

An Introduction to Business Communication

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Understanding of Business Communication

- In simple definition, it is a form of communication that is used in the business world, which includes verbal & nonverbal communication (Purwanto, 2003).
- However, business communication was different with interpersonal communication which is a common form of communication that is commonly encountered in everyday life between two or more people to achieve certain goals.
- Also different with intercultural communication as a communication made between two or more people who have a different culture.

Norman V. Peale in Zuhdi (2011)

**Communication has a very important role for the success of someone's life,
both in private life and business.**

**Those who wants to get success in their personal life and career, need to
learn effective communication techniques**

Business Communication and Leadership Style

Business communication should be done in a positively to support the company's success, business communication and leadership style are need to be learned to make it realize. This is particularly needed by the leaders as the effort to achieve company's goal with the help of the resources, especially employees.



Leadership Styles

How does a leader manage the existing resources will reflect their leadership style and their leadership style will affect the way leaders communicate.

DIRECTING

(Authoritarian Leadership) commonly used for employees who do not have sufficient experience and low motivation but leader is in under pressure position to complete the job as soon as possible

1

2

COACHING

(Supervisory Leadership) used for employees who have a better work experience and motivation. Leader provide more detailed explanation and build more productive relationship with employees, and comes as a figure of inspiration

SUPPORTING

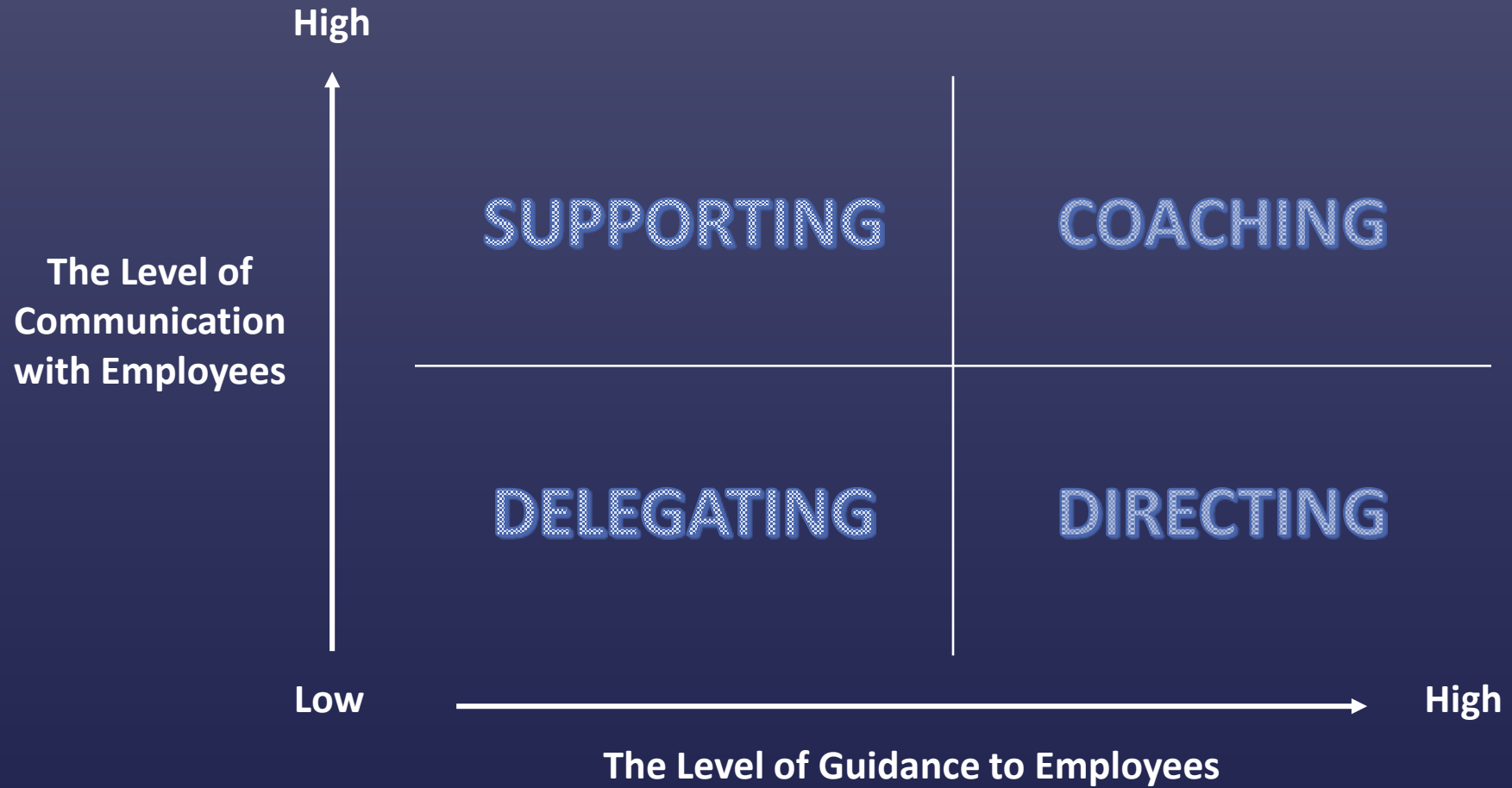
(Laissez Faire Leadership) commonly used for employees who have mastered the finishing work technique. Leader have a close and nice relationship with employees

