

STRATEGIES FOR EFFECTIVE COMMUNICATION IN A BUSINESS SETTING



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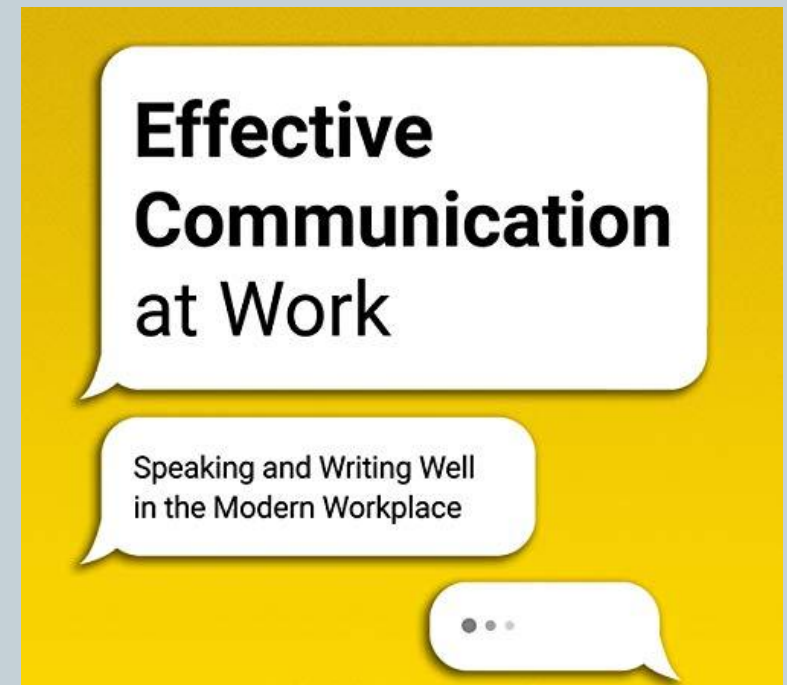
Introduction

- ❑ The report discusses the different perspectives of communication
- ❑ Amazon is the largest globally known e-commerce site
- ❑ The company has effective communication which has a positive effect
- ❑ Different communication barriers must be prevented



Communication constructs the Team

- ❑ Good communication in Amazon helps to make the flow of information smooth
- ❑ Becomes easier for the team member to work without any complications
- ❑ Easier for Amazon members to discuss problems without any hassle
- ❑ Information remains updated and clear every time
- ❑ Employees of Amazon feel energetic and charged



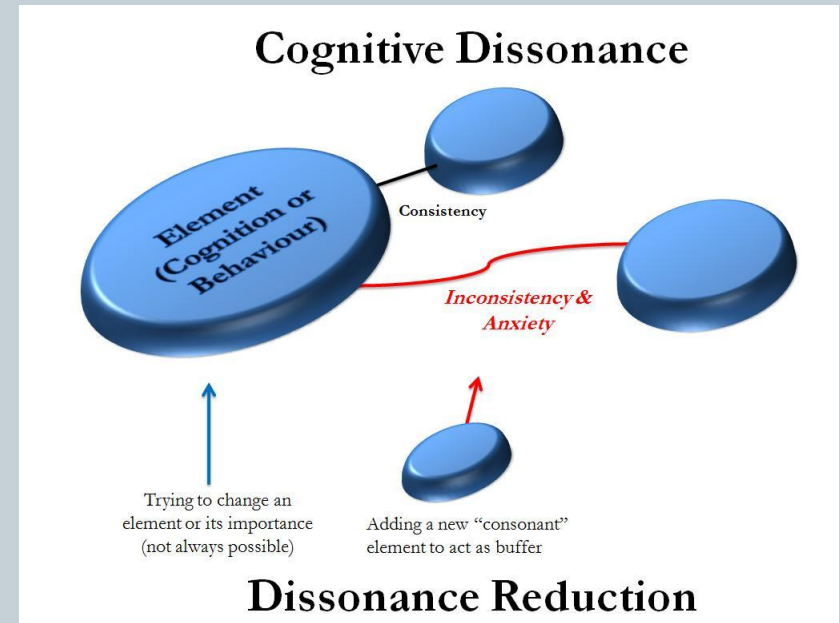
Productivity Increases

- A. The team members are more focused while working in the team.
- B. Activities of each employee are distributed which makes the work clear.
- C. Members are less distracted while working
- D. The team leader receives the maximum potential of the employees.
- E. Productivity is doubled among the members.



