



BUSINESS COMMUNICATION OVERVIEW MANUAL

Learner Information:	
Learner Name:	
Learner Surname:	
Cell Phone Number:	
Email:	
Company Name:	

Table of Contents

1. What is Communication?	3
2. Communication Process	6
3. Forms of Communication	8
3.1 Comparison Chart	8
3.2 Definition of Verbal Communication	9
3.3 Definition of Nonverbal Communication	10
3.4 Key Differences Between Verbal and Nonverbal Communication	11
4. Why is effective communication important in the business environment?	13
4.1 Promotes motivation	13
4.2 Increases productivity	13
4.3 Helps to grow customer base	13
4.4 Improves Business Partnerships/Relationships	14
5. Barriers of effective Communication	15
5.1 Physical Barriers	15
5.2 Attitudes	15
5.3 Language	16
5.4 Physiological Barriers	16
5.5 Problems with Structure Design	16
5.7 Lack of Common Experience	16
5.8 Ambiguity and Abstractions Overuse	16
5.9 Information Overload	16
5.10 Assumptions and Jumping to Conclusions	16
6. Communication Skills	18
6.1 Active listening	18
6.2 Communication method	19
6.3 Friendliness	19
6.4 Confidence	19
6.5 Sharing feedback	19
6.6 Volume and clarity	20
6.7 Empathy	20
6.8 Respect	20
6.9 Nonverbal cues	20
6.10 Responsiveness	21

1. WHAT IS COMMUNICATION?

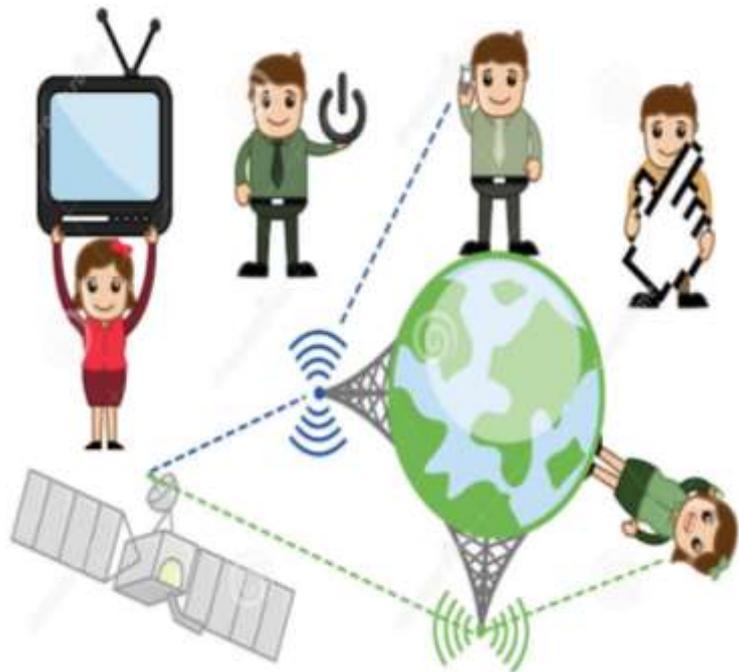
Communication establishes relationships and makes organizing possible. Every message has a purpose or objective. The sender intends -- whether consciously or unconsciously -- to accomplish something by communicating. In organizational contexts, messages typically have a definite objective: to motivate, to inform, to teach, to persuade, to entertain, or to inspire. This definite purpose is, in fact, one of the principal differences between casual conversation and managerial communication. Effective communication in the organization centres on well-defined objectives that support the organization's goals and mission.

Supervisors strive to achieve understanding among parties to their communications. Organizational communication establishes a pattern of formal communication channels to carry information vertically and horizontally. (The organization chart displays these channels.)

To ensure efficient and effective accomplishment of objectives, information is exchanged. Information is passed upward from employees to supervisors and laterally to adjacent departments. Instructions relating to the performance of the department and policies for conducting business are conveyed downward from supervisors to employees.

The organization carries information from within the department back up to top management. Management furnishes information about how things are going, notifies the supervisor of what the problems are, and provides requests for clarification and help. Supervisors, in turn, keep their employees informed and render assistance. Supervisors continually facilitate the process of gaining necessary clarification and problem solving; both up and down the organization. Also, supervisors communicate with sources outside the organization, such as vendors and customers.

Communication is the process by which a message or information is exchanged from a sender to a receiver. For example, a production manager (sender) may send a message to a sales manager (receiver) asking for sales forecasts for the next 6 months so they can plan production levels. The sales manager would then reply



(feedback) to the production manager with the appropriate figures. This is an example of internal communication, i.e. when communications occur between employees of a business.

