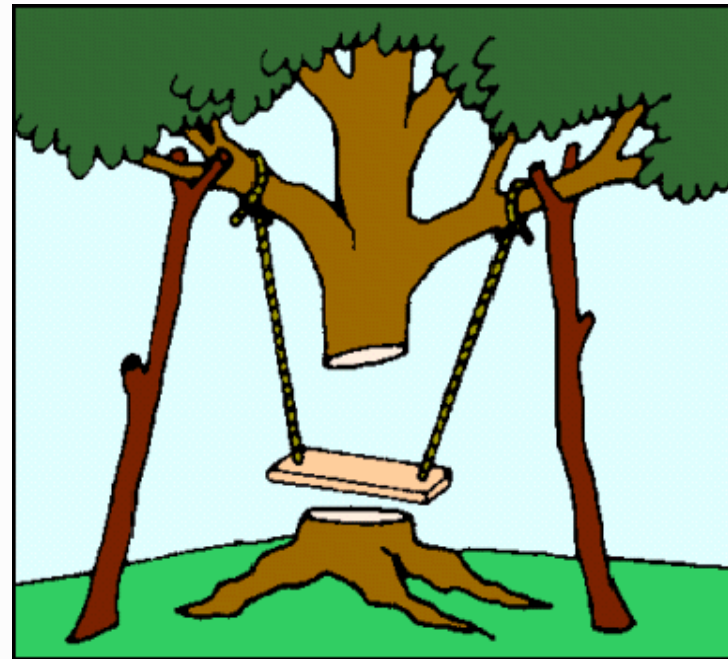
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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Miscommunication in product development

As maintenance installed it:





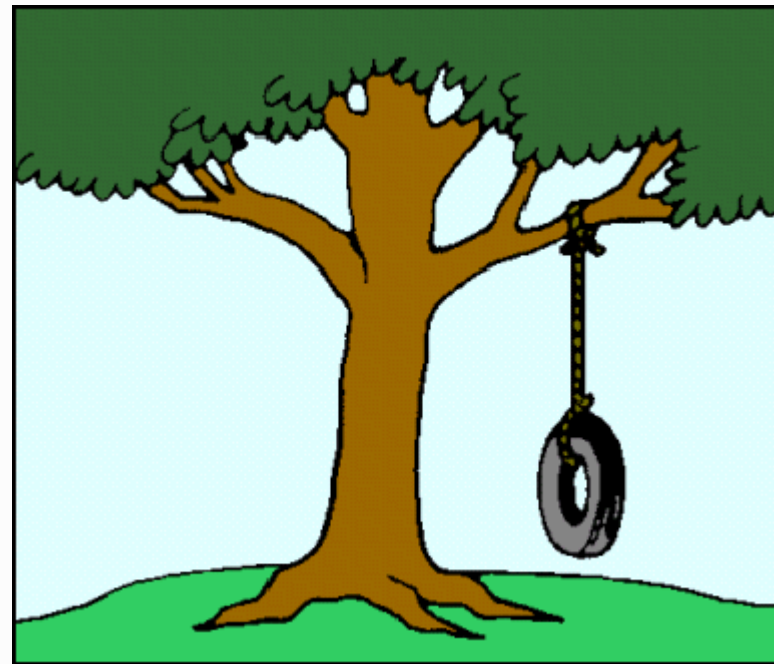
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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Miscommunication in product development

What the customer wanted:



