• Why is excellent business communication important?
• What are the key elements of nonverbal communication?
• What are the different communication channels and what makes them effective?
• How do you choose the right words for effective communication?
• How do you compose effective business memos, letters and emails?
• How do you deliver successful verbal presentations?
Effective Communication – Happens when you transmit meaning – relevant meaning – to your audience

I know that you believe that you understand what you think I said, but I am not sure you realize that what you heard is not what I meant.

---- Unknown
Communication Barriers:
“That’s Not What I Meant!”

Noise - Any interference that causes the message you send to be different from the message your audience understands.
Communication Barriers: “That’s Not What I Meant!”

- Physical barriers
- Language barriers
- Body language barriers
- Perceptual barriers
- Organizational barriers
- Cultural barriers
As globalization gains speed, intercultural communication will become increasingly pivotal to long-term business success.
Reinforce the meaning of your message.

- Eye contact
- Tone of voice
- Facial expressions
- Gestures and posture
Employment Communication: How Can You Make Your Resume More Tech-Friendly?

• Create a scannable resume
  ✓ Ensure that the computer can easily read every word
  ✓ Use *keywords* that recruiters are likely to search

• Formatting: Less is more!
  ✓ Include only your name on the top line with mailing information below
  ✓ Use only plain text, use all caps instead of bold
  ✓ Use a plain, popular font
  ✓ Include plenty of white space, don’t worry about space
  ✓ Left justify
### Active Listening: The Great Divider

85% of our learning is derived from listening.

International Listening Association

<table>
<thead>
<tr>
<th>Position</th>
<th>% of time spent listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hourly Employee</td>
<td>30%</td>
</tr>
<tr>
<td>Manager</td>
<td>60%</td>
</tr>
<tr>
<td>Executive</td>
<td>75%</td>
</tr>
<tr>
<td>Top Salesman</td>
<td>75%</td>
</tr>
</tbody>
</table>
# Active Listening: The Great Divider

<table>
<thead>
<tr>
<th>Listening Do’s</th>
<th>Listening Don’ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use your extra mental capacity to summarize (to yourself!) what the speaker is saying. Ask yourself: Why does this matter? What’s the key point?</td>
<td>Don’t even glance at your emails or text messages. You won’t fool anyone with those surreptitious peeks.</td>
</tr>
<tr>
<td>Take a few notes. It will not only help you concentrate but also communicate to the speaker that his or her thoughts really matter.</td>
<td>Don’t begin speaking the moment the person stops talking. Take a brief pause to indicate that you’re absorbing the message.</td>
</tr>
<tr>
<td>Listen with both your ears and your eyes. Notice any inconsistency between the speaker’s words and body language.</td>
<td>Don’t get overly comfortable. If your body is too relaxed, your mind may wander more easily.</td>
</tr>
<tr>
<td>Use nonverbal communication—nods, smiles, leaning forward—to indicate interest in the speaker.</td>
<td>Don’t pick up your phone—or even look at your phone—when you’re listening. And whenever it’s practical, set your cell phone to vibrate when others are speaking.</td>
</tr>
<tr>
<td>Use verbal feedback and questions to indicate understanding and empathy: “So you’re saying that...” or “Why do you think that?”</td>
<td>Don’t interrupt or finish other people’s sentences. There are few better ways to cut off future communication.</td>
</tr>
</tbody>
</table>
Choose the Right Channel:
A Rich Array of Options

Communication Channels –
Figuring out the right way to send a message.
The number of options is growing…
### Choose the Right Channel: A Rich Array of Options

<table>
<thead>
<tr>
<th>Channel</th>
<th>Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memos/Reports</td>
<td>Very Low. No information from tone or body language.</td>
</tr>
<tr>
<td>Email</td>
<td>Very Low. No information beyond words.</td>
</tr>
<tr>
<td>Instant Message</td>
<td>Very Low. Very few words lead to basic communication.</td>
</tr>
<tr>
<td>Voice Mail</td>
<td>Low. The audience gains tone but no body language.</td>
</tr>
<tr>
<td>Telephone Conversation</td>
<td>Moderate. The audience benefits from changes in your tone.</td>
</tr>
<tr>
<td>Videoconferencing</td>
<td>High. Conveys richness similar to in-person communication.</td>
</tr>
<tr>
<td>In-Person Presentation</td>
<td>High. Audience experiences all elements of message.</td>
</tr>
<tr>
<td>Face-Face Meeting</td>
<td>Very High. Audience experiences full message most directly.</td>
</tr>
</tbody>
</table>
Consider the Audience: It’s Not About You!

**Expectations**

- What kind of language do most people use in the organization?

**Education**

- What vocabulary should you use?
- How complex should you make the message?

**Profession**

- Are there professional acronyms and jargon that can impact your message?
Pick the Right Words:
Is That Car Pre-loved or Just Plain Used?!

✓ In business, your message is competing with limited attention

✓ The right words can encourage your audience to stay with you

✓ *The right words, begin with the needs of your audience*
“I will spend an hour editing an eight word sentence into five”
- Jerry Seinfeld

1. Be clear and concise
2. But include all required information
Do not alienate yourself by using slang in written or verbal communication.

