



EFFECTIVE BUSINESS COMMUNICATION SKILLS

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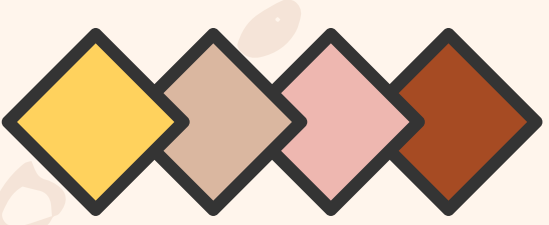
Jabatan Perdagangan

Politeknik Mersing (PMJ)



START





LEARNING OBJECTIVE



Students able to display the characteristics for effective business communication



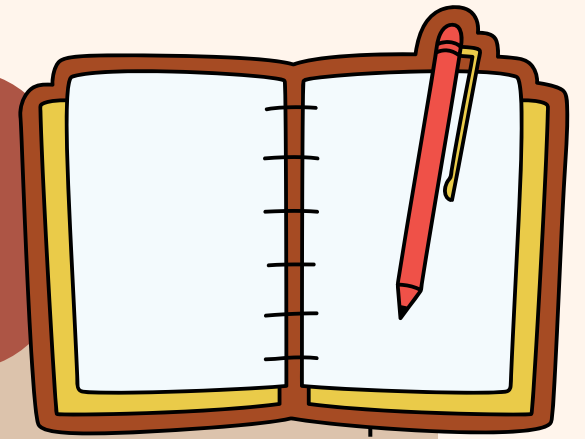
Students able to demonstrate the effectiveness of business communication skills



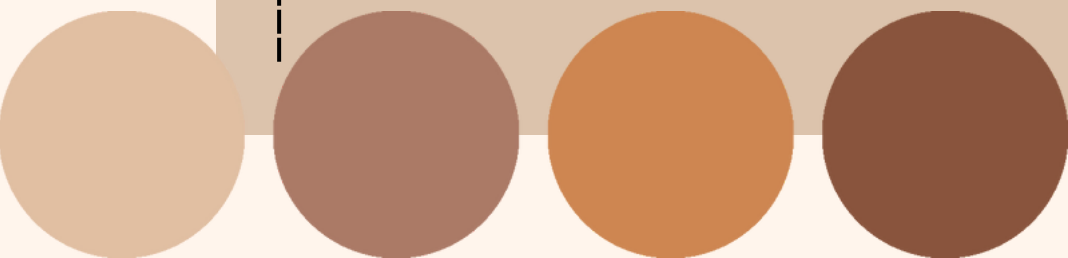
Students able to describe the principle of effective business communication



COURSE INTRODUCTION



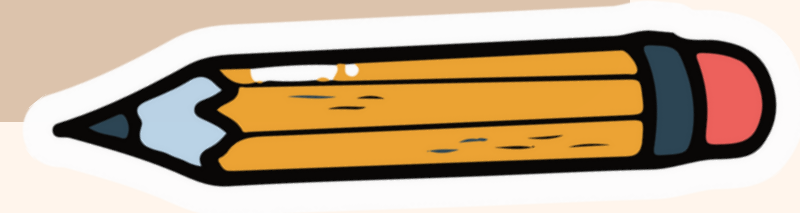
The course focuses on the application of communication principles in achieving organisations goals. It also focus on how to be effective in communication skills.

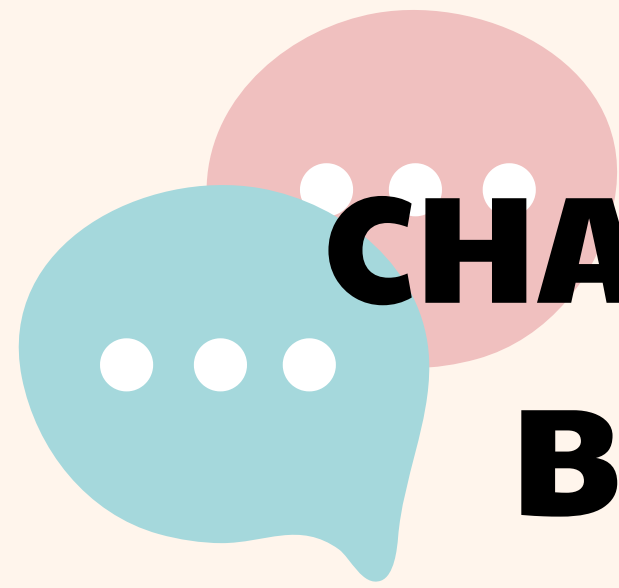


EFFECTIVE BUSINESS COMMUNICATION



A communication should be free from barriers so as to be effective. Communication is a two way process where the message sent by the sender should be interpreted in the same terms by the recipient.





