

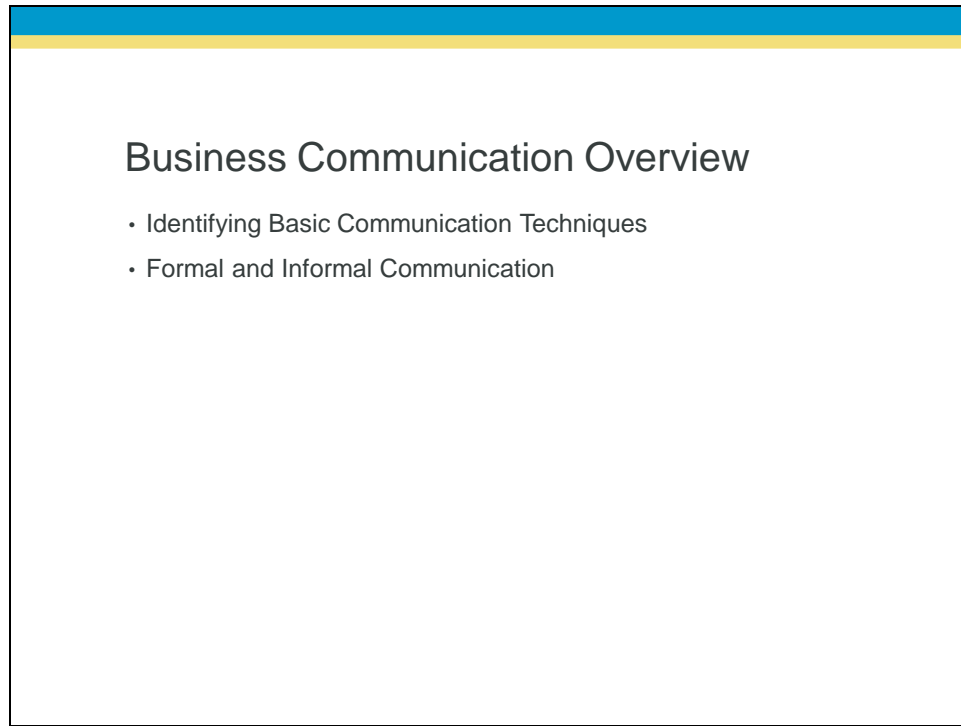


Communication Essentials

Lesson 1 - Business Communication

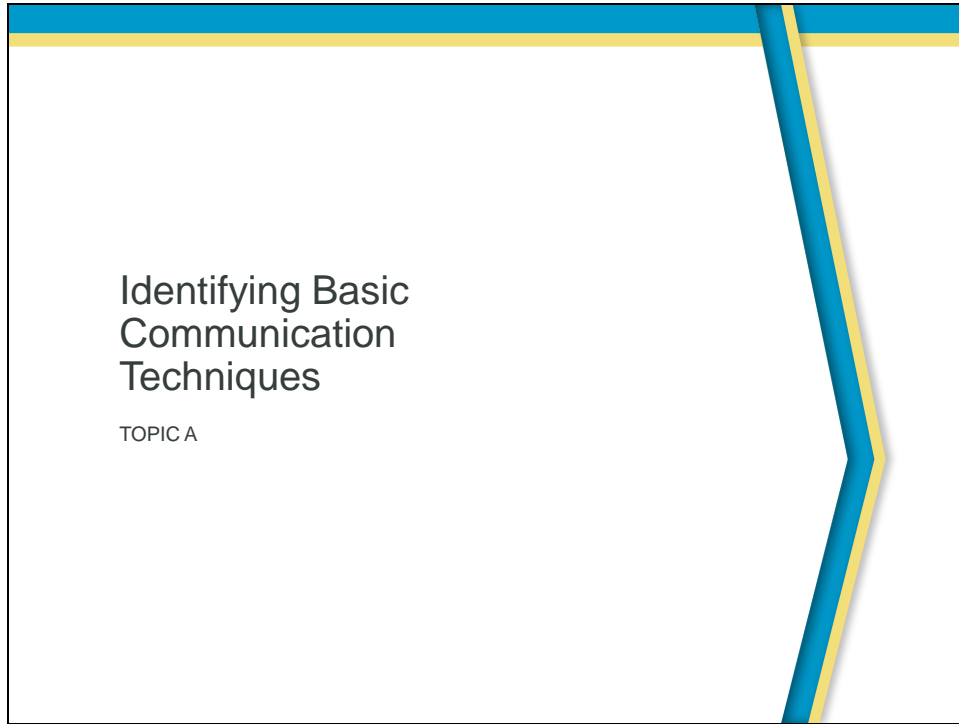
WORKBOOK



A presentation slide with a white background and a black border. At the top, there is a blue horizontal bar, and just below it, a thin yellow horizontal bar. The title "Business Communication Overview" is centered in a dark gray font. Below the title, there is a bulleted list with two items: "Identifying Basic Communication Techniques" and "Formal and Informal Communication".

