

EFFECTIVE COMMUNICATION IN BUSINESS

project „NEW START UPS“



Co-funded by the
Erasmus+ Programme
of the European Union



JUNE 2022

Funded by the European Union. Views and opinions expressed are however those the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

EFFECTIVE COMMUNICATION IN YOUR BUSINESS

The art of effective communication is one of the essential skills of every person who comes into contact with business partners and customers.

Nowadays, even marketing researches confirm that business is not done between companies, but between people - and that cannot be done without communication.

Communication and the ability to communicate effectively and to be able to present yourself and your company are becoming more and more important. This includes written, telephone and personal communication. This also includes internal, external and crisis communication. Each of them has its own principles, and in written communication, its part, e-mail communication, also has its own net-etiquette. This is a set of recommended rules, as well as Czech spelling rules, by e-mail.

And the bearer of communication messages will still be people - that is, entrepreneurs and managers in business.

Communication barriers

- a) Barriers arising from the environment
- b) Language barriers
- c) Psychological barriers
- d) Physiological barriers
- e) Barriers arising from the content
- f) Barriers resulting from perception
- g) Personal barriers

The basics of successful communication

- Be interested in others, their work, life, opinions, experiences
- Logic is not always enough, involve emotional arguments as well
- Avoid a patronizing tone and dogmatic statements
- Replace the word "but" with the word "and"

- Use positive words rather than negative ones
- Don't tell others what to think or feel
- If people are full of anger, don't jump in on them
- Be emotional, work with your voice

- If someone keeps interrupting you, stop talking
- Don't interrupt others
- Beware of abbreviations, jargon, foreign words, ballast words
- Pay attention to the accent, careful speech, but do not overdo the precision

NONVERBAL COMMUNICATION

Every day we unwittingly send non-verbal messages to the people we meet. For example, when greeting a friend or a person towards whom we feel no enmity, our verbal greeting is unconsciously accompanied by a spontaneous, rapid raising and lowering of the eyebrows. This raising of the eyebrows is a non-verbal message used by all primates that tells the recipient "I'm a friend, not an aggressor" and is usually reciprocated by a raised eyebrow on the other side to confirm the message has been received.

Research: people perceive only 7% of the content of the words themselves, 38% of the tone of voice and 55% of non-verbal communication, which is why it is so important to be interested in it.

The visibility of a company must be professionally managed.

The press office is the structure responsible for managing relations with the media, it organizes all the information from and for the media, the opinion leaders and the opinion makers. It can be internal or external.

The strategic role:

- To communicate
- To interact
- To strengthen the image
- To spread values
- To give correct information

You have to communicate and let the company communicate:

- To promote the company in achieving its mission and its institutional objectives
- To enhance the prestige
- To increase the influence
- To build a positive image of the organization
- To consolidate it over time
- To promote business growth

The strategic tasks are:

- To ensure communication coherent with the company's objectives
- To select and filter the information flow to be conveyed externally
- Build a productive relationship with journalists
- Define and elaborate issues that can be associated with the organization

The relationship with media is based ...

- On professionalism and knowledge of means of communication
- On personal relationships

PROFESSIONALISM, TRANSPARENCY, OBJECTIVITY AND TIMELINESS

A good Press Office must be an **AUTHORITABLE** and **CREDIBLE** source of information.

How to do it?

- By acting fairly
- By making yourself available and useful
- By avoiding pleas and criticism
- By **NEVER** asking to delete a news item

Skills

- Studying and cataloging the different media
- Knowing the journalistic techniques
- Identifying the information centers of greatest interest
- Choosing and selecting media to contact
- Knowing the work of the editorial offices

Means:

- Media list
- Press release
- Press kit
- Press conference
- Press review
- Interview
- Newsletters and other editorial and advertising initiatives

The media-list is the Database of interested and interesting newspapers and journalists (Agency, Newspapers, Radio, TV, Weekly, Monthly). It must always be updated !!!

The press release must have a maximum length of one folder, must respond to the 5 Ws, must intrigue the journalist, must be disseminated at the same time as the contacts, on headed paper with references at the end.

The signature is US and must be accompanied by a photo and information material (including digital with USB insertion). **Send MAX at 3 pm!!!**

The ABC of the press officer:

- ACCURACY
- CONCISENESS
- CLARITY

The press kit contains information material on the event and on the company, it must be complete, comprehensive, stratified, official.

The press conference is the meeting between the speakers and representatives of the organization with a group of journalists. The goal is to disclose a news of some relevance. It should be announced only when necessary.

The press review is the daily monitoring of newspapers, including online and radio-television, for topics of interest.

The company newsletter contains all the information about the life of the company by adopting a personalized communication of the brand, it expresses and tells the business logic. It is a real digital periodical.