

BUSINESS COMMUNICATION

nmc QC - CHENNAI

Communication Skills Proven Path way to Career Success

In business, communication is everything."

-Robert Kent, former dean of Harvard Business School

Effective Business Communication Writing Builds On Six Powerful Questions – 5W1H

1. Why am I communicating?
2. Who is my Target?
3. What do I expect to accomplish?
4. When to do it?
5. Where to do it? And
6. How to do it ?

CONTENTS

Part One:

PRINCIPLES OF COMMUNICATION

1. Partners for Effective Communication.
2. The Six Cs of Effective Messages.
3. The Communication-by-Objectives Approach.
4. Communication and Technology.

Part Two:

EFFECTIVE MESSAGE APPLICATIONS

5. Conveying Good News / Messages.
6. Conveying Bad News / Messages.
7. Conveying Persuasive Messages.
8. Job Searches, Resumes, and Covering Letters.
9. Applications, Interviews, and Follow- Up Messages.
10. Visuals and Presentations.
11. Reports, Proposals, and Instructions for the Work place.

EFFECTIVE MESSAGE APPLICATIONS

12. Marketing,
13. Branding,
14. Customer relations,
15. Consumer behaviour,
16. Advertising,
17. Public relations,
18. Corporate communication,
19. Community engagement,

Part Three :

Effective Application Areas

20. Interpersonal communication,
21. Employee engagement,
22. Online communication, and
23. Event management.

Business Communication

Business Communication used to promote a product, service, or organization;

Relay information within the business; or

Deal with legal and similar issues.

It is also a means of relating between a supply chain, for example the consumer and manufacturer.

BusinessCommunication

- Business Communication is done through various channels of communication, including the Internet, Print, Television, Radio, Mobile Banner media, and Direct.
- Business Communication can also refer to internal communication.

Business Communication

- HR or Communications Manager will typically manage internal communication and craft messages sent to employees.
- It is vital that internal communications are managed properly because a poorly drafted or managed message could foster distrust or hostility from employees.
- Business Communication is a common topic included in the curricula of Masters of Business Administration ([MBA](#)) programs of many universities as it is vital to thrive in the complex market.

There Are Several Methods Of Business Communication

- Web-based communication - for better and improved communication, anytime anywhere . It is also called 24X365.
- e-mails, which provide an instantaneous medium of written communication worldwide;

There Are Several Methods Of Business Communication

- Reports - important in documenting the activities of any department or a summary of Discussions or Decisions
- Presentations - very popular method of communication in all types of organizations, usually involving audiovisual material, like copies of reports, or PowerPoint Material prepared as an visual aid.

There Are Several Methods Of Business Communication

- telephone conferences, which allow for long distance live meetings
- Notice boards, Banners which allow people to instantly post information at a centralized location; and
- face to face meetings, which are personal and should be succeeded by a written minutes for proper follow up.

What Do The Participants Gain ?

- All of them will be interactive learning techniques, so that the participants will gain the Business Communication Skills they need to think analytically, organize their ideas, structure a logical document, and communicate clearly and effectively – free of meaningless business jargon and complexity.