

Business Communication:

Standard 1: Nonverbal Communication

EHS Business
Communications

COMMUNICATION

Communication is the process of sending and receiving messages.

Communication is complete when feedback is received, message is understood, the receiver assigned the same meaning to the message as you intended, and action taken.



Achieving success in today's workplace depends on ...

effective communication among employees and their managers as well as with people outside the organization such as customers, suppliers, government, NGO (non-governmental organizations), and stakeholders (various groups you interact with)

Communication challenges in today's workplace

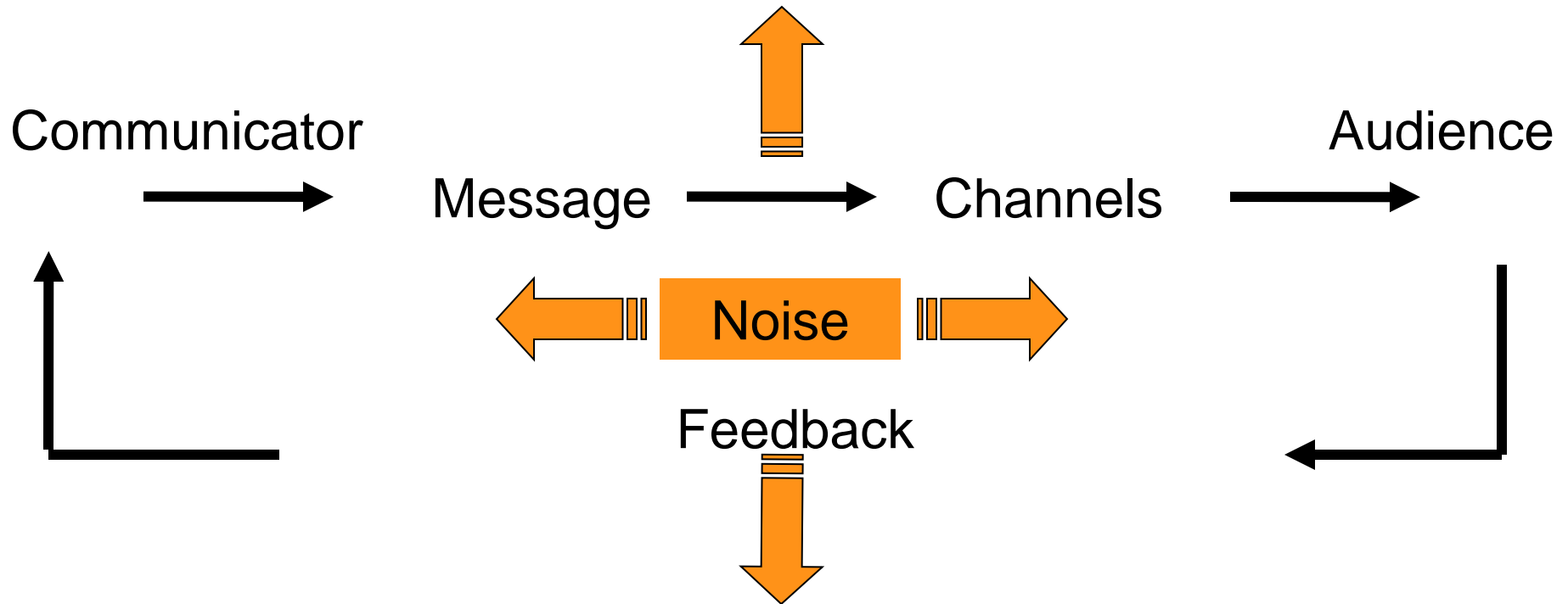
- **Advances in technology:** Use of new technological tools (internet, e-mail, voice mail, faxes, intranet, extranet, e-commerce) increase the speed, frequency, and reach of communication.
- **Market Globalization:** Increasing tendency of the world to act as one market driven by technological advances in telecommunication
- **Workforce Diversity:** Workforce is made up of people with diverse cultural and ethnic backgrounds.
- **Team-based Organizations:** Organizations use teams and collaborative work groups to make fast decisions required to succeed in a global and competitive market place.