Communication therefore links together all the different activities involved in a business and ensures all employees are working towards the same goal and know exactly what they should be doing.

Effective communication is therefore fundamental to the success of a business. A business will of course need to communicate with people or organisations outside of the business. This is known as external communication. For example, a marketing manager will need to tell customers of a new special pricing offers or the finance director may need to ask banks for a loan.



Receivers of Messages

Internal

- Workers
- Directors
- Managers

External

- Customers
- Local community
- Suppliers
- Shareholders
- Government
- Banks

Effective communication is all about conveying your messages to other people clearly and unambiguously. It's also about receiving information that others are sending to you, with as little distortion as possible. Doing this involves effort from both the sender of the message and the receiver. And it's a process that can be fraught with error, with messages muddled by the sender, or misinterpreted by the recipient. When this isn't detected, it can cause tremendous confusion, wasted effort and missed opportunity.

In fact, communication is only successful when both the sender and the receiver understand the same information as a result of the communication.

2. COMMUNICATION PROCESS

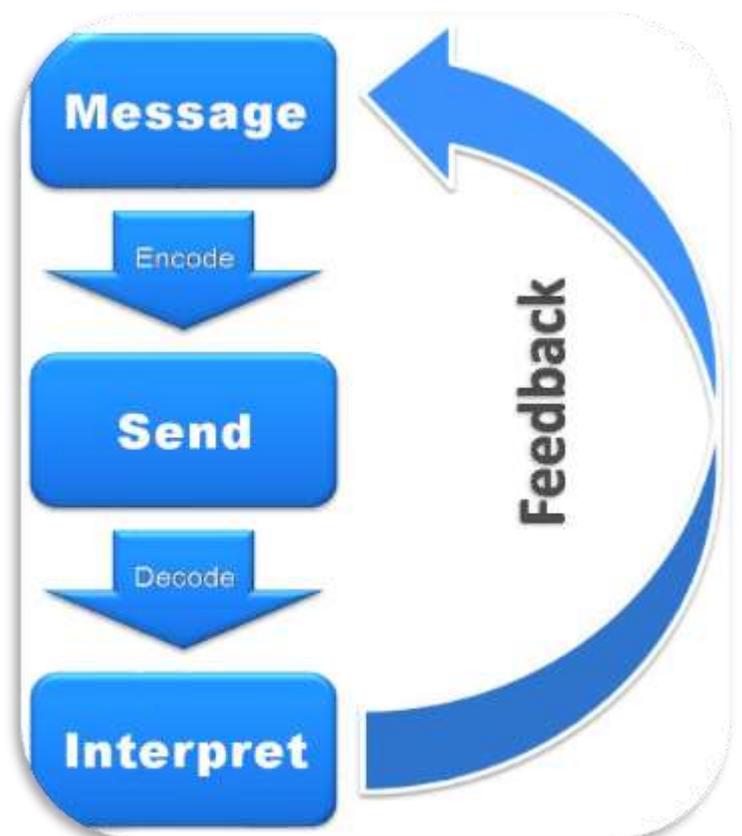
Communication is a process of transferring information from one entity/person to another. It is a continuous process.

The communication process takes place when information sent by a person (the sender) is received by a second person/persons (the receiver), decoded and reacted upon.

The process is illustrated below:

Effective communication only takes place when the reaction of the receiving person is positive, according to the expectations of the sender.

There are also many common barriers to successful communication, two of which are message overload (when a person receives too many messages at the same time), and message complexity



Questions

- 1. In the communication process, the sender _____ the message.**
 - A) receives
 - B) encodes
 - C) decodes
 - D) feeds back

- 2. Which of the following is the correct communication process?**
 - A) Message, send, encoding, decoding, interpret, feedback
 - B) Message, encoding, send, decoding, interpret, feedback
 - C) Feedback, message, encoding, send, decoding, interpret
 - D) Message, interpret, encoding, send, decoding, feedback

- 3. Which of the following is the final step in the communication process?**
 - (a) Message
 - (b) Feedback loop
 - (c) Sending
 - (d) Decoding
 - (e) Encoding

3. FORMS OF COMMUNICATION

Communication is a natural phenomenon; it is an act of interacting with people and sharing information with them. Do you know, whether you speak or not, it communicates the message to the other party? There are two types of



communication Verbal and Non-verbal. **Verbal communication** is a form of communication in which you use words to interchange the information with other people either in the form of speech or writing.

On the contrary, **Nonverbal communication** does not use words for communicating anything,

but some other modes are used, i.e. where communication takes place by way of unspoken or unwritten messages such as body language, facial expressions, sign language and so forth. In this article excerpt, we've broken down all the important differences between verbal and non-verbal communication in detail.

