

INTRODUCTION

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What is communication?

Communication is simply defined as the transfer of information from one place to another. It is the sharing of information between different individuals. It includes the sharing of ideas, concepts, imaginations, behaviours, and written content. Communication is the way that living beings use to understand others, to give directions, advice, exchange ideas, feelings...

Why is communication important?

Communication is so important because it is what enables us to pass information to other people and to understand what is said to us, removing misunderstanding and creating clarity of thoughts and expression. Being able to communicate effectively is one of the most important life skills to learn. Also, communication is too important because, without the ability to communicate, we cannot do anything because everything in this world requires communication. Skill, good communication skill can help you succeed in your career, make you a competitive job candidate and build your network.

What are you going to explain in your report?

The purpose of this report is to discuss different types of communication, the importance of effective communication, relevant theories, and strategies. This report will provide an analysis of communication skills in the workplace. This report will analyze one by one method of communication, how some communication skills could impact in our social environment, how can we improve our communication skills with others.

What are the different types of communication?

There are two types of communication: Verbal and Non Verbal

Verbal Communication: Verbal communication refers to the use of sounds and language to relay a message. It refers to the form of communication in which a message is transmitted verbally; communication is done by word of mouth and a piece of writing. The effectiveness of verbal communication depends on the tone of the speaker, clarity of speech, volume.

Excellent verbal communication is key to maintaining successful business relationships. Effective communication causes productivity to increase, errors to decrease and operations to run smoother.

Verbal communication takes place through face-to-face conversations, group discussions, counseling, interview, radio, television, calls, letters, reports, notes, emails...

Verbal communication may be two types: written and oral communication:

Written Communication: Refers to the process of conveying a message through the written symbols. In other words, any message exchanged between two or more persons that make use of written words is called as written communication. Written communication means the sending of messages, orders or instructions in writing. It is a formal method of communication and is less flexible.

Examples of written communications generally used: email, letters, postcards, advertisements, reports...

Oral communication: It is an exchange of words between individuals that involve speaking and listening.

In oral communication the sender and receiver exchange their thoughts or ideas verbally either in face-to-face discussion or through any device. Oral communication is the way of expressing ideas, information by word of mouth.

Examples of oral communication: Public speeches, telephone conversations, face-to-face conversation, radio broadcast, classroom lectures and business presentations.

Non-verbal communication: Is the exchange or transmission of messages or signals such as eye contact, facial expressions, gestures, postures between two individuals or two. Is communicated without using any spoken or written word. It is known as nonverbal communication, sending messages without using words either spoken or writing.

Examples of non verbal-communication:Facil expressions,gestures,body language and posture,apperarance,eye contact.

How communication can be made effective in a bussiness organisation?

As the report mentioned above communication is the most important skill that people can learn,communication is important to any organization and it helps in many ways for example in customers relations,business plan and operetions.

Effective Communication helps employers whith their manager to have a clear expectations and achieve a positive feedback.when employers know about the company that they are working for ,they can lead and contribute with new ideas and innovation in a number of areas,effective organization will create a strong team work skill to achieve comapny goals together

Shanoon weaver model of comunication :argues that communication can be broken down into key concepts:sender,enconder,channel,noise,decoder and receiver,this method says that the sender encodes the messsage and sends it to the receiver through a techological channel like telephone ans telegraph.The sender converts the message into codes understandable to the machine.

Concepts in shanoon weaver model:

Sender: this is the person who sends the message and chooses the channel.

Enconder: this is the sender who transform the message into signals.

Channel:is the medium used to send the message

Decoder: this is the machine who translates the message from signals.

Receiver: this is the person who receive and gets the message and provides feedback according to the message.

Noise:is the distraction like environment,people...

Schramm Communication model:

This is a cyclical communication model it believes that communication is a two-way ,there is a sender and a recipient,both sender and the recipient have to encode and decode the message to interpret the message correctly.

Concepts in Schramm model:

Source(Encoder)This is the sender,this need to be clear when sending the message and has to be able to reads it.

Recipient(decoder)This the person or group ho has received the message

Message:is the content that has been sent the information communicaated through words or symbols.

Feedback:this is the reply for the recipient can be verbal or just a sign.

Berlo's Model of communication:

Berlo's Model of Communication describes the different components that form the basic process of communication. Because this communication tool also emphasises the coding and decoding of the message, it can be used for more efficient communication.

Sender:the originator of message

Encoder:what converts the message into signals

Decoder:the reception place of the signals which converts signals into messages.

Receiver:the recipient of the message from the sender,he usually gives feedback to the sender to make sure the message is received .

