EFFECTIVE BUSINESS COMMUNICATION SKILLS

START

Presented by :

Nadiah Binti Kamarudin

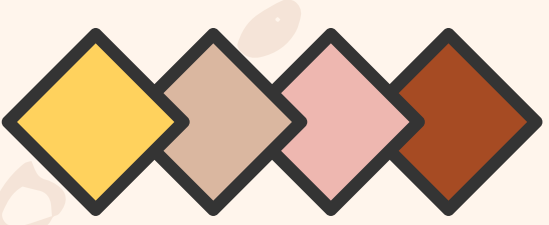**FatinSyuhana Binti Abd Ghani**

Zaluna Binti Basiron

Jabatan Perdagangan

Politeknik Mersing (PMJ)

LEARNING OBJECTIVE

> Students able to display the characteristics for effective business communication
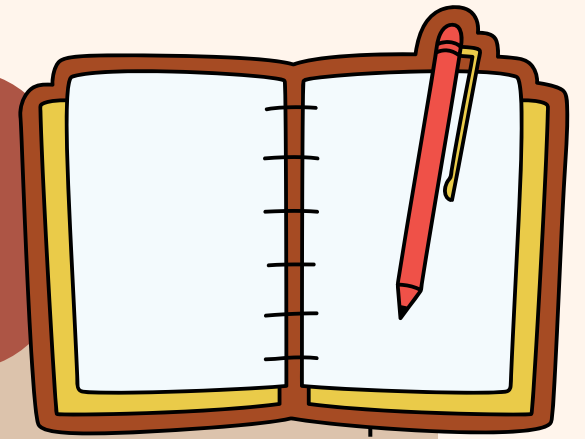
> Students able to demonstrate the effectiveness of business communication skills
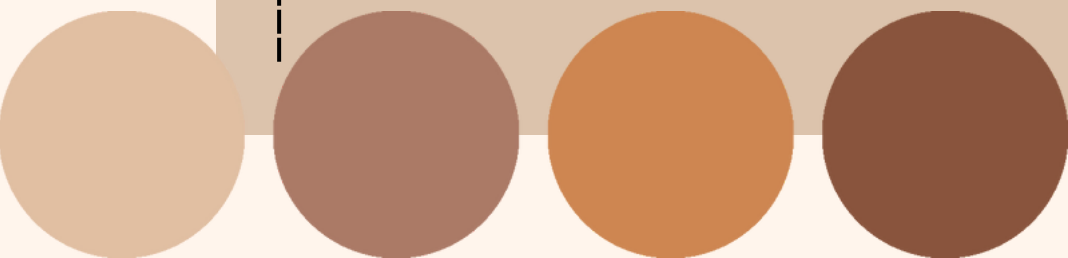
> Students able to describe the principle of effective business communication

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.

PRINCIPLES OF EFFECTIVE BUSINESS COMMUNICATION

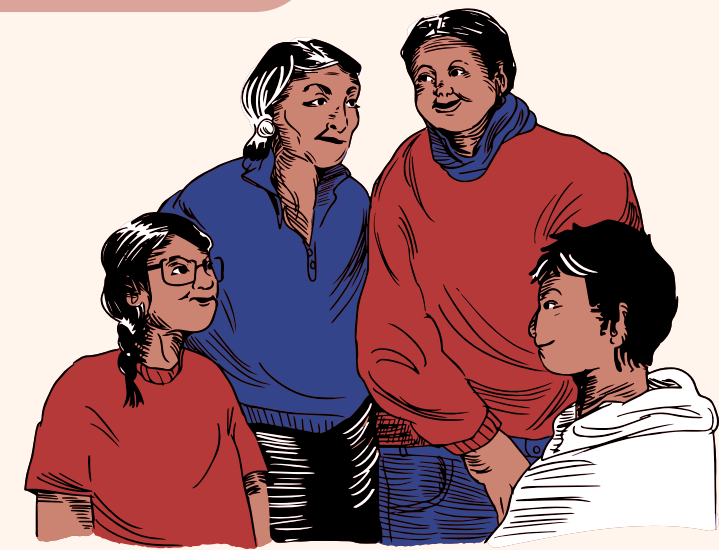REMEMBER!

