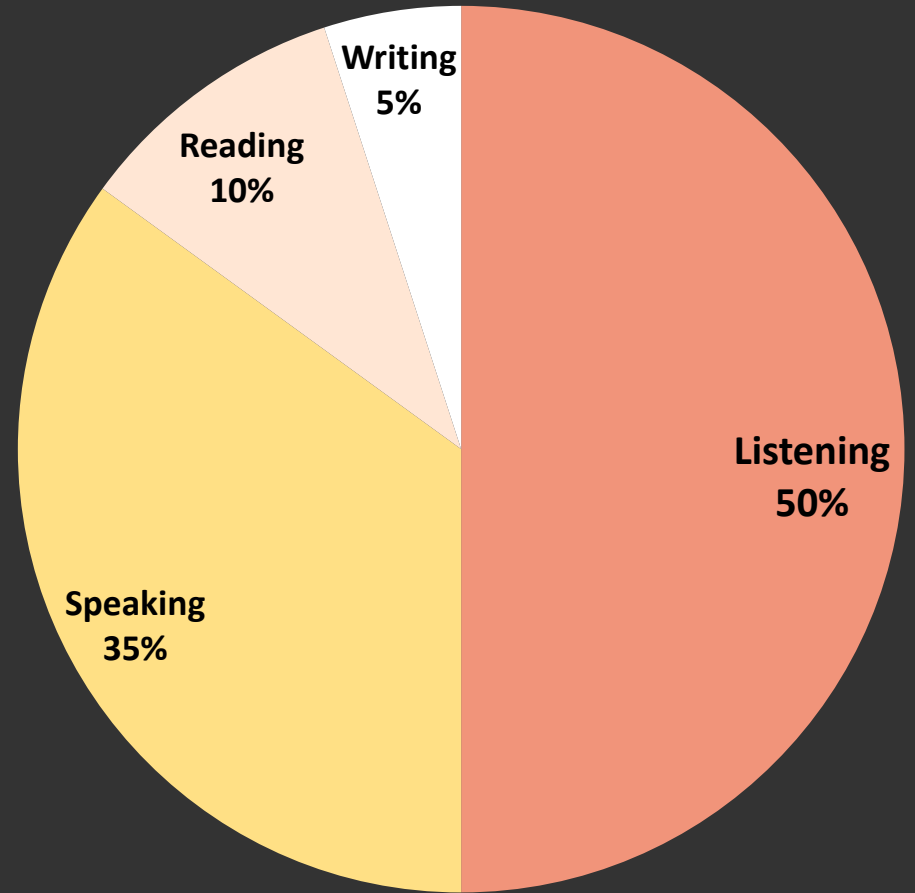


Verbal Communication in Business

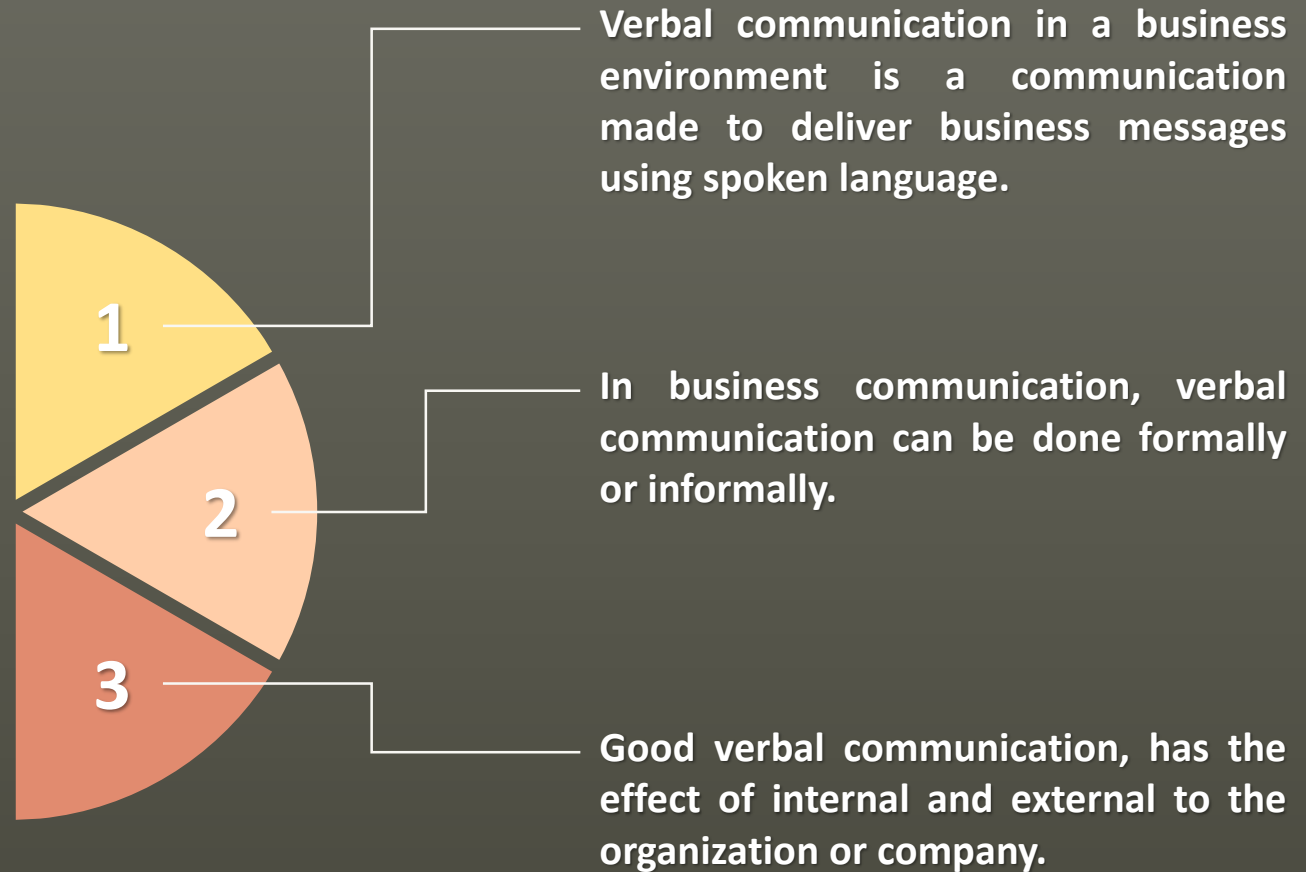
Tine Wulandari, M.I.Kom.

For Your Information

Proportion of language skill components usage in communication of everyday life:



Verbal Communication

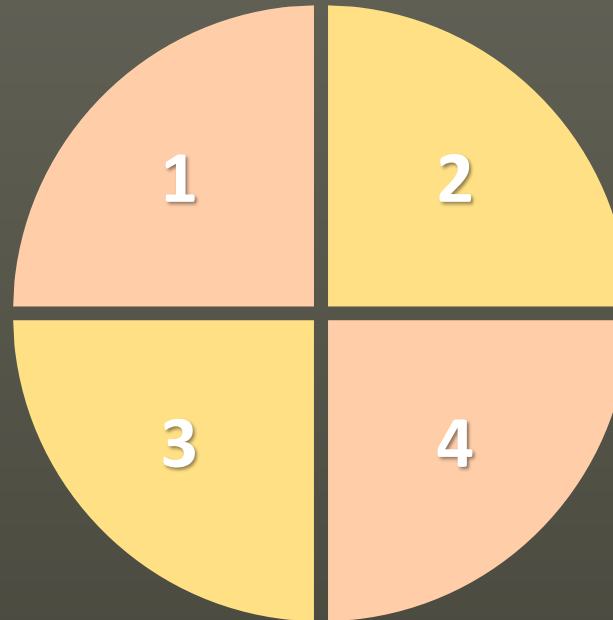


A Good Verbal Communication Effect

INTERNALLY

Improvement of working
climate to be more conducive

Productivity, discipline, and
work ethic also increased



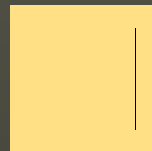
Turn over of employees
decreased

Culture of organization/company
will increasingly positive

A Good Verbal Communication Effect

EXTERNALLY

COOPERATION



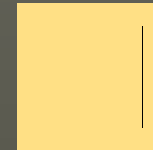
Ongoing cooperation with various parties

SUPPORT



Public support to the existence of organization or company

IMAGE



Good (positive) institutional image

The Use of Verbal Communication

Internal activities of the organization or company which related to verbal communication are:

01

MEETING

Used to provide explanations, arguments, ideas, etc. in a meeting to solve problems or make decisions.

02

RECRUITMENT

At the time of selection of candidates, aims to explore the quality of candidates (interviewer), on the other hand, make it easier for selling and promoting themselves to get a job (interviewee).

03

STAFF ORIENTATION

Verbal communication is used to give an explanation about the philosophy of the organization or company, such as vision and mission statements to new employees.