



Business Communication Strategies



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About the Tutorial

Cultivating good communication skills ensures that people pay close attention when you speak. It makes people comfortable with the fact that someone is listening to them when they are speaking. A meaningful conversation can help you influence others with your ideas and can help you prevent any unnecessary confusion when you communicate in a business environment.

In this tutorial, we will discuss in detail about the benefits of Business Communication Strategies and how they can help individuals to handle various functions in their respective organizations.

Audience

This tutorial is designed to provide you with certain strategies, tools and examples to assist you in elevating your job profile. Although most of the content designed here is specifically meant to guide young professionals towards effective communication skills, this tutorial can be freely referred to improve communication skills as per other necessities as well.

Prerequisites

Before proceeding with this tutorial, the reader is expected to be familiar with the concept of business communication and the different communication channels used in organizations.

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1. Business Communication – Introduction

Communication in the business world is not confined to the interactions between professionals or their official communication with clients and customers. Its scope can be quite vast encompassing communications of all forms that takes place in any office environment.

This tutorial is designed to provide you with certain strategies, tools and examples to assist you in elevating your job profile and general significance in your organization by instructing you on how to use your **communication skills effectively**.

Significance of Communication Strategies

Cultivating good communication skills ensures that people pay close attention when you speak. It makes people comfortable with the fact that someone is listening to them when they are speaking. A **meaningful conversation** can help you influence others with your ideas and can help you prevent any unnecessary confusion when you communicate.

Good communication skills help you speak assertively on your goals and achievements. Without a clear communication strategy, people will stop listening to your needs and requirements.



A good speaker will always provide the listener with practical examples and case studies. He goes as far as possible to cover all the fields on effective communication as is needed for the reader, without having to opt for professional services.

Before going through with this tutorial, the reader should identify the specific areas on which he should focus on in his communication. He should also be interested in developing a detailed understanding of the working mechanisms behind the skills of communicating with others.

Outcome of Communication Strategies

Taking control of the communication channel helps in preventing any wrong signals that can be sent through a wrong choice of words, which might create a misunderstanding. To make clear communication, you need to always modify your speech as per the nature of the conversation and the purpose of the meeting.

Good communication to the staff members ensures that all instructions are clearly communicated and all staff members are operating on the same plane. In the services sector, this forms a crucial cause.

Effective communication results in the following:

- Helps people develop mutually beneficial solutions for long-term partnerships.
- Builds healthy relationships with people based on transparency and trust.
- Providing efficient solutions through accurate, valuable and relevant information.
- Delivering a positive message and understanding of facts which boosts mutual respect and trust.

Good communication is not a very difficult thing to achieve. It is having a clear vision and line of thought, along with the right attitude and the sense of timing. Unlike public perception, a good conversationalist doesn't need to be very strong in vocabulary.

In fact, the best communicators often are people with limited vocabulary, however they have managed to convert that into their own personal strength as they can now focus on the exact words they need to speak out, instead of sending vague messages through their speech.

2. Types of Communication

There are many ways of communication, however they can be broadly classified under three types:

- Oral Communication
- Written Communication
- Implied Messages

These can be further divided into planned, official or unplanned, unofficial conversation.

Oral Communication

In oral communication, it is important to make sure that the listeners understand what the speaker is saying. So, the speaker needs to have effective speaking and listening skills of the communicator. Oral communication is the most effective two-way communication and dialogue method. It helps send the message completely and is best suited to handle complex discussions and provides ample scope for clarifying your issues.

A few examples of oral communication are:

- Meetings
- Workshops
- Telephone calls
- Presentations
- Tele/video conferences
- Podcast/webcast, etc.

Written Communication

Writing is more suited to detailed communication, where facts, figures, diagrams and statistics should be shared. It is also beneficial as reference materials for later usage. Written communication is often mentioned as official communication because people always want important conversations to be placed on record.

Some examples of written communication are:

- Letters
- Reports
- Minutes
- Emails
- Newsletters
- Surveys
- Twitter
- Blogs, etc.

Implied Messages

In implied messages, we send out messages that are neither oral nor written, but are expressed through subtle usage of body language basics. These messages are the most powerful in your branding, presentation and image.

For any good communication, extensive preparation is the key. The scale of preparation depends on the enormity of the situation. However, some key points need to be considered in any communication based occasion.

- Decide how your audience can help you.
- Develop a strong communication plan.
- Have an updated contact list and distribution list.
- Create templates for special occasions to minimize time taken to communicate.
- Have a clear project plan and a collection of fields to communicate on.
- Schedule resources that you will need for the meetings, such as – pens, projectors, etc.
- Plan how the communication channel will be handled and the flow will be organized.
- Establish clear and transparent reporting and interaction methods.
- Establish communication standards through emails, snail mails, etc.
- Emergency contact channels must be established.

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