



The Power of 'Business Communication'

'The way you Walk, Talk, and Laugh'.

Introduction

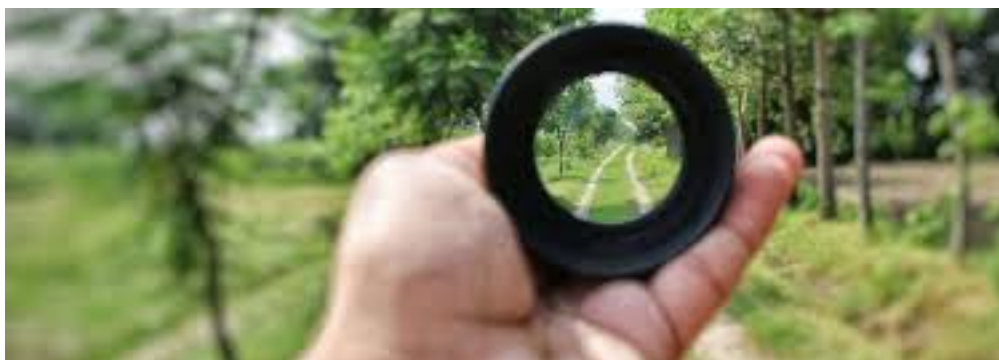
Communication can do wonders, anyways. Communication can make things, Communication can break things. 'Do Communicate' is the theme and success mantra. Do Communicate optimally with as much clarity as one can, with target audience in consideration.

Communication is a phenomenon of 'what one communicates and what others understands and Interprets'. Communication is strongly influenced by factors like perception, prejudice, mindset, biases, ... In fact, it is about understanding other's point of view, perspective.

Business **C**ommunication is more about '**ABC** Actionable **B**usiness **C**ommunication', i.e. who does what, by when, how, with whom all & what all resources, serial/ parallel, ... considering controllable & uncontrollable, predictable & unpredictable, internal & external, intra & inter, ... factors.

'Business Communication' happens all over, from communicating 'Organisation Vision/ Mission/ Objectives' through 'List of Holidays for the year'. All and many communications between these two extremes¹. Managing an Organisation in overall context, Order to Cash, Project Management, Research, ... are all the example of ABC.

Clarity is the center-point of Business Communication.



It is all about 'appropriate and optimal communication' as defined and/or expected by business, not what individuals thinks or believe. Too much of Communication and too little Communication – both are undesirable and not good for business.

An effective ABC can do wonders in working an organisation like well-oiled engine, delivers efficient & effective results. Inefficient, insufficient, and improper communication can be among most crucial 'Deterrent of Growth and Scale'. It is very fine-line between the two. Onus lies with Leadership to set, run, monitor, enhance to stay @ top of the ABC like a never-ending journey. ABC can help achieve 'More with Less', directly contributing to bottom line.

Business Communication is two-way to multi-way loop: 'Call for Action' and 'Respond with Action'.

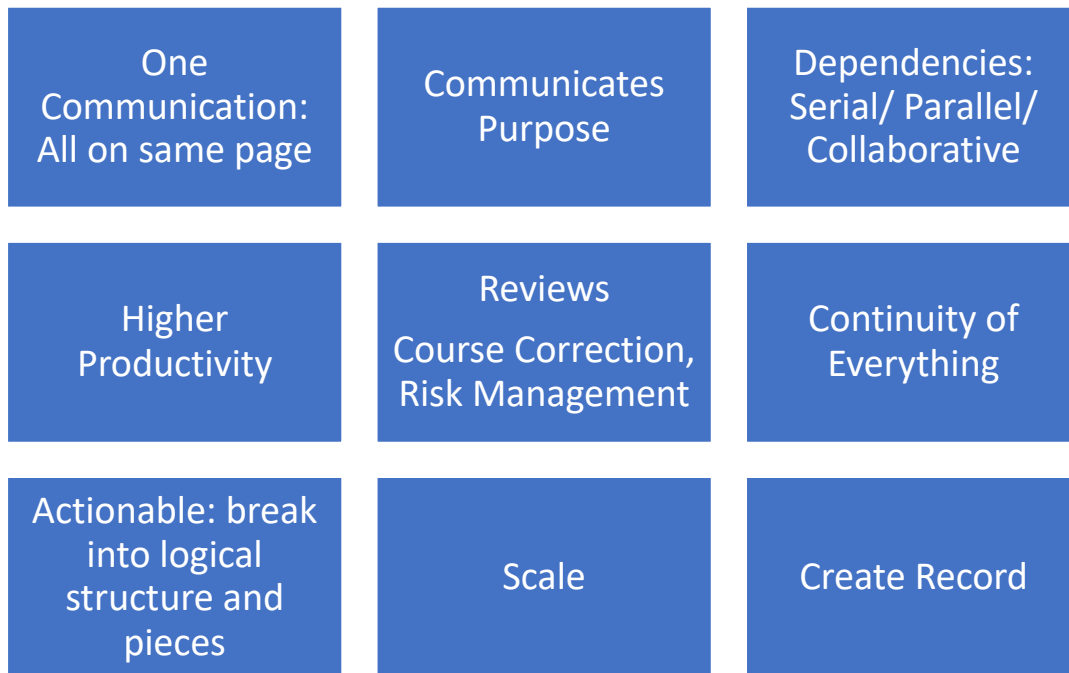
Business Communication has various facets, perspectives, and dynamics like

- Internal and External
- 'Well defined' as per SOP (Standard Operating Practices) and 'As & When' need arises
- Explicit and Implied
- Formal and Informal
- For Action, For Information, For Follow-up, ...
- Actionable and For Cover
- ...