7Cs

Completeness

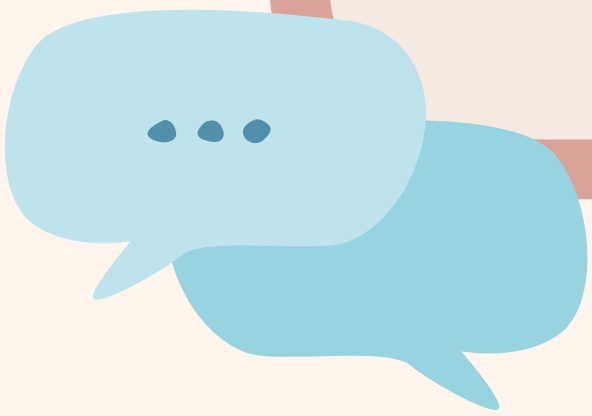Conciseness

Consideration

Concreteness

Courtesy

Correctness

Clarity

EFFECTIVE BUSINESS COMMUNICATION SKILLS

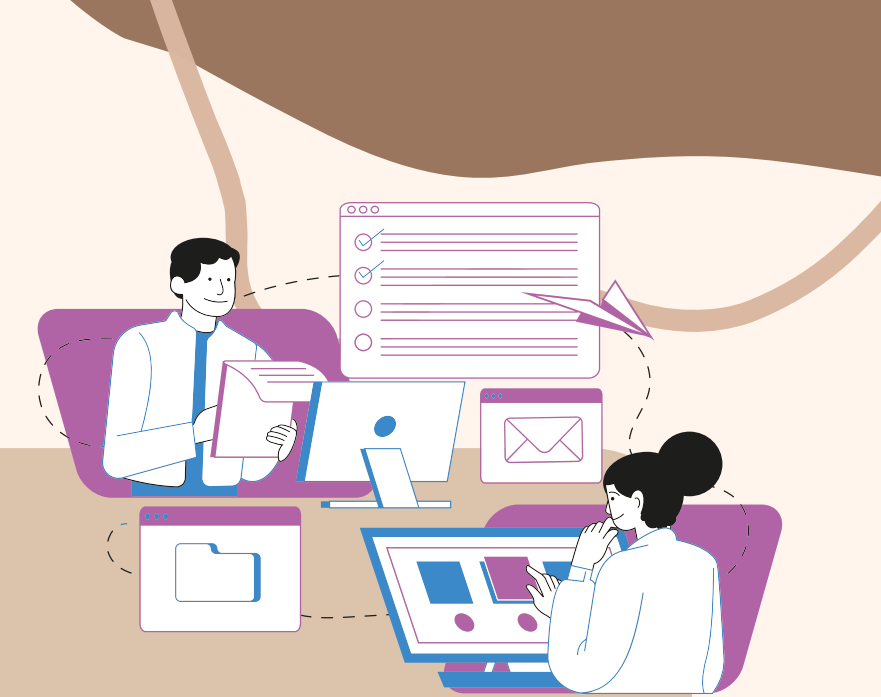Link : https://youtu.be/n6F5icYGnSg?feature=shared

COMPLETENESS

- The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly.

COMPLETENESS

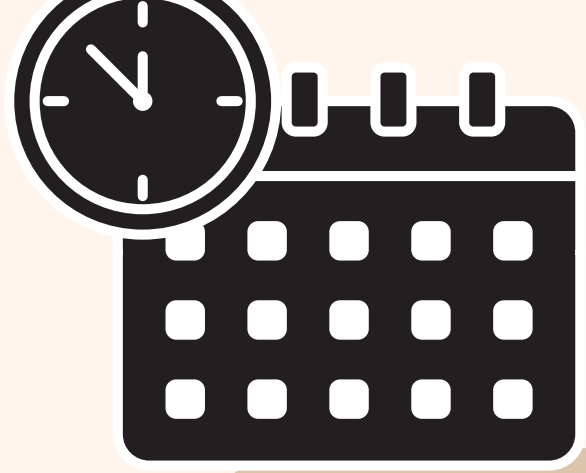A complete communication has following features:

- Develops and enhances reputation of an organization.
- Cost saving as no crucial information is missing and no additional
- cost is incurred in conveying extra message
- Gives additional information wherever required. It leaves no
- questions in the mind of receiver.
- Helps in better decision-making by the audience/readers/receivers
- of message as they get all desired and crucial information.
- Persuades the audience.

