



Effective Business communication

For IMA Riyadh Chapter

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Objective of the Seminar

1. To enhance the exchange of information between business parties inside and outside the organization.
2. Improve the communication for the business benefits such budgeting, planning and execution of plans.
3. Utilize the scarce resources and improve the plans as a blue print of future action.
4. Communicate to management and provide the necessary financing sourcing.
5. Implement the plans and follow up the efficiency of execution to maximize the benefits
6. Reduce the barrier through communication channels between levels of management.

Introduction

- **How Many Communication Types You Know ?**
- **E-mails**
- **WhatsApp**
- **Tweets**
- **SMS**
- **LinkedIn**
- **Phone And Mobile**
- **Social Media Imo, Soma & Line Etc..**

know your stakeholder/ Audience

Know your Audience level of understanding

- Understanding your audience is the first thing to consider before you start.
- Make sure that your audience understand what you are communicating to them.
- Use the right language that is clear to the audience which is your first priority.
- Knowing your audience gender, education level etc..
- Analyzing your audience will help you discover information that you can use.

Communication Plan to Fit the Target Audience

1. Plan your message and select the best way to communicate it.
2. You must understand that the receiver understand what you are trying to say
3. Avoid general words such as anyway moreover etc..
4. Be specific and talk to the point use the prober means of communication among the available tools etc..

communication channel

Select Communication Channels

- In business communication, choosing the right channel is a vital component to effective communication.
- You should consider the advantages and limitations of communication channels when sending a message. Then match the interaction with the desired level of involvement.
- What do you prefer ?
- E-mails
- WhatsApp
- others

Email, Skype, Notice boards, Posters, Lunchtime Meeting, Launch Event, Team Meeting.

What do you prefer ?

- E-mails?
- WhatsApp?
- Others ?

Sharpens Your Business Communication Skills

- In business communication both the speaker and the listener share responsibility of making the message clear.
- Effective communication goes far beyond simple speech and hearing.
- Body language, tone of voice, word choice, message clarification and communication style make the difference.

Body language Communication

Body language and nonverbal communication (Represent 80%)

- Communication is 20% verbal and 80% non-verbal so if you are saying something to a person but your body language says the opposite then you're not getting your message across.
- In face to face communication 55 % of communication is body language 38% is the tone of voice, and 7% is the actual word spoken.

Be efficient Speaker

- Speakers must learn to articulate their message in a way that the listener can understand.
- Serious issues are best delivered in a serious tone, but with regard to the known or potential reaction of the audience.
- The reaction of the audience to both good or bad news can be directly controlled by the speaker.
- One part of effective speaking is knowing your listeners and how they may react to your speech.

Active Listening

- Lesner must concentrate to the speaker for effective communication. Active listening can be expressed by body language and questions.
- On the speaker's part, these gestures and comments are clues to the listener's reaction and comprehension.
- If the listener seems confused, the speaker may re-evaluate the wording or delivery of the message, and listeners must take it upon themselves to ask questions, validate what is being said and provide input if necessary.

(7) C'S of Effective Business Communication

(7) C'S Communication skills

- Concise
- Complete
- Conversational
- Considerate
- Confidence
- Clear
- Check

Concise and considerate

- **Concise**
 - Talk to the point use facts and figure if when possible. Effective business communication uses concise and straightforward language that gets the point across completely and in a manner that encourages effective action.
- **Complete**
 - It is necessary to plan your business communication carefully so you get all of the information to your recipient the first time. If you leave out important information in your initial correspondence, that will cause a series of problems that will take time to repair.

Conversational

- **Conversational**
 - it is important to present your information in a conversational tone that invites interaction, rather than a confrontational tone that may cause an argument.
 - Effective communication presents the information in a manner that is not emotional but instead professional.

Clarity of The Message

- **Clear**
 - In many business communication, you sometimes get only one chance to make your point.
 - If your information is misunderstood, you may not have the opportunity to correct it before it escalates into a problem.
 - When you present your information, be sure to do so in a clear voice that allows every word to be understood.

Considerate and Confidence


- **Considerate**
 - In business communication always open the conversation to questions and clarifications.
- **Confidence**
 - Be confident in your conversation, confidence add credibility to your information. Be sure that you have the right information and data..

Check

- Always check your data and facts before giving a business presentation of any kind.
- You may have useful ideas, but if they are accompanied by incorrect information, the power of your ideas is lost.

15 Munities break

For Isha prayers and refreshments



Do you consider business
communication as important
factor?

Importance of Effective Communication in Business

- Effective business communications is important to build strong internal and external partnerships.
- Poorly communicated matter can cost a lot of money and effort that can be utilized in other productive activities.

Misconception

Misconceptions

- Make the message clear when ever possible , in order to avoid any misconception.
- Do not assume that the recipient will understand, your message as you do.
- We always communicate without any general agreement.
- communicate more will increase the understanding of it the other party.

Message Between Internal and External Communication (1/2)

- In business communication distinctions between internal and external communication must be considered .
- In most companies, workplace culture defines the formality and method of communication.

Differentiate Between Internal and External Communication (2/2)

- Many companies rely heavily on emails, while others have built a culture of meetings.
- Mass media advertising campaigns should complement the conversations between customers and local sales and suppliers or service agents.

Differentiate Your Audience

- We must learn to match the anticipated tone and style of communication, or risk losing our audiences concentration.
- We must learn to understand the style of their intended audience to achieve real effectiveness of communication.
- When communicate with customer you must be active listener in order to take their comments into account.

Internal Communication

- Internal sufficient communication is critical to any organization, communication can help it in all business performance.
- In fact, communication plays a role in product development, customer relations, employee management, virtually every facet of a business' operations.
- Employees are a key audience because, they often serve as the conduit to other audiences. If employees are informed and engaged, in communications with other constituencies that are essential for business.



Set Clear Expectations

- It is important to establish clear expectations for employees and, for customers as well.
- For employees, clear expectations will improve performance and impact the company productivity.
- For customers, clear communication can help manage their expectations about the organization.

Innovations and Communication

Ideas and Innovation

- Whenever open channels of communication kept open they can lead to new ideas and innovation in a number of areas.
- Employees that understand what's important to their companies can focus on making improvements to support it.
- When employees know their ideas are appreciated and supported, from company leaders they will open their minds and increase productivity.
- They are more likely to keep open door for customers feedback.

Strong Teamwork

- Effective organizational communication will lead to strong teamwork and the ability for employees at all levels of the organization to work together to achieve company goals.
- In addition, effective organizational communication will provide employees the knowledge, structure and positive work environment they need to feel comfortable dealing with conflict and resolving issues effectively.



Strong Relationships

- Effective communication builds strong relationships, trust and loyalty.
- Strong relationships with external audiences also build strong solid communication about products, services and company culture and values.
- A Harford research shows that when worker have friend at work they are more happier
- Productivity is increase 50% in a happy business environment.

Conclusion

Summary

1. Effective business communication build trust internally and externally for the business.
2. Increase productivity of the business and promote joint effort of employee.
3. Create a friendly business environment that increase productivity by %50.
4. Reduce conflict that might reduce productivity.
5. Contribute to business growth by creating teams that can work together and produce more.
6. Facilitate innovation
7. Employees understand the big picture of the company.
8. Improve company culture for contribution without fair



Thanks

Q&A