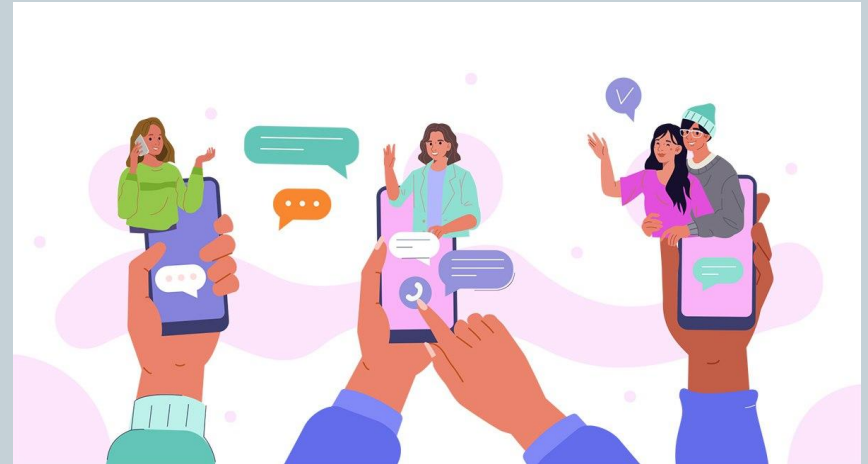
Cognitive Dissonance Theory

- Employees avoid dissonance as it is not suitable
- Leaders train the staff not to listen to others' views
- Team members avoid debating within the company
- Debatable views are not incorporated within Amazon



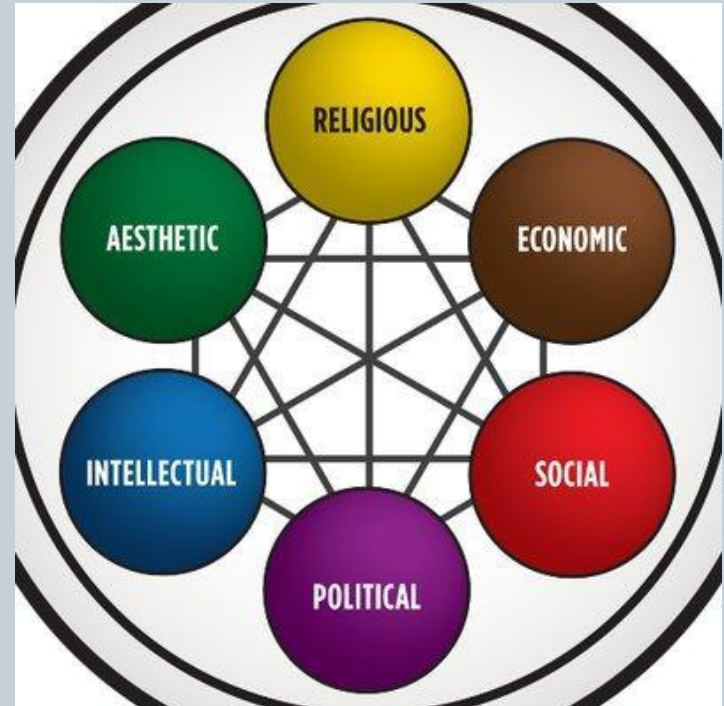
Accommodation Theory of Communication

- a) The motivational aspects of the company are covered within
- b) Good communication takes place between employees
- c) Divergent communication is maintained to highlight group identity
- d) Convergent communication is maintained by the powerless members



Cultural Approach

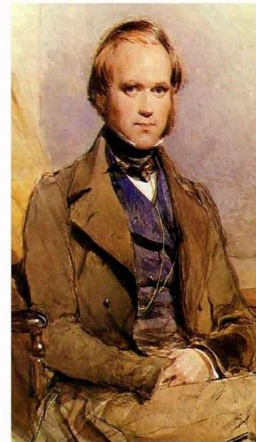
- Work remains focused on culture
- Groups remain involved in the official network
- Team members of Amazon maintain the culture of the company
- Culture is maintained by following the rituals of the enterprise



Organizational Information Theory

- ❑ Coordination of the company is maintained in an enigmatic way
- ❑ Information of the firm is maintained in an organized way
- ❑ Information is documented with every step
- ❑ It keeps track of information every time

Organizational Information Theory



Theory of Sociocultural Evolution- Only the strongest survive, survival of the fittest, idea of evolution applied to business.