COMMUNICATION PROCESS

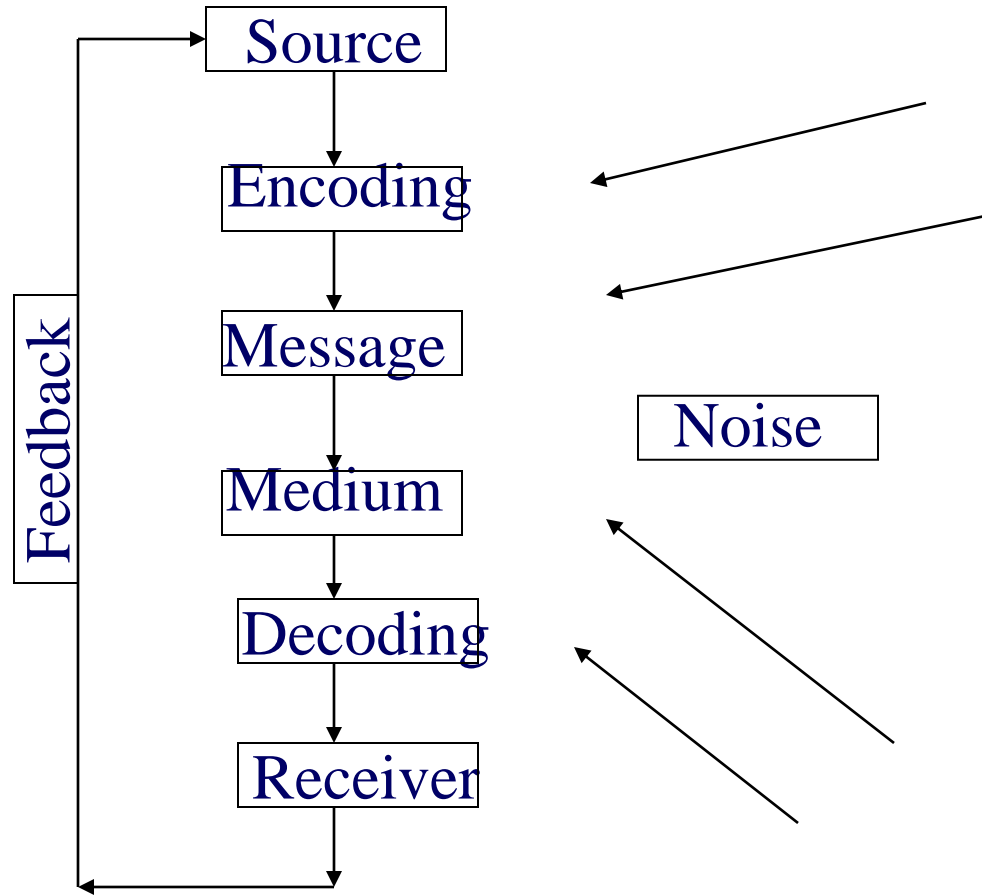
The six steps of communication process:

- 1) The sender has an idea
- 2) The sender encodes the idea
- 3) The sender transmits the message
- 4) The receiver gets the message
- 5) The receiver decodes the message
- 6) The receiver sends feedback

Process of Communication



Communications Process



Communication Process Terms

- Sender: The originator or source of the message
- Message: The content that I want communicated to others such as information
- Idea: Feeling
- Medium: The way that is used to deliver the message (verbal and nonverbal)
 - Verbal: Face to face meeting, telephone, videoconference
 - Nonverbal: Body, posture, facial expressions, dress.

Communication Process

1. The sender has an idea

You have an idea/information and want to share it. Express the idea.

(Comm.Process cont.)

2.The sender encodes the idea

When you put your idea into a message form that your receiver will understand, you are encoding it. You decide on the message's form (words, facial expression, gesture), length, organization, tone, and style- all of which depends on your idea, your audience, and your personal style or mood.

3. The sender transmits the message

- To physically transmit your message to your receiver, you select a communication channel (spoken or written)
 - **POTENTIAL MEDIUMS**
 - Telephone, letter, memo, e-mail, fax, report, face-to-face exchange, voice mail, CDs, signs, phone calls, radio, manuals, catalogs, books, pamphlets, photographs, drawings, maps, graphs, cartoons, DVDs, facial expressions
 - The choice of medium depends on your message, your audience's location, your need for speed, formality required, and the media available to you.

(Comm. Process cont.)

4. The receiver gets the message

For communication to occur your receiver must first get the message. If you send a letter, your receiver has to read it before understanding it. If you are giving a speech, your receiver has to hear you and has to pay attention.

(Comm. Process cont.)

5. The receiver decodes the message

Your receiver must decode (absorb and understand) your message. The decoded message must then be stored in the receiver's mind.

(Comm. Process cont.)

6.The receiver sends feedback

After decoding the message, the receiver may respond in some way and signal that response to you. This response (feedback) enables you to evaluate the effectiveness of your message.

PROXIMITY AS A FACTOR

- The distance between senders and receivers can contribute to the quality of the message and its reception or rejection
- How the room is arranged, interruptions
- The color of the room
- Sounds from other participants or nonparticipants
- Movement toward or away from participants

WHAT ARE THE BARRIERS TO COMMUNICATION?