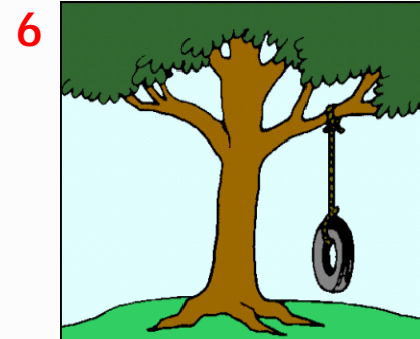
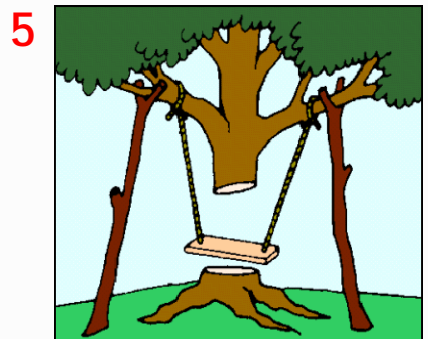
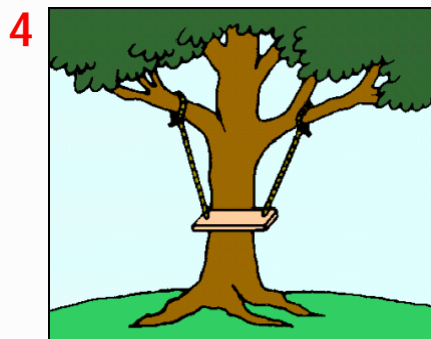
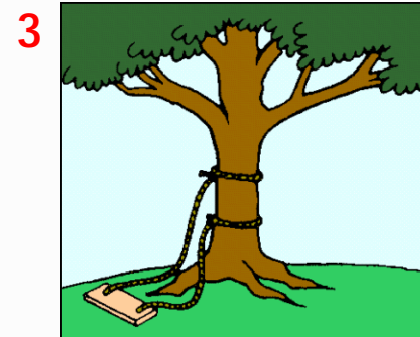
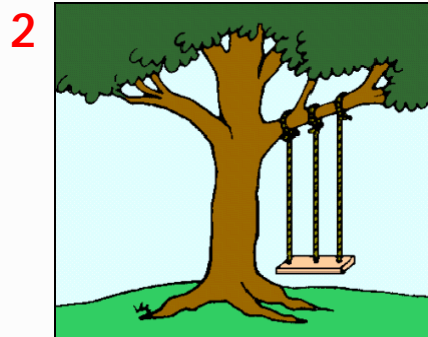
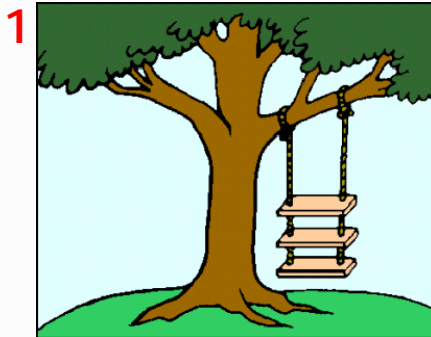


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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Miscommunication in product development





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12. BARRIERS TO EFFECTIVE COMMUNICATION:

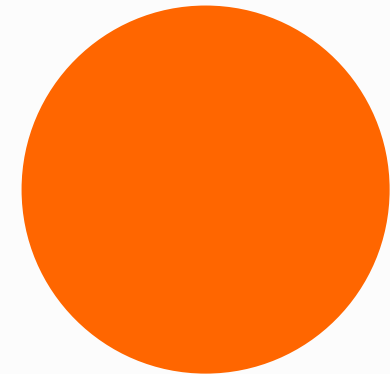
Message Distortion

Message

Amount of message

Written by Board of Directors

100%





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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Message Distortion

Message	Amount of message
Written by Board of Directors	100%
Received by Vice President	63%





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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Message Distortion

Message	Amount of message
Written by Board of Directors	100%
Received by Vice President	63%
Received by General Supervisor	56%





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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Message Distortion

Message	Amount of message
Written by Board of Directors	100%
Received by Vice President	63%
Received by General Supervisor	56%
Received by Plant Manager	40%





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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Message Distortion

Message	Amount of message
Written by Board of Directors	100%
Received by Vice President	63%
Received by General Supervisor	56%
Received by Plant Manager	40%
Received by Team Leader	30%





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12. BARRIERS TO EFFECTIVE COMMUNICATION:

Message Distortion

Message	Amount of message
Written by Board of Directors	100%
Received by Vice President	63%
Received by General Supervisor	56%
Received by Plant Manager	40%
Received by Team Leader	30%
Received by Worker	20%





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13. OVERCOMING THESE BARRIERS:

- Start improving upon pronunciation
- Develop habit of reading - start with the English newspaper/comics
- Understand first, then communicate
- Don't be afraid of asking questions
- Listen well, and then respond.
- Develop the 7 C's of effective communication
 1. *Completeness*
 2. *Conciseness*
 3. *Consideration*
 4. *Concreteness*
 5. *Clarity*
 6. *Courtesy*
 7. *Correctness*



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14. COMPLETENESS

- Provide all necessary information
 - Answer all questions asked
 - Give something extra, when desirable
-

Incomplete: Please fax me the departure from New Delhi to Frankfurt on the 28th of this month.

Incomplete: How come my request for an interview letter did not receive a response?



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15. CONCISENESS

- Eliminate wordy expressions
- Include only relevant material
- Avoid unnecessary repetition

Eg:

Wordy: At this time

Concise: Now

Wordy: Due to the fact that

Concise: Because

Wordy: Have a need for

Concise: Need

Wordy: In due course

Concise: Soon



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15. CONCISENESS

Wordy : Allow me to say how helpful your response was.

Concise: Your last response was helpful.

Wordy : Please find attached the list you requested.

Concise: The list you requested is attached.

Wordy : There are four rules that should be observed.

Concise: Four rules should be observed.

Wordy : We hereby wish to let you know that our company is pleased with the confidence you have reposed in us.

Concise: We appreciate your confidence.



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16. CONSIDERATION

- Focus on “you” instead of “I” or “we”.
 - Show audience benefit or interest in the receiver.
 - Emphasize positive, pleasant facts.
-

Insensitive: You failed to enclose your cheque in the envelope.

Consideration: The cheque was not enclosed. (*passive voice*)

Consideration: The envelope we received did not have a
cheque in it. (*depersonalized*)

Unpleasant: When you travel on company expense, you will
not receive approval for first-class fare.

Pleasant: When you travel on company expenses, your approved
fare is tourist class.



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17. CONCRETENESS

- Use specific facts and figures.
- Put action into verbs.
- Choose vivid, image-building words.

Vague, general, and indefinite: Eastern Europe is making progress in getting investments..

Concrete, precise: In 1990, investments in Eastern Europe were about US\$30 million; today, that figure has increased by 12%.

Passive: Grades of students will be sent to you by the school.

Active: The school will send students their grades.

Action hidden: The function of this office is the collection of payments and the compilation of statements.

Action verbs: This office collects and compiles statements.



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18. CLARITY

Choose precise, concrete, and familiar words.

Construct effective sentences & paragraphs, with right emphasis.

Unfamiliar: After our perusal of pertinent data, the conclusion is that a lucrative market exists for the subject property..

Familiar: The data we studied show that your property is profitable and in high demand.

Unclear: His report was about managers, broken down by age and gender.

Familiar: His report focused on the age and gender of managers.

Little emphasis: The airplane finally approached the speed of sound, and it became very difficult to control.

Better emphasis: As it finally approached the speed of sound, the airplane became very difficult to control.



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19. COURTESY

- Be sincerely tactful, thoughtful, and appreciative.
 - Use expressions that show respect.
 - Choose non-discriminatory expressions.
-

Tactless, blunt: I rewrote that letter three times; the point was clear.

Tactful: I'm sorry the point was not clear; here is another version.

Avoid expressions such as: I do not agree with you; obviously you overlooked; we don't believe; we must insist; why have you ignored

Use politically correct words.