WHAT is expected of Business Communication

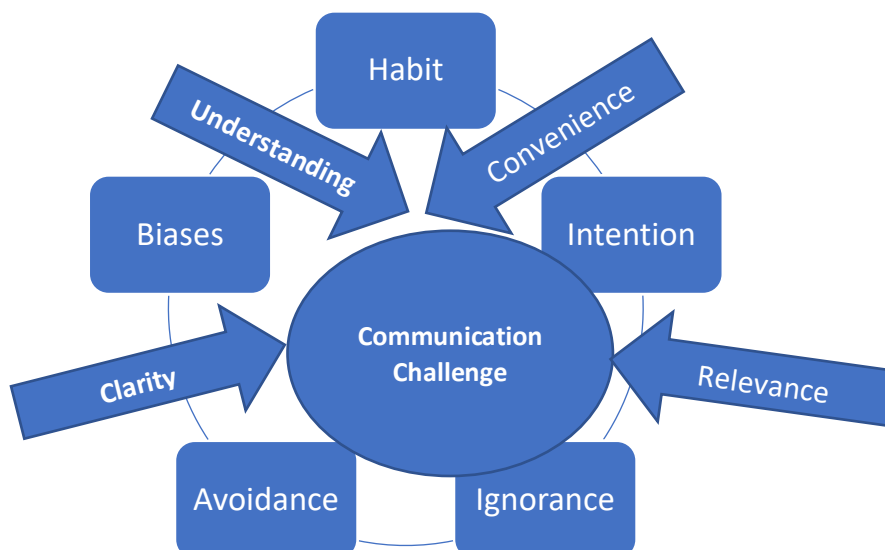
Clarity of Communication: Build Logical blocks	Simplicity in Communication: Target Audience	Actionable
Measurable	Accountable	Objective Minimal ambiguity for people to intrepret
Consistency	Appropriate Channel of Communication	Optimal Communication: not too much, not too little

Why Business Communication



Challenge of Business Communication

In Business Communication, there are dependencies of one’s action on other’s actionable. This looks so simply, no rocket science. Despite, optimal ‘Actionable Business Communication’ of desired level between all the stakeholders who matters is among the key challenges in any organisation. The size of the organisation determines length, depth, and breadth of the communication needs.



Broadly & basically, all of the above intentional and/or unintentional. It is very judgmental. Essentials of Business Communication

Critical steps to Effective Communication

Business Communication is both Science and Art. At times, it is 'common sense, that is most uncommon'. It is 'easier said than done'. It is about 'Human Factor'. It is personal to people; however, Business Communication needs to be moderated and managed.

Primarily three key aspects are involved here

1. Organisation systems and culture
2. Skill, Ability, Capability, ... of individuals and
3. Attitude & Intention of people.

A rider, it is difficult and tough to work on Attitude as Skills can still be built. It is tough, not impossible.

Most competent, capable, skilled, ... person may significantly be challenges of results & growth because of Attitude. On contrary, another mediocre person with right attitude can do wonders by building/ pulling along skill.

Foremost, identify and acknowledge the challenge at all three levels among organisation and people across the depth & width of the organisation. No study and/or research is required as each organisation is different and every human being is unique; however need to identify major, minor, and good to address areas at organisation, team, and individual level. Even within organisation, these challenges may vary significantly across geographies for reason of culture.

It is critical to identify, which are 'Organisation Culture' challenges and the one relates to people (Individuals). Clearly this need to start from top as it percolates 'Top-Down'. Top Leadership level assessment needs to be absolute, open, frank, naked, and objective. The entire process may be futile and of no consequence/ collapse otherwise.



Advantage Business Communication



¹ Business Communication has Hard (written, verbal, body language, ...) and Soft (values, spirit, human perspective, ...) component of it.

- Vision, Mission, Objectives of the Company
- Business Plan, Reviews, and Follow-up
- Company Policies, Procedures, ... to run an organisation
- SOP (Standard Operating Process) to build & deliver the Products & Services
- Agreements and Contract, internal and external
- Summary of Discussions/ MoM (Minutes of the Meeting), internal and external
- Announcements and sharing information, internal and external
- Feedback, Mentoring, Counselling, ...
- Reward & Recognition, Celebrations, ...
- Any engagement between two and/or more persons towards one end-result
- ...