Noise:external noise like sounds,thunder and crowd noise.

The importance of effective communication:

Effective communication is too important in all environments both work and study, I remember once at work I was working as a waitress and there was a big confusion that between employer and customer, the waiter took the order correctly but forgot to tell the chef the client's allergic and also forgot to tell to the rest of the team this special case, so when the food was ready one of the team member receive the food and delivery to the table, fortunately the customer analysed the food before eat it and saw there was the wrong ingredient in his plate so he was so offended and his response to the restaurant was negative, and the worst was because the manager and the chef did not know anything about the customer's allergic. This would not have happened if the waiter had communicated the information to the rest of team because everyone would have know that this dish was a delicate case and would have been careful.

Role of culture in communication:

The culture is important on the process of communication it has a great influence because every culture has a different way of expression and to think. Depending on some places certain things, words, roles, customs, laws expressions will be considered wrong or foreign.

The culture of every individual influences the way they communicate, behave and how they interpret other. Every culture has rules, values, customs, criterias that a group of people holds, this values affect how you think and act and how you speak.

Cultural differences causes behaviour and personality differences like body language, thinking, manners, culture defines the way we think, speak, act ...

How does communication work between management and employees and to what purpose:

Normally managers should have the ability of good communication and expression to be able to have a good relation with their employees, they should have a clear lines of communication within the organization, know to respect others, listening skill. Managers are able to gain insight, and are able to create processes that could potentially be more efficient and effective, they could work in the way the communicate with the employees they can engaged and motivated their staff members.

Communication in the workplace should have a characteristic like communicate with authority without control your tone of voice without losing your temper or been disrespect, using a warm and sincere tone of voice, giving the respect that everyone deserves.

Effective communication strategies:

There are so many strategies to improve our communication in our work environment, if these strategies are applied in a work environment, it will help to achieve good communication.

Listening: Is the most important skill in communication is the ability to understand clearly what the other wants to say, with listening skills you can interpret effectively and better the messages received.

Body language: This skill lets us understand the complete message of what someone is trying to say to us, body language is used to express or convey the information.

Control emotions: control yourself your behaviour before starting or continuing a conversation to have a clear response to avoid conflict and misunderstandings.

Respect: This skill teaches us to pay attention and watch what we are saying when we are communicating with others, consist in eliminating negative words or phrases, do not interrupt when someone is talking, show appreciation to those who are sharing their ideas, consider others' feelings.

Conclusion:

This report analyse several communication skills, which I need to develop and the skills which I need to improve. This assignment has taught me that never is too late to improve and learn new things in this life, to be clear about the concepts of communication and the different ways of communication these can help you to have a better communication in the workplace. This report shows the importance of communication and how to improve the ability to communicate with others.

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Evidences

A GUIDE TO WRITING A BUSINESS PLAN No. 4 April 2007

Introduction

Formulating a business plan is one of the most important tasks when starting a new business. It will help you set targets, collate all your ideas, plan for the future of your enterprise, and verify that your idea for a business is realistic and workable. The business plan is an essential tool in attracting funding to get started. It is a dynamic document that should be reviewed regularly in order to monitor and measure the performance of your business.

This fact-sheet describes what a business plan should include, how you should go about writing one and what you will achieve by doing so. It includes hints and tips as well as sources of further information. It is aimed particularly at start-up businesses that need to raise funding, but the principles stated are equally valid for established businesses looking to grow.

The benefits of writing a business plan

The business plan is primarily for you and your business partners and it can help you to:

- Bring together your ideas and research into a structured format.
- Decide whether or when your business will be commercially viable.
- Clarify your business purpose to yourself and communicate it to any partners or staff.
- Predict future revenues and profits and address them before they threaten the success of your business.
- Set out the strategy for your business, and particularly your marketing strategy.
- Set targets and objectives, including sales and financial targets, so you can monitor your business' performance on an ongoing basis.

How to approach the plan

If you are also hoping to use your business plan to convince an investor to support your business, it is crucial to understand their agenda and address it in the plan so you can be certain of meeting their particular objectives.

You will need to read carefully any literature that the funding body you are approaching has published so you can identify their objectives and demonstrate in the business plan how you can meet them.

For example, an arts organisation that promotes grant funding might have an express wish to increase the accessibility of the arts to the general public. If you can show that this target could be met by them funding a conversion of your garage into a studio, enabling you to put on exhibitions and workshops in a suburban area rather than in an expensive city centre art gallery, you could be successful in your application.