CHARACTERISTICS FOR EFFECTIVE BUSINESS COMMUNICATION

Clarity of purpose

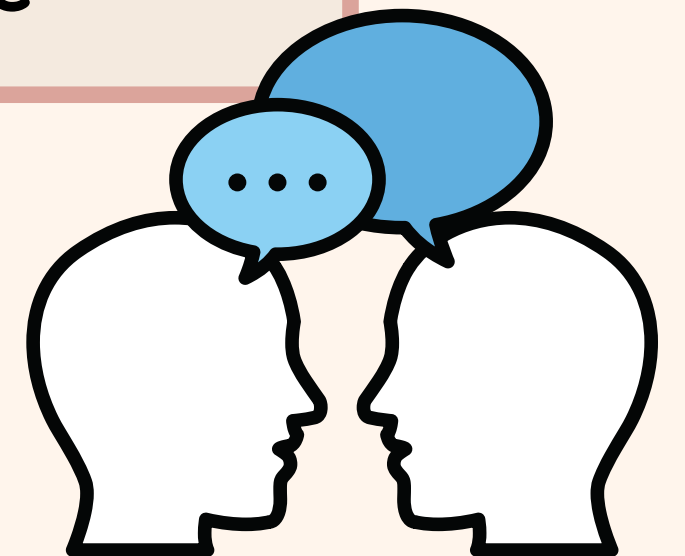
Empathy

Multiple channels of communication

Feedback

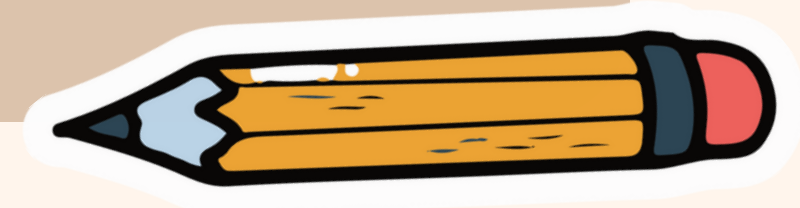
Modify the message according to the audience

Make effective use of grapevine



CLARITY OF PURPOSE

The message to be delivered must be clear in the mind of sender. The person to whom it is targeted and the aim of the message should be clear in the mind of the sender.



FEEDBACK



Whether the message sent by the sender is understood in the same terms by the receiver or not can be judged by the feedback received. The feedback should be timely and in personal. It should be specific rather than general.



EMPATHY



Empathy with the listeners is essential for effective verbal communication. The speaker should step into the shoes of the listener and be sensitive to their needs and emotions. This way he can understand things from their perspective and make communication more effective.

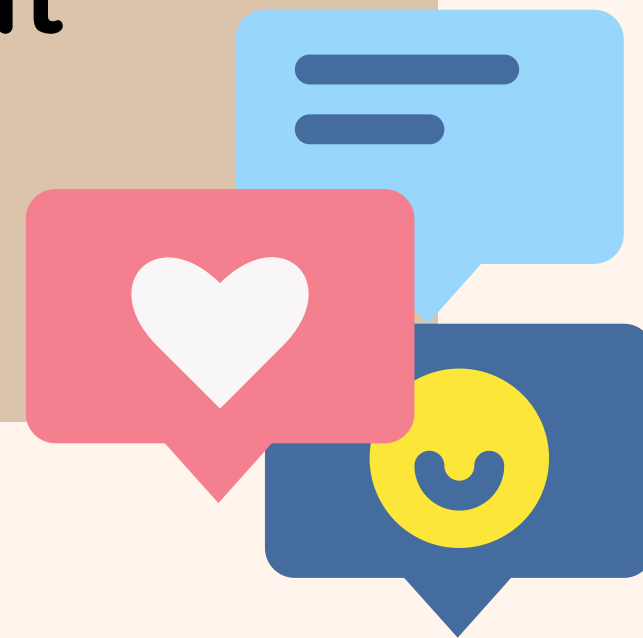


MODIFY THE MESSAGE ACCORDING TO THE AUDIENCE




The information requirement by different people in the organization differs according to their needs. What is relevant to the middle level management might not be relevant to the top level of management.

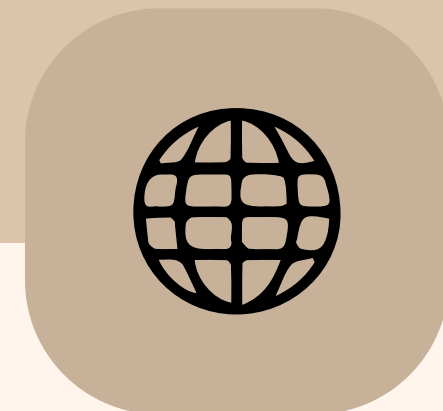
Use of jargons should be minimized because it might lead to misunderstanding and misinterpretations.



MULTIPLE CHANNELS OF COMMUNICATION



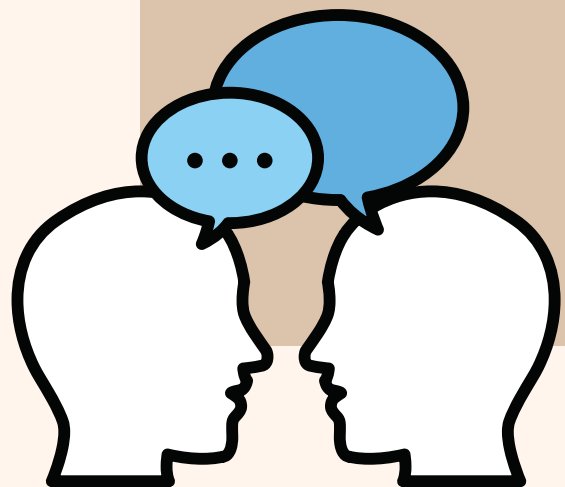
It increases the chances of clarity of message. The message is reinforced by using different channels and there are less chances of deformation of message.



MAKE EFFECTIVE USE OF GRAPEVINE



The employees and managers should not always discourage grapevine. The managers can use grapevine to deliver formal messages and for identification of issues which are significant to the employees. The managers can get to know the problems faced by the employees and can work upon it.



Link : <https://youtu.be/xaWzG8pL6lc?feature=shared>