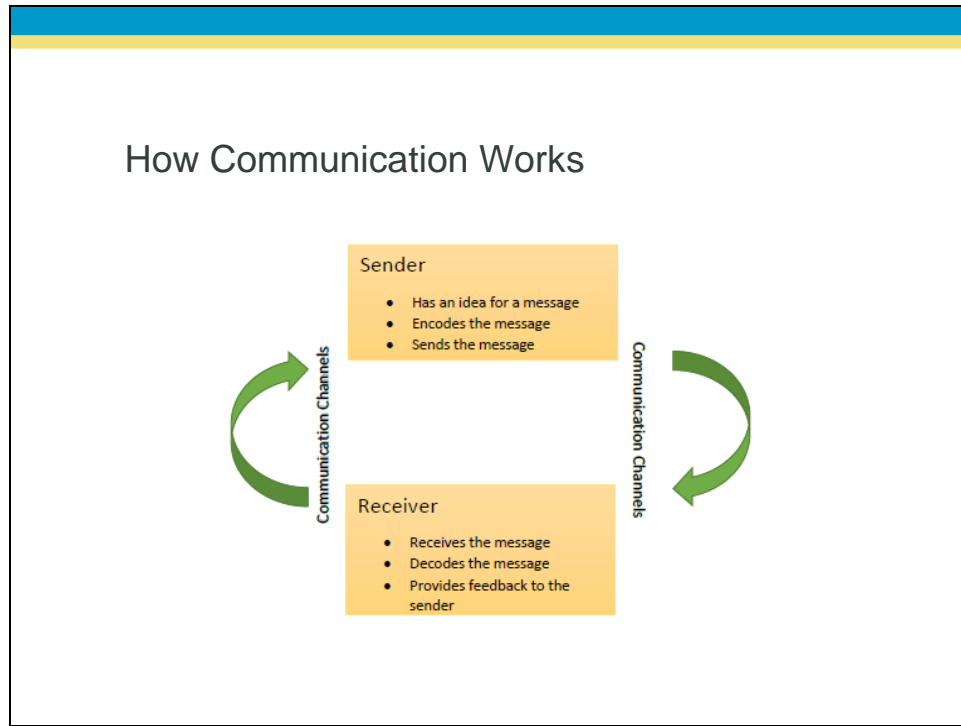
Business Communication Overview

- Identifying Basic Communication Techniques
- Formal and Informal Communication

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Identifying Basic Communication Techniques

TOPIC A



Listening Skills

Best Practices for Improving Your Listening Skills:

- Stop talking.
- Don't interrupt the speaker.
- Concentrate on what the speaker is saying.
- Pay attention to the speaker's body language.
- Paraphrase the speaker's words after the speaker finishes.
- Ask questions.

Perception

What is Perception?

- The way in which communicators view or understand a message.
- Unique to each individual.
- Influences how the receiver understands the sender's message.

What is a Perceptual Filter?

- The conduit through which an individual screens and interprets a message based on his or her beliefs and values.
- Gender and culture are perceptual filters.