Communication Barriers

- I. Lack of proper communication acts as a great barrier
- II. Clarity in communication helps to get a better view
- III. Clear communication makes the work easy
- IV. Team leaders must make themselves responsive to avoid barriers



Language Barriers

- Several languages must be incorporated to avoid barriers
- Company must avoid complex languages to avoid barriers
- Employees from several languages must be hired
- Website must be kept responsive to several languages



Barriers in terms of Listening and being Patience

- 1) Supervisors must train the staff to hear out to the customers
- 2) Problems must be determined easily
- 3) Good hearing maintains a good connection in the team
- 4) Employees must not interrupt in the middle
- 5) Leader's instruction must be visualized

Barriers to Effective Listening

Beware of these barriers to effective listening! Learn to recognize them when they appear and find ways to overcome them.

- Hearing impairments
- Lack of interest
- Personal biases
- Short attention span
- Thoughts of personal matters
- Interruptions
- Noise
- Language/cultural differences
- Busyness
- Multitasking



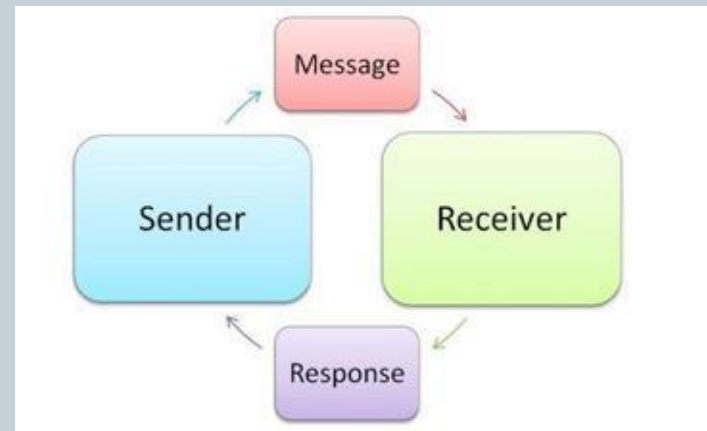
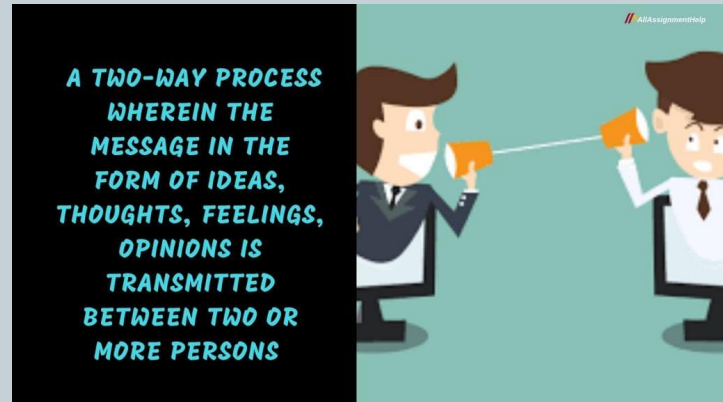
Online Content

- ✓ Easiest way to connect potential customers
- ✓ Keeps every information updated for buyers
- ✓ Displays important information for the purchasers



Social Media and Live Chat

- × Two-way communication happens with the customers
- × Allows customers to react, comment and share posts
- × Connect directly with the customers
- × Consumers can connect with the team members in live media



Conclusion

- ❑ Various processes of effective communication are discussed
- ❑ Theories of effective communication used by Amazon are displayed
- ❑ Barriers to communication must be avoided
- ❑ Amazon must follow a wide set of channels for publicity

Conclusion

Amazon is a leader in many areas and aspects. With the way online shopping is growing, Amazon is expected to grow in its market share only more, while other large retailers are doing their best not to go bankrupt like Sears, Toys R Us, and more. Being an era of internet, it is essential to keep up with the change in today's world, because if not constantly changing one can suffer losses or worse get bankrupt and have to foresee liquidation. Amazon sustains a competitive advantage and superiority among its major competitors by specializing in providing what other companies cannot.

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