**AVOID:**
- Gender Bias
- Age Bias
- Race, Ethnicity and Nationality Bias
Language in Flux

New words and expressions surface continually

• **Clever examples from the Internet:**
  - Abdicate – to give up all hope of ever having a flat stomach
  - Gargoyle – olive-flavored mouthwash
  - Balderdash – a rapidly receding hairline

• **A few witty examples from the web:**
  - Sarchasm – the gulf between the author of sarcastic wit and the person who didn’t get it
  - Dopeler effect – the tendency of stupid ideas to seem smarter when they come at you rapidly
  - Giraffitti – vandalism spray-painted very, very high
Use Active Voice Whenever Possible

Active Voice – the subject of your verb is doing the action

Passive Voice – the subject of your sentence is not doing the action described by the verb
Write High-Impact Messages: Breaking through the Clutter

• Strike the right tone
• Don’t make grammar goofs
• Use block paragraphs
• Use headings and bulleted lists
### Write High-Impact Messages:  
Breaking through the Clutter

<table>
<thead>
<tr>
<th>Message</th>
<th>Possible Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please note the new computer password procedures.</td>
<td>Positive: <em>Great! We’ve really needed this.</em></td>
</tr>
<tr>
<td></td>
<td>Neutral: <em>OK, no big deal.</em></td>
</tr>
<tr>
<td></td>
<td>Negative: <em>Not another change...</em></td>
</tr>
<tr>
<td>The company plans to restructure your work team when the project is</td>
<td>Positive: <em>I can hardly wait to work with new people!</em></td>
</tr>
<tr>
<td>complete.</td>
<td>Neutral: <em>It’s all part of the job...</em></td>
</tr>
<tr>
<td></td>
<td>Negative: <em>Not another change!</em></td>
</tr>
</tbody>
</table>
Strike the Right Tone

1. Use common words in most situations
   - *use* versus *utilize*

2. Use active voice
   - *We made a mistake* versus *A mistake was made*

3. Use personal pronouns whenever appropriate
   - *I, you*

4. Use contractions as often as you would when speaking
   - *I’ll, don’t, here’s*
Don’t Make Grammar Goofs

• Grammar goofs will distract the reader

• *They jump off the page!*

• Undermine your credibility

• Use a guide
“Mythical” Grammar Rules

• It is OK to end a sentence with a preposition when doing so sounds natural
  
  Where is this book from? is much better than From where is this book?

• It is OK to begin sentences with “And” or “But”
  
  Most teens enjoy videogames with a moderate level of violence. But a small, vocal minority strongly advocates a more clean-cut approach.

• It is OK to split infinitives
  
  Try to effectively film the next scene is a perfectly acceptable sentence.
Sample Emails:  
Same Message, Different Approach

If the recipient will feel neutral...

TO: Online Poker Team  
FROM: Yumi Tanaka, VP Product Development  
RE: Game Development Team Restructuring

To help meet our goal of developing three more innovative games this year, I plan to reassign each member of the online poker team to a new team that needs to brainstorm more effectively. Please let me know sometime in the next two days if you have a preference regarding your new assignment.

Thank you for arranging to present the new version of your online poker game to the sales force last week. I am confident that this game your team developed will be a huge hit with our key customers.

Neutral subject line—informative but not alarming

Opening establishes goodwill

Main point in the first sentence

Subject line specifies the key issue

Positive close reinforces goodwill

If the recipient will feel negative...

TO: Online Poker Team  
FROM: Yumi Tanaka, VP Product Development  
RE: Game Development Teams

Thank you for arranging to present the new version of online poker to the sales force next week. I am confident that this game your team developed will be a huge hit with our key customers.

Looking forward, we hope to develop at least three more innovative games this year. To best use the expertise that your team has developed in this area, I plan to reassign each member to a new team that needs to brainstorm more effectively. Please let me know sometime in the next two days if you have a preference regarding your new assignment. I’d be glad to answer any questions.

Neutral subject line—informative but not alarming

Opening establishes goodwill

Main point in the first sentence

Subject line specifies the key issue

The reasons for the restructuring precede the announcement

Positive close reinforces goodwill
Write High-Impact Messages: Breaking through the Clutter

Use block paragraphs

1. Single spacing
2. Double space between paragraphs
3. Do not indent the first sentence

Block paragraphs create a more organized look

1. Headings are a label
2. Bulleted lists engage your reader
Ten Tips for Excellent Email

1. Consider both your primary and secondary readers.
2. Keep it short.
3. Don’t forget to proofread.
4. Use standard writing.
5. Avoid attachments.
6. Don’t assume privacy.
7. Respond promptly to emails.
8. Assume the best.
9. Create a compelling subject line.
10. Think before you write, and think again before you send!
Create and Deliver Successful Verbal Presentations: Hook ’Em and Reel ’Em In!

The Opening

- An interesting or startling statistic
- Audience involvement
- A compelling story or anecdote
- A relevant simile or metaphor
- Engaging questions
## Create and Deliver Successful Verbal Presentations: Hook ’Em and Reel ’Em In!

<table>
<thead>
<tr>
<th>The Body</th>
<th>The Close</th>
<th>Questions</th>
<th>Visual Aids</th>
<th>Handling Nerves</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Introduce key points</td>
<td>• Summarize key points</td>
<td>• Indicate time for questions</td>
<td>• Increase retention</td>
<td>• Use your nervousness (adrenalin)</td>
</tr>
<tr>
<td>• Include statistics, data, expert quotes</td>
<td>• Verbally signal your conclusion</td>
<td>• Be prepared</td>
<td>• PowerPoint is only a tool</td>
<td>• Mitigate anxiety</td>
</tr>
</tbody>
</table>

**Visual Aids**
- Increase retention
- PowerPoint is only a tool

**Handling Nerves**
- Use your nervousness (adrenalin)
- Mitigate anxiety
Ten Tips for Dynamic Delivery

1. PRACTICE!
2. Know your material, but never memorize.
3. Look at your audience at least 50% of the time.
4. Vary your voice, expression, and body language.
5. Use selective notes.
6. Stick to your allotted time.
7. Slow down and listen to yourself.
8. Don’t apologize (unless you really did something wrong!).
9. Remember to use natural gestures.
10. PRACTICE!
Looking Back

• Why is excellent business communication important?
• What are the key elements of nonverbal communication?
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