

105: Business communication

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- Definition of communication
 - Process of passing information from one to another and understanding the same
 - Transfer and sharing of ideas, opinions, facts, values from person to person, organization to organization

- Objective of communication

- Inform
- Report
- Persuade
- Build relationship
- Creating awareness
- Imparting knowledge
- Projecting image
- Shaping attitude
- Stimulating desire
- Effecting a sale etc

- Importance of communication
 - Negotiation
 - Fostering good working relationship
 - Improve morale and efficiency

- Banking communication

- The array of communications generated by banks and financial institutions to connect with clients
- To get through with customers
- Enhance customer loyalty
- Earn profit through e-mail, sms/telephone, social media etc.

- Principles of business communication
 - Clarity
 - Conciseness
 - Objectivity
 - Consistency
 - Completeness
 - Relevance
 - Audience knowledge

- Process of effective communication/ elements
 - Sender---- encoding---- medium----decoding---
-feedback---- receiver

- Effective communication

- Courtesy
- Clarity
- Conciseness
- Completeness
- Correctness
- Concreteness
- convincing

- Factors affecting communication
 - Cultural diversity
 - Misunderstanding of message
 - Emotional difference
 - Past experience
 - Educational and intellectual difference
 - Positional difference among the persons
 - Functional relationship between sender and receiver

- **Types of communication**

- Verbal
- Non-verbal
- Written
- Visual
- Face to face

- Upward communication
 - Line
 - Subordinate to senior
 - Performance
 - Suggestion box
 - Satisfaction survey

- Downward communication
 - Formal
 - Directive
 - Objective
 - Policies strategies

- **Internal communication**

- Functions responsible for effective communication among participants within the organization

- **Ways of internal communication:**

- `meetings, presentations, workshops, memos, reports, dialogue

- **Features of internal communication**

- Formal
- Give people holistic view
- Build organizational culture
- Gets people engaged
- Keeps people calm in times of crisis
- Creates a channel of feedback debate and discussion

- External communication
 - Communication with external environment
 - People, entities, customers, potential customers, suppliers, investors, shareholders and society at large
 - Means of external communication:
 - Web-site,
 - Live events and conferences, e-mails, news letters, press releases
 - Purpose of external communication:
 - Controlling negative information about the company

- **Steps of effective external communication**
 - Understand how to change the impact
 - Develop clear, concise message
 - Designate who will be the in-charge of the communication
 - Determine how and when to communicate

- **Formal communication**

- Official channel designed by the management
- Officially recognized positions for timely, accurate, smooth and orderly flow of information

- **Informal communication**

- Casual and unofficial form of communication exchanges spontaneously between two or more persons without following official rules process, system, formalities and chain of command

- **Benefits**

- Promotes social relationships
- Builds unity, integrity and solidarity

- **Fundamentals of business communication**
 - Clarity
 - Structure
 - Knowing the audience

- Good communication
 - Clear, concise, connects with people and audience
 - About understanding instructions
 - Acquiring new skills
 - Making requests
 - Asking questions
 - Relaying information with ease

- 5 good communication skills
 - Listening
 - Straight talking
 - Non-verbal
 - Stress management
 - Emotion control

- Basic skills of communication
 - Reading
 - Writing
 - Speaking
 - listening

- Means of communication
 - Radio,
 - Television,
 - Newspaper
 - Telephone
 - Internet etc

- Forms of written business communication
 - E-mail
 - Internet webs
 - Letters
 - Proposals
 - Fax
 - Postcards
 - contracts

- Advertisment/ circular
 - Advertisment: commercial to sell commodity/ service etc.
 - Circular
 - Printed advertisement
 - Direction
 - Notice intended for mass communication

- **Adaptation in business writing/ communication**

- Fitting the message to specific reader/ audience
- Readers' imagination
- Feeling
- Simple
- Selecting the right words
- Slang/technical words with caution

- Concept of communication in islam
 - Mission
 - Conveys thoughts
 - Written/verbal (the Quraan, the living miracle)
 - Better in speech are those who invite to the path of Allah
 - Debt must be written
 - Azan- oral