You need to make your plan stand out from the rest, so make it easy to read, compelling, professional and ensure there is no contradiction. For instance, check that the figures you include in the plan for expenditure or equipment are the same amounts as you put in your financial forecasts - all too often these just don't tie up and so the business plan loses credibility.

Identify as early as possible what your external audience wants to know about you and your business. If you state the assumptions you

have made in reaching your conclusions (the market research results that led you to your calculated sales forecasts, or why you have chosen to locate your business in a particular place), for example, the investor will not be left guessing as to your intentions or fears that you haven't addressed certain key issues. Be honest, clear and believable.

Remember that the plan needs to be realistic and yet convince investors that the business can be successful. This means they will want to see evidence to back up any claims you make, and the plan will need to show that (at least in the medium-term) the business will be able to support you and any borrowing requirements you may have.

What should be included in the plan?

Every business and situation will be different, but the headings below are useful 'stepping stones' to include in any business plan and will ensure you address the most important issues that a funding body may have.

1 Executive summary

This should be a brief summary of the rest of your plan and should be no more than two pages long. It is the first thing that an investor will read and so it must be well written, should excite the reader and must stand out from the many other business plans an investor or lender will receive.

There are four key ingredients that investors will be looking for in your executive summary:

- What it is that makes your business idea, product, service or approach to your market unique or original, and gives you an edge over similar businesses and products.
- What experience you and your team have in your target market, or in this line of business, that will give a funder the confidence that you are capable of making it succeed.
- How you have demonstrated, or at least illustrated, that your business is going to reach its financial, and will be viable and profitable.

How and when the funder will get their money back, or the investor will achieve an exit with an attractive return when you eventually exit the business or they take their shares.

You should also include in the executive summary:

- Details of the business name, its owners and partners.
- Details of the products and services you are going to sell.
- A summary of your target market and competitors.
- The amount of money you are investing.
- The amount of money you are investing.

2 Table of contents

Include a table of contents listing the main sections and page numbers in the plan. It is a difficult to find key information among a mass of text that has no logical order the person assessing the business plan will be frustrated, and so help them to consider the plan positively.

3 Aims, objectives and vision

For most people, the aim of starting up in business is to provide a degree of independence and the opportunity to generate a reasonable income. However, investors will want to know what really motivates you, so it will be important to consider the following types of question:

I Why are you going into business and what do you want out of it?
Will the business supplement your main income or replace it as you can?
Are you starting the business as an investment, to sell as soon as you can?
Will your business provide jobs for family members?

The answers to questions like these will have an impact on your business' aims, development and strategy. For example, if you are planning to be a full-time entrepreneur, the focus of your strategy will be leading up to your exit, the sale of your business. Your measuring its value to get the best selling price possible. Where do you want your business to be in five years? Try to visualise this so clearly that you can demonstrate how you will start to move your business towards that goal.

Defining your business vision will help you identify clear and challenging objectives, and determine how you will go about achieving these goals in your venture evolves.

4 Business description and purpose

What exactly will your business do? As specific as possible about the type of business you are starting. If you are going to open a restaurant, for example, will it be a family restaurant, serving good-quality local food (a competitive process in a family-friendly environment)? Or will it be more upscale, serving gourmet dishes to discerning customers in an intimate setting?

How will your products and services differ from those offered by your competitors? Why should customers want to come to you and how will you differentiate your business to make it successful?

When describing your business, think of it in terms of writing a mission statement. This statement should clearly summarise the purpose of your business, and should be easily understood by you, your staff, your customers and your potential investors.

If you cannot describe your business in these specific terms, you should rethink your business idea, focusing on your business' core expertise, target audience and mission.

5 Legal status and licences

What legal status will your business have? Are you intending to be a sole trader, a partnership or a limited company? These decisions will affect your tax liability and determine when you will pay tax, and hence will have an impact on your cash flow. Investors may also be concerned about the legal status of the business and the impact on liability, and you need to be sure that you have chosen the most appropriate legal status to meet your future needs.

Do you need any licences before you can start trading? If so, you need to show you are aware of what you need to apply for and that you have taken steps to obtain it. For businesses, children's businesses and businesses that involve animals, among others, need to obtain licences from their local authority.

If you intend to work from home, you may need to obtain planning permission or building regulations approval, and evidence you have obtained the necessary certificates should be provided in the plan, together with details of any necessary permissions from your landlord or building society.

6 Management processes

How will you manage your business? Getting organised will make your business more efficient and ultimately enjoyable. Even if you are the only person involved, it is still worth looking at your key skills, responsibilities and management processes at this stage. You will need to consider the following key areas:

- Marketing and sales.
- Finance.
- Recruitment and HR.
- Product development.
- General management.
- Administration.