- Differences in perception and language
 - Differences in education or age
 - Differences in life experience, family, friends
- Poor listening
 - Information overload and beliefs and values
- Emotional interference
 - Gender, economic situation, type of job
- Cultural differences (food, clothes, housing)
 - Language, religion, race, region of country
- Physical distraction
 - Body language, personal space, communication style

1) Perceptual and Language Differences:

Perception is people's individual interpretation of the sensory world around them.

Selective perception: As a sender you choose the details that seem important to you. As a receiver, you try to fit new details into your existing pattern, if a detail doesn't quite fit, you're inclined to distort the information rather than rearrange your pattern—a **process** known as **selective perception**.

1) Perceptual and Language Differences:

Language: is an arbitrary (random) code that depends on shared definition

2) Restrictive Environments

Restrictive environment is when information flow is limited, blocked by an authoritarian style of management.

3) Deceptive Communication Tactics

Deceptive comm. (exaggerating benefits, quoting inaccurate statistics, hiding negative or positive information, displaying graphic data unfairly, leaving out crucial info.) **manipulates** receivers, blocks comm. and leads to failure.

4) Distractions

- **Physical Distractions:** Background noise, bad connection on phone, poor acoustics, illegible copy, uncomfortable chair, poor lighting, health problems, poor air conditioning

4) Distractions

- **Emotional Distraction:** When you are upset, hostile, or fearful, you have hard time shaping your message objectively.

4) Distractions cont.

- **Information Overload:** Too much information make it difficult to discriminate, sort out what is useful/not useful information.
- **Round the clock accessibility:** To be accessible immediately wherever whenever. Technology demands instant answers. Professionals are constantly tied to work by cell phones, voice mail, e-mail.

Guidelines for overcoming communication barriers:

- 1) Adopt an audience-centered approach
- 2) Foster open-communication climate
- 3) Commit to ethical communication
- 4) Create efficient messages

Overcoming communication barriers

- 1) Adopt an audience-centered approach:** Make your message meaningful for those who will receive it.
- 2) Foster Open-Communication Climate:** Get everyone participate share their ideas and feelings freely with everyone else.

Overcoming communication barriers cont.

3) Commit to ethical communication

Ethics are principles of conduct that govern a person or a group. **Ethical communication** includes true accurate information. Ethical people are trustworthy, fair, not deceptive, respecting the rights of others.

Overcoming communication barriers cont.

4) Create efficient messages:

Minimize physical distractions

Minimize emotional distractions

Listening Skills

- Its means message in thoughtful and correct manner to accurate understanding what it mean
 - Why listening is important?
 - The average person spends about 70 percent of each day engaged in some type of communication. Of that time,
 - 45 percent is spent listening , 30 percent speaking, 16 percent reading, and only 9 percent writing.

Written Communication

- Is the process by which the information is shared and understood in written forms.
 - Characteristics of writing communication:
 - Delayed feedback.
 - Longer sentences and words.
 - More formal.
 - Focuses on content.
 - Delayed action.
 - More complex building.

Listening Skills

EFFECTIVE LISTENERS

- Stop talking.
- Ask questions.
- Don't interrupt.
- Show interest.
- Give your undivided attention.
- Don't jump to conclusions.
- Listen for what is not said.
- Listen to how something is said.

INHIBITORS TO LISTENING

- Listening only for the facts.
- Lack attention to the speaker.
- When the subject is uninteresting.
- Noise.
- Trying to make an outline of everything we hear.
- Thinking ahead.

An Effective Written Communicator

- To be effective communicator in written communication you:
 - Adapt message to the audience & think about how it will be received, convinced or understood
 - Don't make the message complex, but make it easy and avoid information overload.
 - Be direct and brief and specific
 - Come right to the point and state it completely and accurately.
 - Make it simple, clear, and avoid ambiguous words.

Receiver in Written Communication

- Should give effective feedback & know how to give it
 - Be descriptive and don't use labels.
 - Don't exaggerate.
 - Don't be judgmental.
 - Be positive and realistic
- The message receiver will react or respond to the message sender in forms such as:
 - Desired feedback based on a clear understanding of the message.
 - Undesired feedback because of misunderstanding of the message or miscommunication.

Effective Business Communication Can...

- Provide practical information
 - Stronger decision making
- Give facts rather than impressions
 - Helps to solve problems quicker
- Clarify and condense information
 - Increases productivity
- Be friendly in dealing with others
 - Stronger business relationships
- Show interest in topic & your message
- Be flexible and tactful
- Persuade others and offer recommendations