CONCISENESS

Conciseness means wordiness, i.e, communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication.
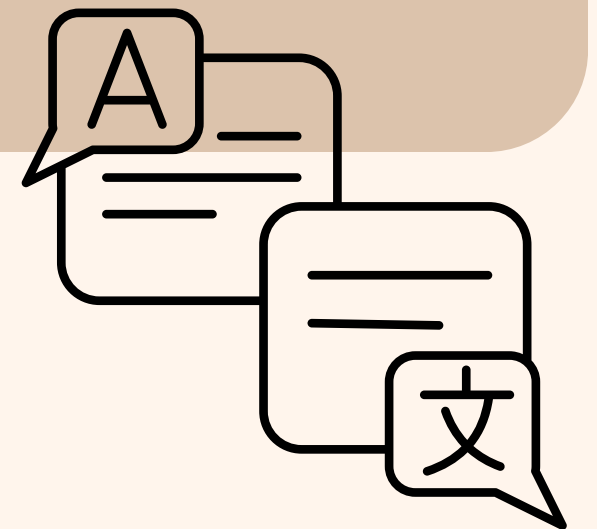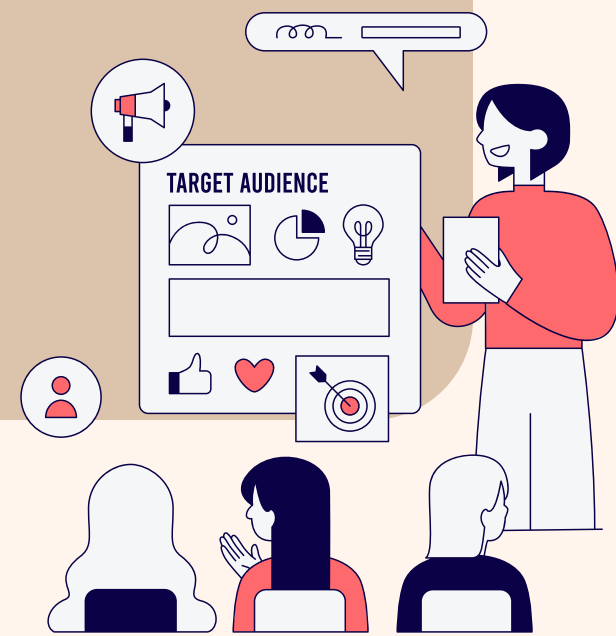
CONCISENESS

Concise communication has following features:

- Time-saving as well as cost-saving.
- Highlights the main message as it avoids using excessive and needless words.
- Provides short and essential message in limited words to the audience.
- More appealing and comprehensible to the audience.
- Non-repetitive in nature.

CONSIDERATION

Consideration implies "stepping into the shoes of others". Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience's needs while making your message complete.

CONSIDERATION

Features of considerate communication are as follows:

- Emphasize on "you" approach.
- Empathize with the audience and exhibit interest in the audience.
- This will stimulate a positive reaction from the audience.
- Show optimism towards your audience. Emphasize on "what is possible" rather than "what is impossible". Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.
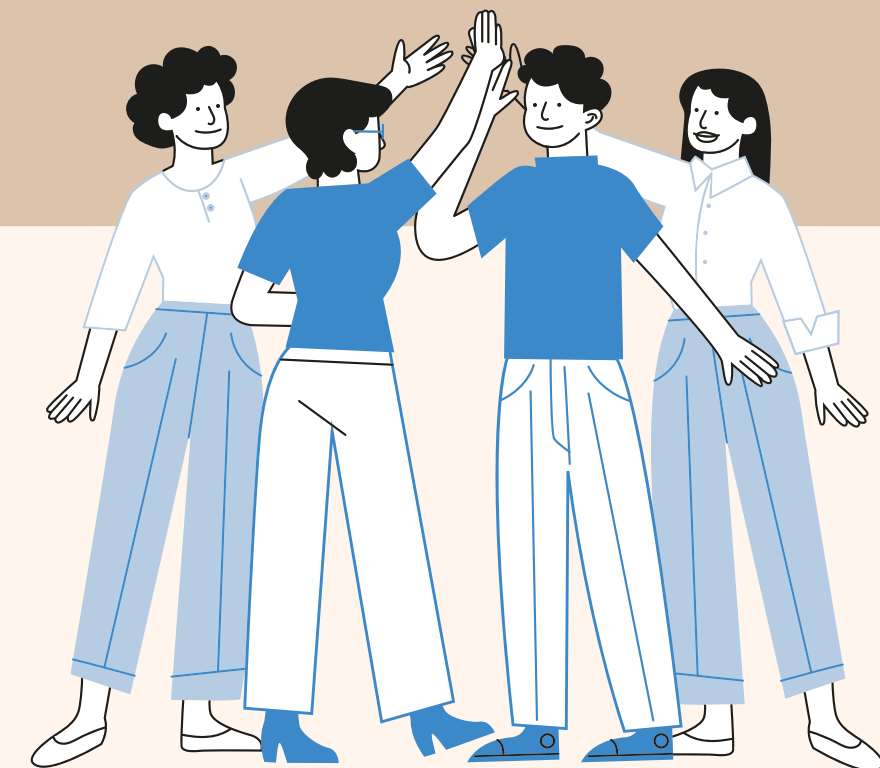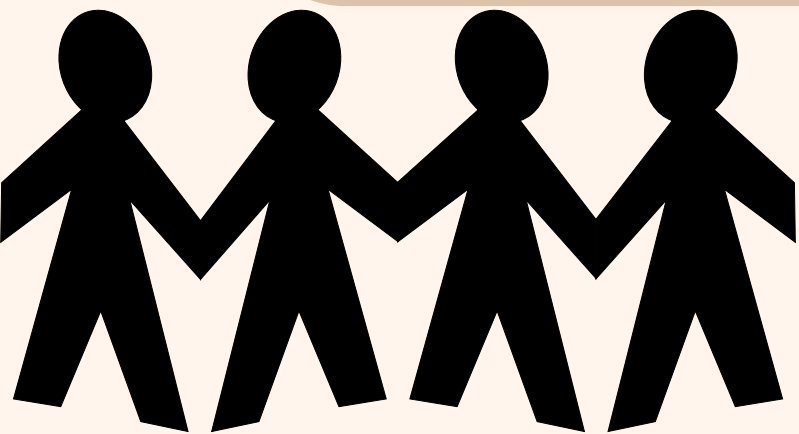
You got this !

CLARITY
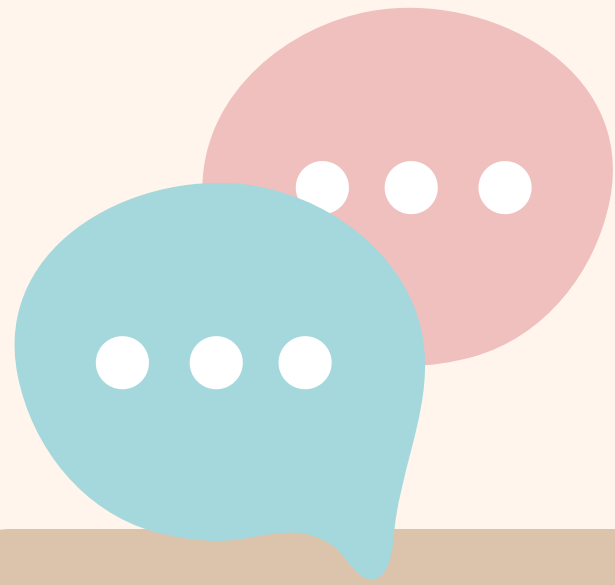
Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once.
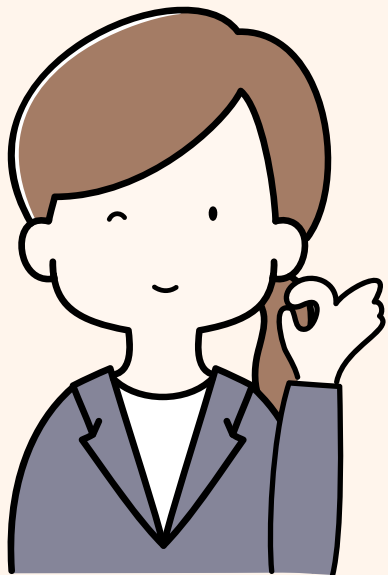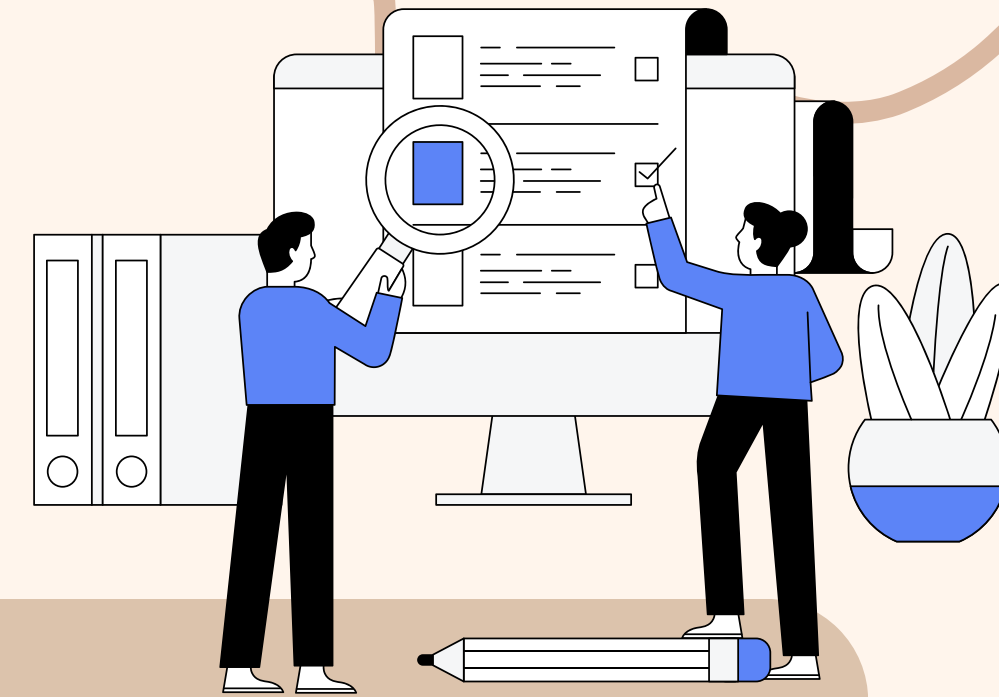
CLARITY