Market Analysis

Where is your market located? To earn enough revenue, your business must be able to achieve a share of the market available to it. You will need to have a thorough understanding of your target market to do this, including its size and the share you can realistically achieve. The market share you have to achieve will be influenced by:

I The overall size of the market.
Market trends - find out what influences your target market now and how you can take advantage of this.

You also need to research the market situation in relation to your potential customers and your competitors and explain your conclusions.

Target customers - describe who your target customers are and how many of them there are, and justify your estimate of the market share you aim to get.

Who will your target customers be now and in the next 12 months? Define the characteristics of the target groups of customers that could buy from your business. Think about the types of people or businesses likely to benefit from using your product or service, and why they would use them. Think about the benefits your customers are looking for and then think about the features your product or service offers - do your features provide the desired benefits?

Build up a picture of your target customers. For individuals, describe them in terms of characteristics, such as age, gender, income, location, lifestyle and marital status. For groups, describe them in terms of location, numbers of employees, position or grade within industry type and turnover. Research how many customers there are in your target group, how much they spend and how often they buy. Identify trends that tell you whether the group is growing or shrinking.

Competitors - describe how your product will be different. Who are your competitors? Compare your product with the same direct competitors or similar (indirect) competitors' businesses as you. The level and strength of competition in a market indicates how difficult it will be to gain enough share of that market.

However, it is not simply the number of competitors that you should be concerned about; you should also analyse the following aspects of each competitor's business:

- Their products: Do your competitors provide something you don't, or can you provide something they don't?
- Their customers: are your competitors targeting the same customer segments as your business?
- Their share of the market: how large is it, and could you take some of it?
- Their strategies for growing, marketing themselves, and pricing their products and services: can you learn from how they conduct their sales, or can you do it better?
- Their conditions and facilities: how much stock do they hold? What after-sales service do they provide?
- Their future plans: are they planning to move into new markets? What direction is their product development heading in?

Provide information on any market research you have carried out as evidence to back up your claims and business assumptions. You can include copies of surveys or other market information in the appendix to your plan. See BSE 100 An Introduction to Researching a Market for business Start-ups for more details.

Marketing strategy

How many customers do you hope will buy from you, and by when? Once you have developed a clear understanding of your market in terms of size, location, growth of potential customers and their profile, competitors, trends and influencing factors, it is easier to define your marketing strategy.

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Information

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Communication Skills – Self Assessment					
Statements	Please tick the box under the score which you feel best describes you				
	Exactly Like me	Very like me	Somewhat like me	A little like me	Not like me at all
	5	4	3	2	1
1. I am open minded and am willing to change my viewpoint based on the valid opinion of others	✓				
2. I prepare for all communications and think things through before I speak	✓				
3. I always tailor my message to suit the person(s) I am talking to		✓			
4. I find it easy to listen to what other people have to say without interrupting	✓				
5. I am good at making eye contact with people when I am talking to them	✓				
6. I am not intimidated by situations where I must communicate with difficult employees			✓		
7. I am confident when I talk to people and speak clearly without mumbling			✓		
8. I am good at getting my point across in a clear, concise manner without waffling	✓				
9. I find it easy to concentrate on what others are saying and don't lose my focus	✓				
10. I don't start planning my response whilst the other person is talking			✓		
11. I don't think that my opinion is the most important in the room	✓				
12. I only speak up if I have something valuable to contribute to the conversation and I avoid talking just for the sake of it	✓				
13. I make a conscious effort to match my body language to the message I want to convey			✓		
14. I am good at reading the body language of others	✓				
15. I can keep my cool when talking to other people even if I feel angry about what they say	✓				
16. When other people in the group are quiet, I encourage them to contribute				✓	
17. I don't shout and point at people when we have a heated conversation			✓		
18. When group discussions get heated, I am good at keeping everyone calm and on the point			✓		
19. I feel comfortable holding meetings			✓		
20. I am good at summarising the key points of conversations which I have with people			✓		
Column Score (number of ticks x rating)					
Overall Total (five column scores added)					
Result: 76 - 100 : You seem to have good communication skills 51 - 75 : There is a good foundation there 26 - 50 : You have a lot of work to do to develop your communication skills 0 - 25 : Did you score it correctly? On a separate sheet of paper, summarise your strengths and areas for improvement with regard to your ability to communicate. Look particularly at your lower scoring answers and this will give you some indication as to what aspects of communication you need to focus on.					

