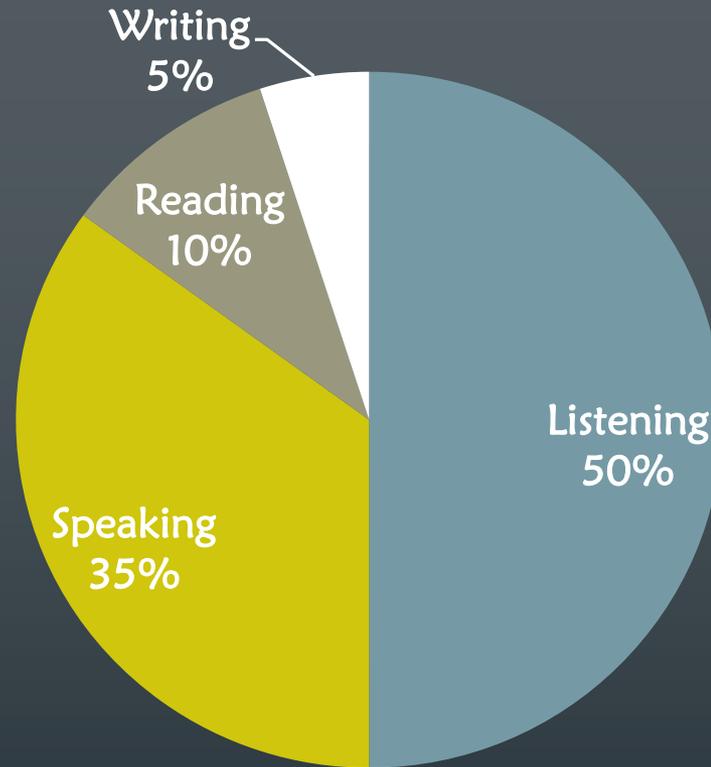


# **Verbal Communication in Business**

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



**For Your Information**

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**1**

- Verbal communication in a business environment is a communication made to deliver business messages using spoken language.

**2**

- In business communication, verbal communication can be done formally or informally.

**3**

- Good verbal communication, has the effect of internal and external to the organization or company.

# Verbal Communication

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## Internal

Improvement of working climate to be more conducive

Productivity, discipline, and work ethic also increased

Turn over of employees decreased

Culture of organization or company will increasingly positive

## External

Good (positive) institutional image

Public support to the existence of organization or company

Ongoing cooperation with various parties

# A Good Verbal Communication Effect

# The Use of Verbal Communication

Internal activities of the organization/company which related to verbal communication are meeting, recruitment, and staff orientation.

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## **MEETING**

Verbal communication is used to provide explanations, arguments, ideas, etc. in a meeting to solve problems or make decisions.

## **RECRUITMENT**

Verbal communication is used 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).

## **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.