Clarity in communication has following features:

- It makes understanding easier.
- Complete clarity of thoughts and ideas enhances the meaning of message.
- Clear message makes use of exact, appropriate and concrete words.

CONCRETENESS

Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence.
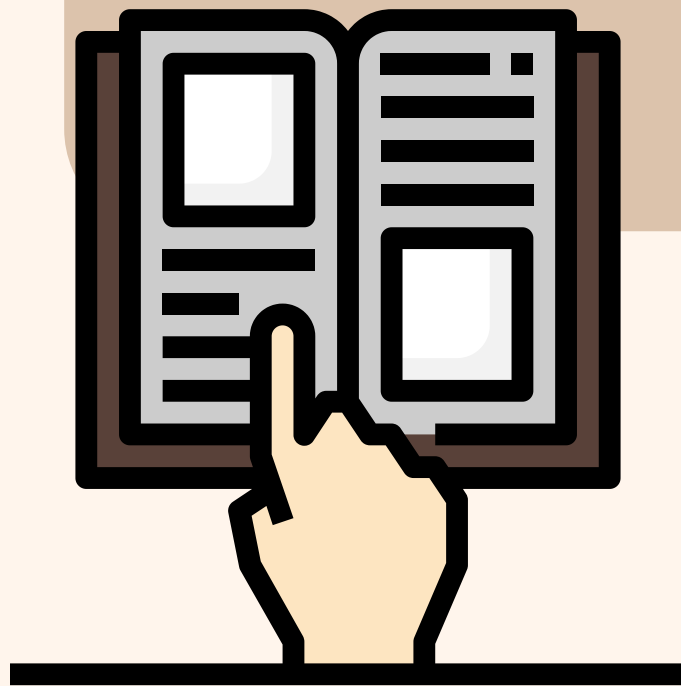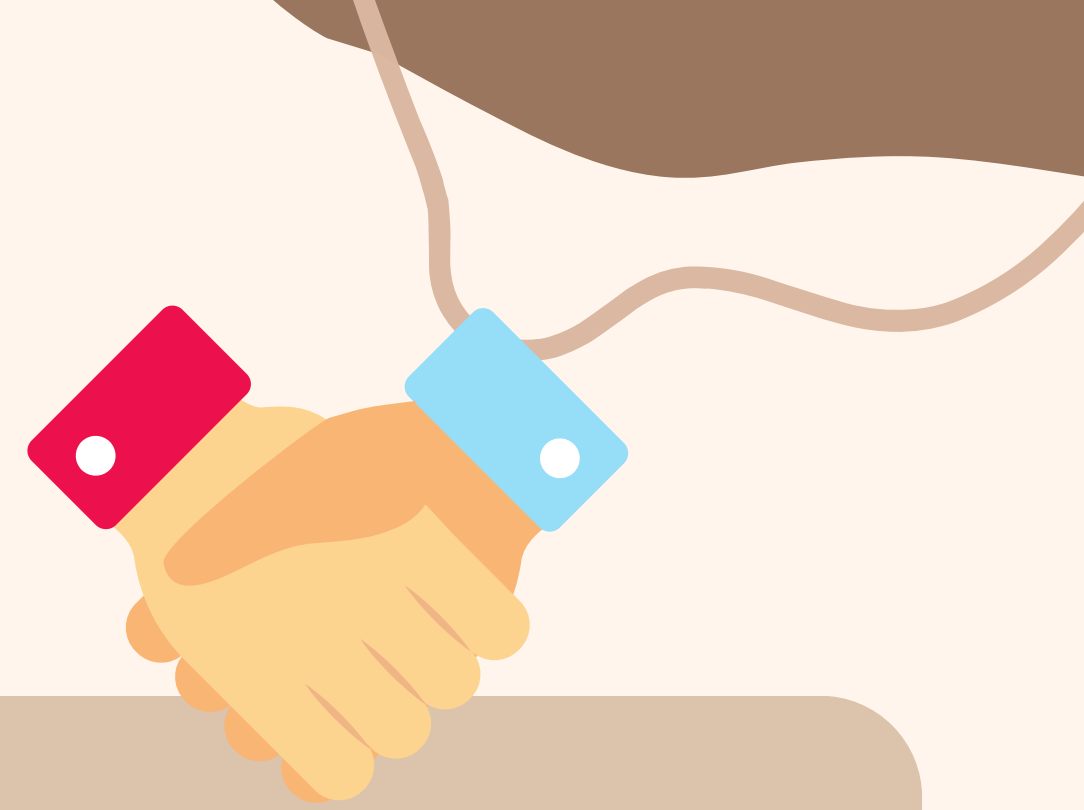
CONCRETENESS