3

4

DELEGATING

(Democratic Leadership) used for employees who are already able to do their job effectively & efficiently, they are proved as a good & trustworthy employees and able to work independently. Leader monitor their performance in order to keep it with the standards





Communication Connections

To achieve organization or company's goal, communication connections are needed to convey messages. Because generally, communication has two functions:

- Communication allows people to exchange information
- Communication helps to connect a group of members in the organization or company that is separate from the other members

Business Communication Activities

Here are a various communication activities closely related to the business activities of the organization or company:

1

Setting goals

2

Recruit & develop employees

3

Customer care

4

Produce goods or services

5

Negotiations with suppliers

6

Interaction with existing regulations



Information Flows

**In a company or organization,
communication flows in five main
directions**

Information Flows

**Upward
Communication**

01

**Lateral
Communication**

02

03

**External
Communication**

04

05

**Downward
Communication**

**Diagonal
Communication**

Downward Communication

Communication that flows from a higher level in an organization to a lower level is a downward communication. In other words, communication from superiors to subordinates in a chain of command is a downward communication. This communication flow is used by the managers to transmit work-related information to the employees at lower levels. Employees require this information for performing their jobs and for meeting the expectations of their managers.

Downward communication is used by the managers for the following purposes

01

Providing feedback on employees performance

02

Giving job instructions

03

Providing complete understanding of the employees job

04

Communicating the mission and vision to the employees

05

Highlighting the areas of attention

Organizational publications, circulars, letter to employees, group meetings, et cetera are all examples of downward communication

In order to have effective and error-free downward communication, managers must:

ENSURE



That the message is accurate, specific and unambiguous

UTILIZE



The best communication technique to convey the message to the receiver in right form

SPECIFY



Communication objectives (purposes or goals)

Upward Communication

Communication that flows to a higher level in an organization is called upward communication. It provides feedback on how well the organization is functioning.

The subordinates use upward communication to convey their problems and performances to their superiors. The subordinates also use upward communication to tell how well they have understood the downward communication. It can also be used by the employees to share their views and ideas and to participate in the decision-making process.



Upward communication leads to a more committed and loyal workforce in an organization because the employees are given a chance to raise and speak dissatisfaction issues to the higher levels.

The managers get to know about the employees feelings towards their jobs, peers, supervisor and organization in general. Managers can thus accordingly take actions for improving things. Complaint and Suggestion Box, Job Satisfaction surveys etc all help in improving upward communication. Other examples of Upward Communication are: performance reports made by low level management for reviewing by higher level management, employee attitude surveys, letters from employees, employee-manager discussions etc.

Lateral Communication

Communication that takes place at same levels of hierarchy in an organization: fo example is communication between peers, between managers at same levels or between any horizontally equivalent organizational member. The advantages of horizontal communication are as follows:



Facilitates co-operation among team members



Helps in solving various organizational problems



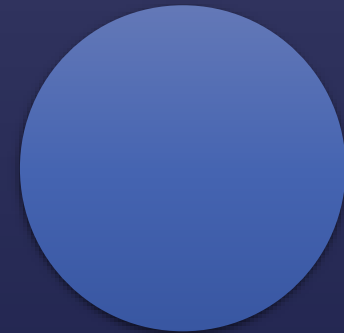
Resolving conflicts within department or with other department



Provides emotional and social assistance to the members



Time saving & facilitates co-ordination of the task



A means of information sharing



DIAGONAL COMMUNICATION

Communication that takes place between a manager and employees of other workgroups. It generally does not appear on organizational chart. For instance: to design a training module, training manager interacts with operations personnel to enquire about the way they perform their task.

Communication that takes place between a manager and external groups such as: suppliers, vendors, banks, financial institutes, etc. For instance: to raise capital the managing director would interact with the bank manager.

EXTERNAL COMMUNICATION