ABC's of Effective Communication

A	Always
B	Be
C	Concise

A	Always
B	Be
C	Clear

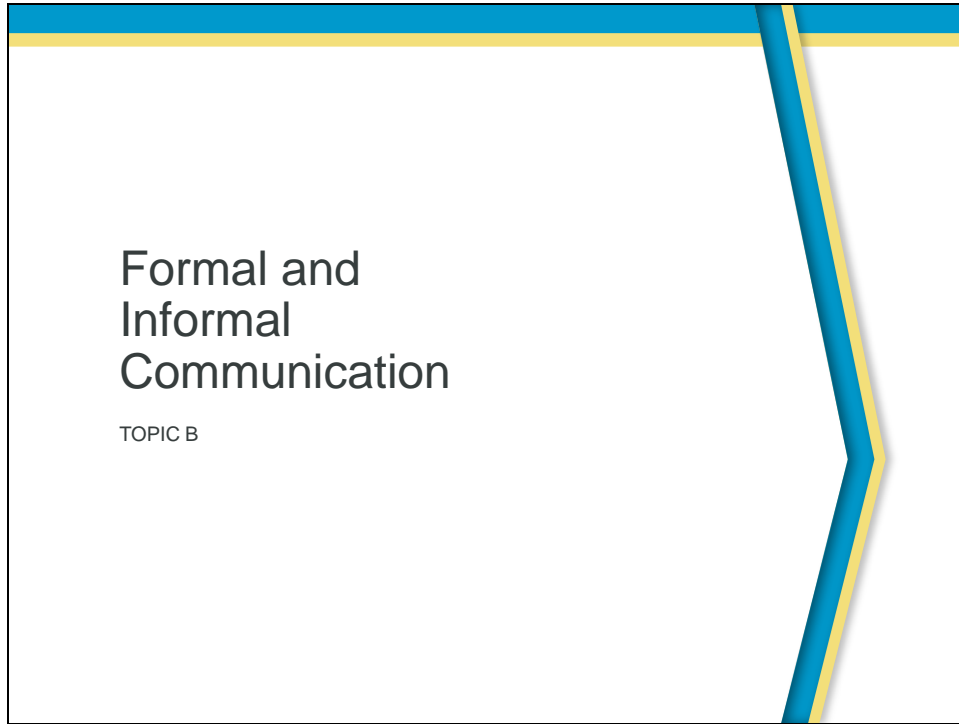
A	Always
B	Be
C	Courteous

Two Types of Communication

- **Synchronous**
 - Communication that occurs or exists at the same time.
 - Face-to-face
 - Talking on the telephone
 - Listening to the radio
- **Asynchronous**
 - Communication that does not occur or exist at the same time or have the same time period or phase.
 - Voice mail and email
 - Written

Communication Methods

- **Face-to-face communication:**
 - Most direct route to send/receive a message.
- **Written communication:**
 - Most effective way to document a message.
- **Telephone communication:**
 - Second most direct route to send/receive a message.
- **Voice mail communication:**
 - Effective when you don't need a written record.
- **Email communication:**
 - Effective when you need to send a short message.

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Formal and Informal Communication

TOPIC B

Formal Communication

What is Formal Communication?

- Communication sanctioned by an organization that occurs through official channels.
- It is designed to control organizational activities through the orderly dissemination of policies and procedures.
- It is typically official, impersonal, and in most cases, written.

Formal Communication

Advantages of Formal Communication:

- It is official.
- It is binding.
- It is precise.
- It is traceable.
- It is cost effective.

Informal Communication

What is Informal Communication?

- Communication that occurs outside official channels.
- It is more personal than formal communication.
- It is generally verbal rather than written.

Informal Communication

Advantages of Informal Communication:

- Encourages participation.
- Fosters an atmosphere of openness and honesty.
- Develop respect for each other's perspectives.

Business Communication Review

- Identifying Basic Communication Techniques
- Formal and Informal Communication



Questions and Answers

Review Questions:

1. Which of the following is NOT a part of the sender's actions during communication?
 - A. Provides feedback on the message
 - B. Has an idea for a message
 - C. Encodes the message
 - D. Sends the message
2. True or False: Body language is a part of the message that is sent in communication.
 - A. True
 - B. False
3. What is a perceptual filter?
 - A. The way in which communicators view or understand a message
 - B. The unique perception of an individual
 - C. The conduit through which an individual screens and interprets a message based on his or her beliefs and values
 - D. Influences how the receiver understands the sender's message
4. Which one is not one of the ABC's of Communication?
 - A. Always Be Content
 - B. Always Be Clear
 - C. Always Be Concise
 - D. Always Be Courteous
5. Which method of communication is the most direct route to send/receive a message?
 - A. Email
 - B. Face-to-face
 - C. Telephone
 - D. Written

Answer Key:

1. A

The receiver of a message provides feedback to the sender about the message to inform the sender of if and how the message was received and understood.

2. A

True. When the sender is submitting a message to the receiver, body language can give the receiver cues and understanding about what the sender is conveying in the message.

3. C

Perception influences the receiver's understanding and can cause the miscommunication if the individual does not share the same frame of reference or background with the sender; however, understanding from the individual is based on his or her perceptual filter.

4. A

The ABC's of Communication include Clear (get to the point), Concise (keep messages to one point or topic), and Courteous (treating people politely shows respect and helps ensure others are receptive).

5. B

Face-to-face communication is the most direct route to send/receive a message because it offers the greatest clarity in delivering and receiving a message. The message can be conveyed in verbal and non-verbal communication and the dialogue is synchronous between sender and receiver.