

Business Communication and its Strategy

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Abstract

Communication is used to promote a product, service, or organization; relay information within the business; or deal with legal and similar issues. It is also a means of relaying between a supply chain, for example the consumer and the manufacturer. Business communication is known simply as "Communications". It encompasses a variety of topics, including marketing, branding, customer relations, consumer behavior, advertising, public relations, corporate communication, community engagement, research & measurement, reputation management, interpersonal communication, employee engagement, online communication, and event management. It is closely related to the fields of professional communication and technical communication. In business, the term communications encompasses various channels of communication, including the Internet, Print (Publications), Radio, Television, Ambient media, Outdoor. The word of business communication is somewhat different and unique from other types of communication since the purpose of business is to make money. Therefore, since communication is the message issued by a corporate organization, body, or institute profitability, the communicator should develop good communication skills.

Keywords: Communications; Business communication; Channels of communication, Emotional and intellectual communication.

Introduction

Communication used to promote a product, service, or organization; relay information within the business; or deal with legal and similar issues. It is also a means of relaying between a supply chain, for example the consumer and manufacturer.

Business Communication is known simply as "Communications". It encompasses a variety of topics, including Marketing, Branding, Customer relations, Consumer behavior, Advertising, Public relations, Corporate communication, Community engagement, Research & Measurement,

Reputation management, Interpersonal communication, Employee engagement, Online communication, and Event management. It is closely related to the fields of professional communication and technical communication.

Business communication is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization. Business communication is regulated by certain rules and norms. In earlier times, business communication was limited to paper-work, telephone calls etc. But now with the advent of technology, we have cell phones, video conferencing, emails, and satellite communication to support business communication. Effective business communication helps in building the goodwill of an organization.

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Types of Communication

Business communication can be of two types:

Oral Communication

Oral communication can be formal or informal. Generally, business communication is a formal means of communication, like meetings, interviews, group discussion, speeches etc. An example of informal business communication would be grapevine.

Written Communication

This includes agenda, reports, manuals etc.

Methods /Channels of Communication*Web-based Communication*

For better and improved communication, anytime anywhere;

Video conferencing

Which allows people in different locations to hold interactive meetings;

E-mails

Which provide an instantaneous medium of written communication worldwide;

Reports

Important in documenting the activities of any department;

Presentations

Very popular method of communication in all types of organizations, usually involving audiovisual material, like copies of reports or material prepared in Microsoft PowerPoint or Adobe Flash;

Telephonic meetings

Which allow for long- distance speech;

Forum boards

Which allow people to instantly post information at a centralized location; and

Face-to-face meetings

Which are personal and should be succeeded by a written follow-up.

Business communication is somewhat different and unique from other types of communication since the purpose of business is to make money. Thus, since communication is the message issued by a corporate organization, body, or institute profitability, the communicator should develop good communication skills.

There are many types of communication between people, e.g. family communication, business communication, social communication, emotional communication and intellectual communication.

Other types include common interest communication, common spiritual belief communication, student/teacher communication, and more. The most meaningful communication we have is emotional communication. Connecting with others at a deeper level is important for a happy and healthy life. Emotional communication is truly food for the soul.

Communication on an emotional level can be seen everyday. Hugs, high-fives, pats on the back, shaking hands and broad smiles are some of the simple ways that we emotionally connect with one another.

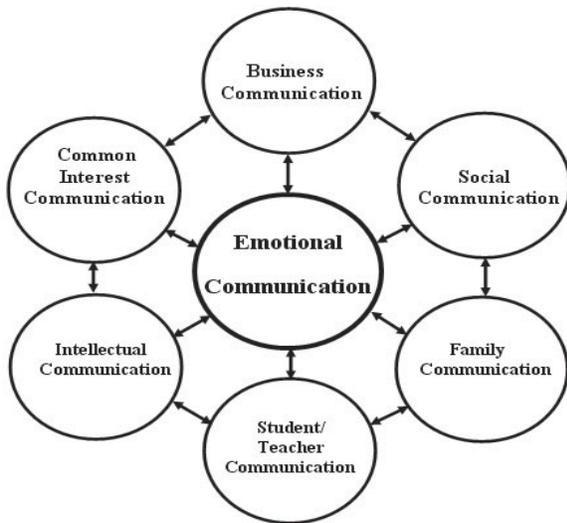
Then, there is a deeper layer of communication that we can create with others. These are special relationships that are internal, longstanding and strong. They can be with friends, family, coworkers or others who we share a special bond with.

The strength of communication between two people is governed, in part, by personal needs. If a person is career focused, he or she will have a more pressing need to create stronger business communication than

someone who isn't as concerned about advancing.

Beyond personal needs, the length of time that two people have known each other plus the amount of consideration each person consistently shows for the another leads to a stronger communication.

Fig 1. Communication types that feed into emotional communication



Source: College-Student-Success.com

Everyone wants strong emotional connections; however many people have a difficult time achieving them. You can build strong relationships, albeit they aren't easy. Building strong relationships takes time, patience and sincerity. The rewards are much more enriching and fulfilling.

Internal and External Communication

One of the most important things in the world of business is to trigger off great relationships with other enterprises so that you earn a name in the business. In order to establish a reputation in the business world, you need to have a great business communication strategy. Business communication can essentially be divided into internal and external communication.

Things like establishing a brand, marketing your products and services, advertising, working on things like public relations, media

management and even business dealings with customers or other business firms fall in the category of external business communication.

The internal business communication, category includes building up ideals of your company, setting certain guidelines that you expect to follow in your business, carving out strategies and goals to ensure success, keeping your employees inspired and egging on all those involved in your business.

All the things mentioned above contribute to the betterment of your business prospects. Be it internal business communication or external business communication, it ultimately contributes to the growth of your business. Thus, business communication is an integral aspect of your business that will help you go ahead and establish yourself.

When it comes to business communication, or for that matter, any aspect of the business, the most important thing is the customer. You need to ensure that you deliver what the customer wants. Even when it comes to things like marketing or advertising, you need to create what the customer appreciates and likes.

Different customers accept different kinds of marketing. It all depends on you to ensure that via business communication, you are able to cater to the choices of a wide range of people. If you are able to master the art of impressing many people by various means, you will be able to take your business to the top.

However, merely enticing your customer by showing them certain things is not good business. Good business means getting a quality product together and then marketing for it wisely so that people accept it. Just promising your customers a lot and then delivering nothing can be harmful to your business.

Thus gauge your products and services and then embark upon advertising and marketing. Internal business communication is the key to get all your people together and then inspire them to deliver the best.

Conclusion

Business communication is a very important aspect of any business and you need to take great care in improving your communication strategy so that your business keeps booming!

If you want to create a world class product, the first thing that you need to do is believe in yourself. This is where internal business communication comes in. It helps you get all your employees together and tell them that you can pull it off with élan.

If there is a lot of positive thinking and bursting enthusiasm in your camp, the spirit will manifest in your product. Thus, your employees are an integral part of the company, so keeping them happy and making them believe in the company and themselves is very important.

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