3.1 Comparison Chart

BASIS FOR COMPARISON	VERBAL COMMUNICATION	NON-VERBAL COMMUNICATION
Meaning	The communication in which the sender uses words to transmit the message to the receiver is known as verbal communication.	The communication that takes place between sender and receiver with the use of signs is known as non-verbal communication.
Types	Formal and Informal	Chronemics, Vocalics, Haptics, Kinesics, Proxemics, Artifacts.
Time Consuming	No	Yes

BASIS FOR COMPARISON	VERBAL COMMUNICATION	NON-VERBAL COMMUNICATION
Chances of transmission of wrong message	Rarely happens.	Happens most of the time.
Documentary Evidence	Yes, in case of written communication.	No
Advantage	The Message can be clearly understood and immediate feedback is possible.	Helpful in understanding emotions, status, lifestyle and feelings of the sender.
Presence	The message can be transmitted through letters, phone calls, etc. so the personal presence of the parties, doesn't make any change.	The personal presence of both the parties to communication is a must.

3.2 Definition of Verbal Communication

The communication in which the sender uses words, whether spoken or written, to transmit the message to the receiver is known as Verbal Communication. It is the most effective form of communication that leads to the rapid interchange of information and feedback. There are fewer chances of misunderstanding as the communication between parties is clear, i.e. the parties are using words for saying anything.

The communication can be done in two ways (i) Oral – like face to face communication, lectures, phone calls, seminars, etc. (ii) Written – Letters, E-mail, SMS, etc. There are two types of communication, they are:

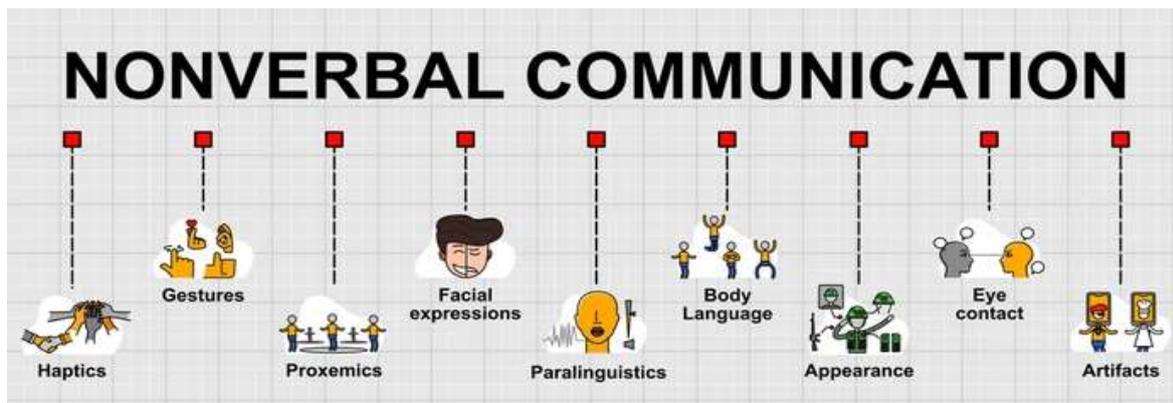
- **Formal Communication:** Also termed as official communication, it is a type of communication in which the sender follows a pre-defined channel to transmit the information to the receiver is known as formal communication.



- **Informal Communication:** Most commonly known as grapevine, the type of communication in which the sender does not follow any pre-defined channels to transmit the information is known as informal communication.

3.3 Definition of Nonverbal Communication

Non-verbal communication is based on the understanding of the parties to communication, as the transmission of messages from the sender to receiver is wordless i.e. the communication uses signs. So, if the receiver understands the message completely and proper feedback is given afterwards, then the communication succeeds.



It complements the verbal communication many times, to understand the mindset and the status of the of the parties, which is not spoken by them, but it is an act of understanding. The types of Non-verbal communication are as under:

- **Chronemics:** The use of time in communication is chronemics, which speaks about the personality of the sender / receiver like punctuality, the speed of speech, etc.
- **Vocalics:** The volume, tone of voice and pitch used by the sender for communicating a message to the receiver is known as vocalics or paralinguage.
- **Haptics:** The use of touch in communication is the expression of feelings and emotions.
- **Kinesics:** It is the study of the body language of a person, i.e., gestures, postures, facial expressions, etc.
- **Proxemics:** The distance maintained by a person while communicating with others, communicates about the relationship of the person with others like intimate, personal, social and public.
- **Artifacts:** The appearance of a person speaks about his personality, i.e. by way of clothing, carrying jewellery, lifestyle, etc. This kind of communication is known as artifactual communication.