Concrete message has following features:

- Supported with specific facts and figures.
- It makes use of words that are clear and that build the
- reputation.
- Concrete messages are not misinterpreted

COURTESY

Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic.

COURTESY

Courtesy message has following features:

- Taking into consideration both viewpoints as well as feelings of the receiver of the message.
- Positive and focused at the audience.
- It makes use of terms showing respect for the receiver of message.
- It is not at all biased.

CORRECTNESS

Correctness in communication implies that there are no grammatical errors in communication.
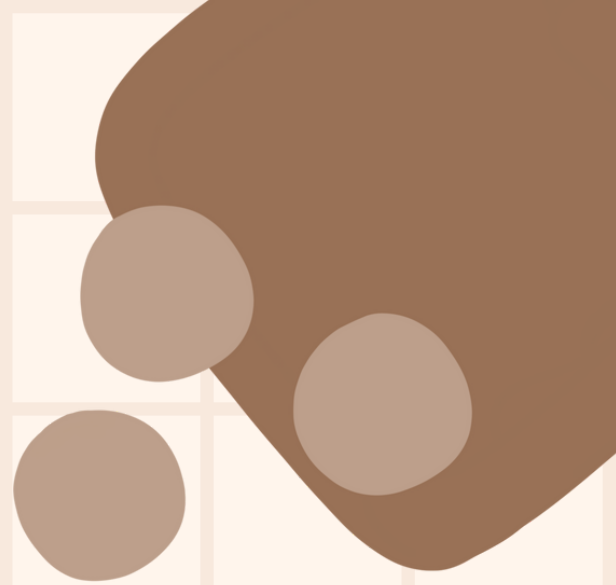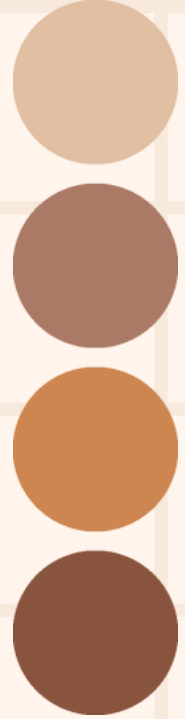
CORRECTNESS

Correct communication has following features:

- The message is exact, correct and well-timed.
- If the communication is correct, it boosts up the confidence level.
- Has greater impact on the audience/readers.
- It checks for the precision and accurateness of facts and figures used in the message.
- It makes use of appropriate and correct language in the message.

GOOD JOB!!

THANK YOU SO MUCH!