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20. CORRECTNESS

- Use the right level of language.
 - Check accuracy of facts, figures, and words.
-

Use: **Think** instead of **deem**; **use** instead of **utilize**; **question** instead of **interrogate**; **can hardly** instead of **can't hardly**; **stolen** instead of **stoled**

Understand words that can confuse such as:

anxious, eager

between, among

accept, expect

eminent, imminent

farther, further

affect, effect

principal, principle.

imply, infer



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21. COMMUNICATION TECHNOLOGIES:

E-MAIL:

- Same guidelines for business writing applies here
- Use of acronyms/abbreviations
- Use of emoticons

VOICE MAIL

TELE-CONFERENCE

FAXES



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22. BODY LANGUAGE:

Facial expressions

Gestures

Posture



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22. BODY LANGUAGE:

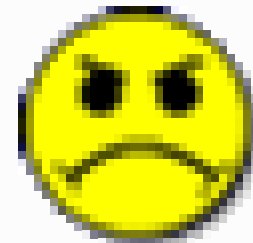


Nervousness

short breaths,
tightly clenched hands
wringing hands
fist like gestures
pointing index finger
rubbing hand through hair
rubbing back of neck

clearing throat, sighing sound,
whistling
smoking
covering mouth
jiggling money or keys
tugging ears
wringing hands

Frustration





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22. BODY LANGUAGE:



Openness

open hands
unbuttoned coat

arms crossed
sideways glance
Touching/rubbing nose
rubbing eyes
buttoned coat
drawing away

Defensiveness





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22. BODY LANGUAGE:



Cooperation

upper body in sprinter's position
open hands
sitting on edge of chair
hand to face gestures
unbuttoning coat

steeped hands
hands behind back
back stiffened
hands in coat pockets with thumb out
hands on lapels of coat

Confidence





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22. BODY LANGUAGE:



September 21, 2007

BUSINESS COMMUNICATION
- G C Vijayakumar, Training Manager, ASC, VIT

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23. WRITING SKILLS:

HAVE clarity in writing...

Rs.100000000

Rs.10,00,00,000

Rs.10 crore

Rs.10,000,000 (Rs.10 billion)



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23. WRITING SKILLS:

While writing,

- plan what you want to say in your letter/report.
- check for spelling and punctuation mistakes.
(spare him, not kill him; spare him not, kill him)
- use simple language and avoid ambiguous words.
- keep the letter short and simple. *(KISS principle)*
- select appropriate font style and size so as to be pleasing



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23. WRITING SKILLS:

While writing, also:

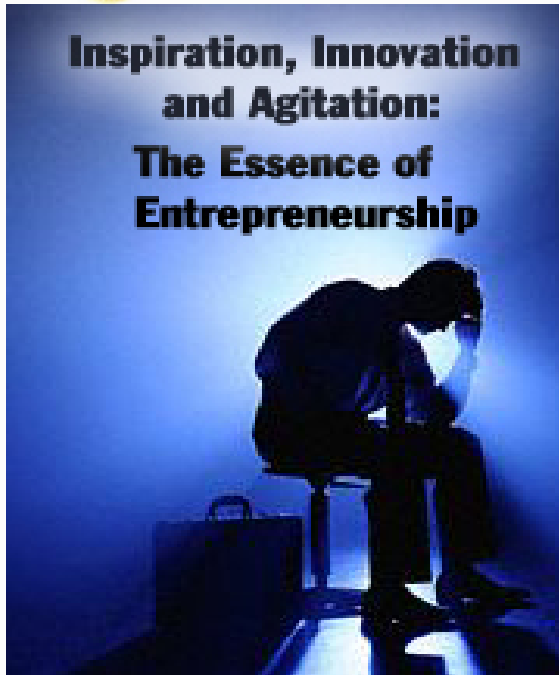
- be creative (use appropriate graphs/tables wherever necessary).
- visualize the reader as you write.
- do not write un-broken paragraphs.
- use numbered paragraphs to facilitate easier cross-referencing.
- use headings and sub-headings if required.
- do not print without thoroughly checking your resources.



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**Inspiration, Innovation
and Agitation:
The Essence of
Entrepreneurship**



WISH
YOU
GREAT
SUCCESS
AS AN



ENTREPRENEUR

THANK YOU