3.4 Key Differences Between Verbal and Nonverbal Communication



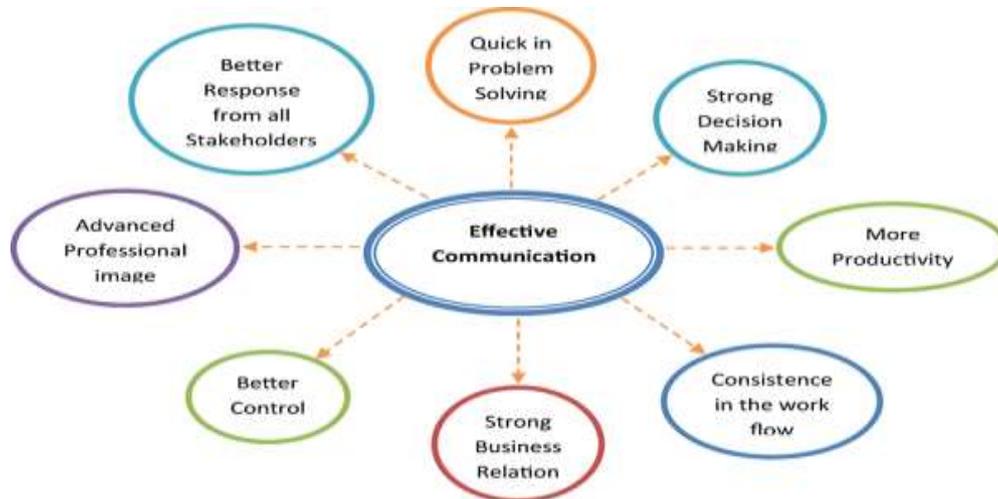
The following points explain the difference between verbal and non-verbal communication in detail:

1. The use of words in communication is Verbal communication. The communication which is based on signs, not on words is Non-verbal communication.
2. There are very fewer chances of confusion in verbal communication between the sender and receiver. Conversely, the chances of misunderstanding and confusion in non-verbal communication are very much as the use of language is not done.
3. In verbal communication, the interchange of the message is very fast which leads to rapid feedback. In opposition to this, the non-verbal communication is based more on understanding which takes time and hence it is comparatively slow.
4. In verbal communication, the presence of both the parties at the place of communication is not necessary, as it can also be done if the parties are at different locations. On the other hand, for an effective non-verbal communication, both the parties must be there, at the time of communication.
5. In verbal communication, the documentary evidence is maintained if the communication is formal or written. But there is no conclusive evidence in case of non-verbal communication.
6. Verbal communication fulfils the most natural desire of humans – talk. In the case of Non-verbal communication, feelings, status, emotions, personality, etc are very easily communicated, through the acts done by the parties to the communication.

Questions

1. Name five differences between Verbal & Non-Verbal Communication.

4. WHY IS EFFECTIVE COMMUNICATION IMPORTANT IN THE BUSINESS ENVIRONMENT?



Communication plays a crucially important role in all aspects of a business and is a building block of successful organisations. Effective business communication helps build good relationships between employees, which can help increase productivity and the company's bottom line.

On the other hand, poor communication in business can result in several unforeseen problems, including disgruntled customers or employees, delayed projects, diminishing productivity and more.

Communication is therefore important to your business for the following reasons:

4.1 Promotes motivation

Effective communication can motivate employees and create a sense of engagement and belonging, through the healthy flow of information.

4.2 Increases productivity

The success of any project is dependent upon the ability of employees to communicate and collaborate as a successful team. Effective communication promotes understanding and builds trust between employees.

4.3 Helps to grow customer base

Customers are without a doubt, the lifeblood of the business. Businesses rely on customers for survival. Effective external communication can help attract new customers and retain existing ones.

5. BARRIERS OF EFFECTIVE COMMUNICATION

Sometimes, somewhere between the moment someone speaks and another responds, communication becomes broken. We've all been there. A conversation, or even an online chat or string of mobile texts, leads to a terrible misunderstanding and all of a sudden all hopes for reaching an agreement go right out the window.

Most Common Barriers to Effective Communication



5.1 Physical Barriers

This has to do with poor or outdated equipment used during communications, background noise, poor lighting, temperatures that are too hot or too cold.

5.2 Attitudes

Emotions like anger or sadness can taint objectivity. Also being extremely nervous, having a personal agenda or "needing to be right no matter what" can make communications less than effective. This is also known as "Emotional Noise".

5.3 Language

This can seem like an easy one, but even people speaking the same language can have difficulty understanding each other if they are from different generations or from different regions of the same country. Slang, professional jargon and regional colloquialisms can even hurt communicators with the best intentions.

5.4 Physiological Barriers

Ill health, poor eyesight or hearing difficulties, pain.

5.5 Problems with Structure Design

Companies or institutions can have organization structures that are not clear, which can make communications difficult. Also to blame for faulty communications are bad information systems, and lack of supervision or training of the people involved.

5.6 Cultural Noise

People sometimes make stereotypical assumptions about others based on their cultural background.

5.7 Lack of Common Experience

It's a great idea to use examples or stories to explain a point that is being discussed. However, if the speaker and the audience cannot relate to these examples because they do not have the same knowledge or have not shared the same experiences then this tool will be ineffective.

5.8 Ambiguity and Abstractions Overuse

Leaving things half-said, using too many generalizations, proverbs or sayings, can all lead to communications that are not clear and that can lend themselves to misinterpretations.

5.9 Information Overload

It takes time to process a lot of information and too many details can overwhelm and distract the audience from the important topics. Keep it Simple, Sweetie.

5.10 Assumptions and Jumping to Conclusions

This can make someone reach a decision about something before listening to all the facts.

All of these barriers to effective communication can either distract those involved or otherwise hinder your communications. Make sure they're not in the way of making your point crystal-clear!

1. Name & Explain 5 Barriers of effective communication.

6.2 Communication method

Using the right way to communicate is an important skill. There are benefits and disadvantages to talking through emails, letters, phone calls, in-person meetings or instant messages. Communicating is better when you consider your audience, what information you want to share and the best way to share it.

For example, if you are communicating with a potential employer, it may be better to send a formal email or call them on the phone. In the workplace, you may find it's easier to communicate complex information in person or via a video conference than by email. Building remote workplace friendships is easier when you can speak through instant messages.

6.3 Friendliness

Friendly traits like honesty and kindness can help foster trust and understanding when communicating at work. Try to communicate with a positive attitude, keep an open mind and ask questions to help you understand where they're coming from. Small gestures such as asking someone how they're doing, smiling as they speak or offering praise for work well done can help you foster productive relationships with colleagues and managers.

You can practice friendliness by remembering small, thoughtful details about your co-workers or past conversations. For example, if a co-worker tells you their child's birthday is soon and you connect with them again later, you might ask them how the birthday party went.

6.4 Confidence

In the workplace, people are more likely to respond to ideas that are presented with confidence. There are many ways to appear confident, including by making eye contact when you're addressing someone, sitting up straight with your shoulders open and preparing ahead of time so your thoughts are polished and you're able to answer any questions. Confident communication is useful not just on the job but also during the job interview process.

6.5 Sharing Feedback

Strong communicators can accept critical feedback and provide constructive input to others. Feedback should answer questions, provide solutions or help strengthen the project or topic at hand. Providing and accepting feedback is an essential workplace skill, as it can help both you and the people around you make meaningful improvements to their work and their professional development.

A great way to learn how to give feedback is to take notes from others on the feedback they offer you. When you come across a well-explained piece of feedback, take some time to observe and analyse why it was good, why it resonated with you and how you might apply those skills in the future.

6.6 Volume and Clarity

When you're speaking, it's important to be clear and audible. Adjusting your speaking voice so you can be heard in a variety of settings is a skill, and it's critical to communicating effectively. Speaking too loudly may be disrespectful or awkward in certain settings. If you're unsure, read the room to see how others are communicating.

Another aspect of verbal communication is vocalics and tonality. This involves how your tone moves up and down, your pitch, your accent pattern and the spaces you place between phrases. Such details can be effective in communicating emotions and offer your audience insights into how your message should be interpreted (whether you realize it or not).

6.7 Empathy

Having empathy means that you can not only understand, but also share in the emotions of others. This communication skill is important in both team and one-on-one settings. In both cases, you will need to understand other people's emotions and select an appropriate response.

For example, if someone is expressing anger or frustration, empathy can help you acknowledge and diffuse their emotion. At the same time, being able to understand when someone is feeling positive and enthusiastic can help you get support for your ideas and projects.

6.8 Respect

A key aspect of respect is knowing when to initiate communication and respond. In a team or group setting, allowing others to speak without interruption is seen as a necessary communication skill tied to respectfulness. Respectfully communicating also means using your time with someone else wisely—staying on topic, asking clear questions and responding fully to any questions you've been asked.

6.9 Nonverbal Cues

A great deal of communication happens through nonverbal cues such as body language, facial expressions and eye contact. When you're listening to someone, you should be paying attention to what they're saying as well as their nonverbal language. By the same measure, you should be conscious of your own body

