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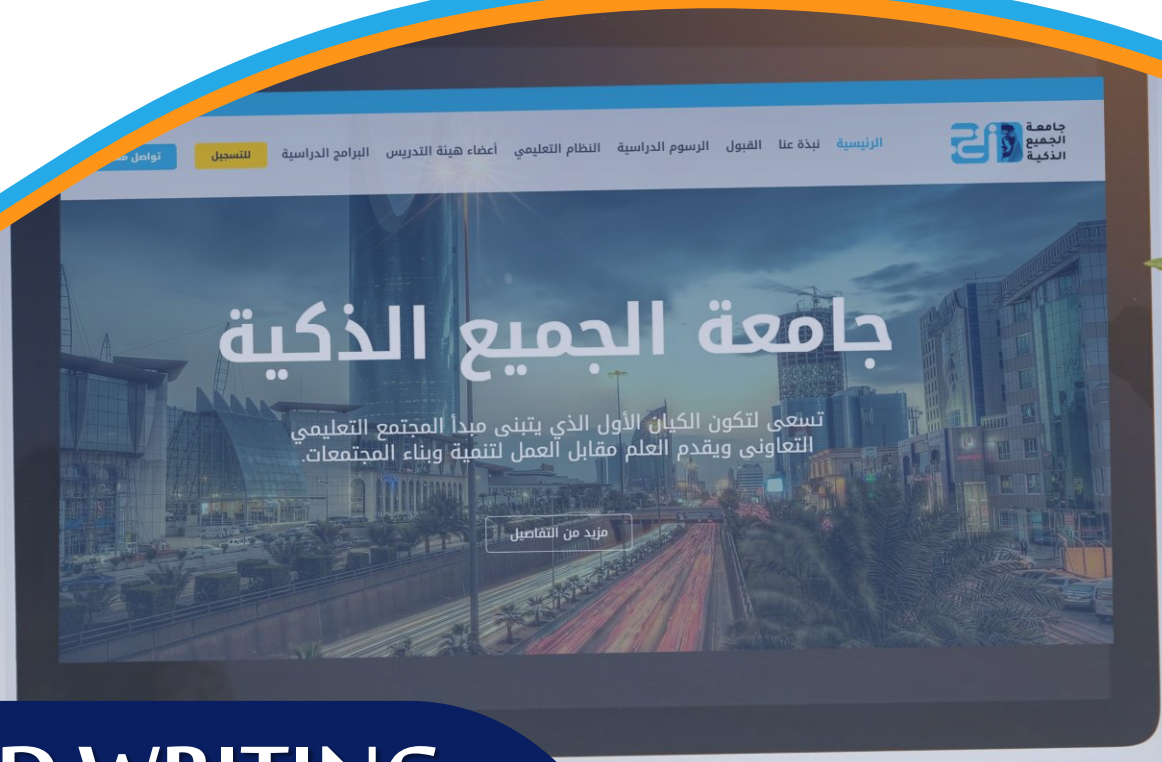

PRESENTATION AND WRITING SKILLS

lecture No. 1

BY Dr. Manal El-Sayed

MGM223

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lecture No. 1

Communication Process in Today's Global Business Environment

Lecture 1

Learning objectives

1. Learn why communication matters
2. Identify skills today's employers expect
3. Explore the communication process
4. Commit to ethical communication
5. Communicate in a diverse world
6. Use communication technology

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Lecture 1

Understanding Why Communication Matters

Communication

is the process of transferring information and meaning between senders and receivers, using one or more written, oral, visual, or electronic channels.

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Lecture 1

Understanding Why Communication Matters

The essence of communication is

sharing— providing data, information, insights, and inspiration in an exchange that benefits both you and the people with whom you are communicating.

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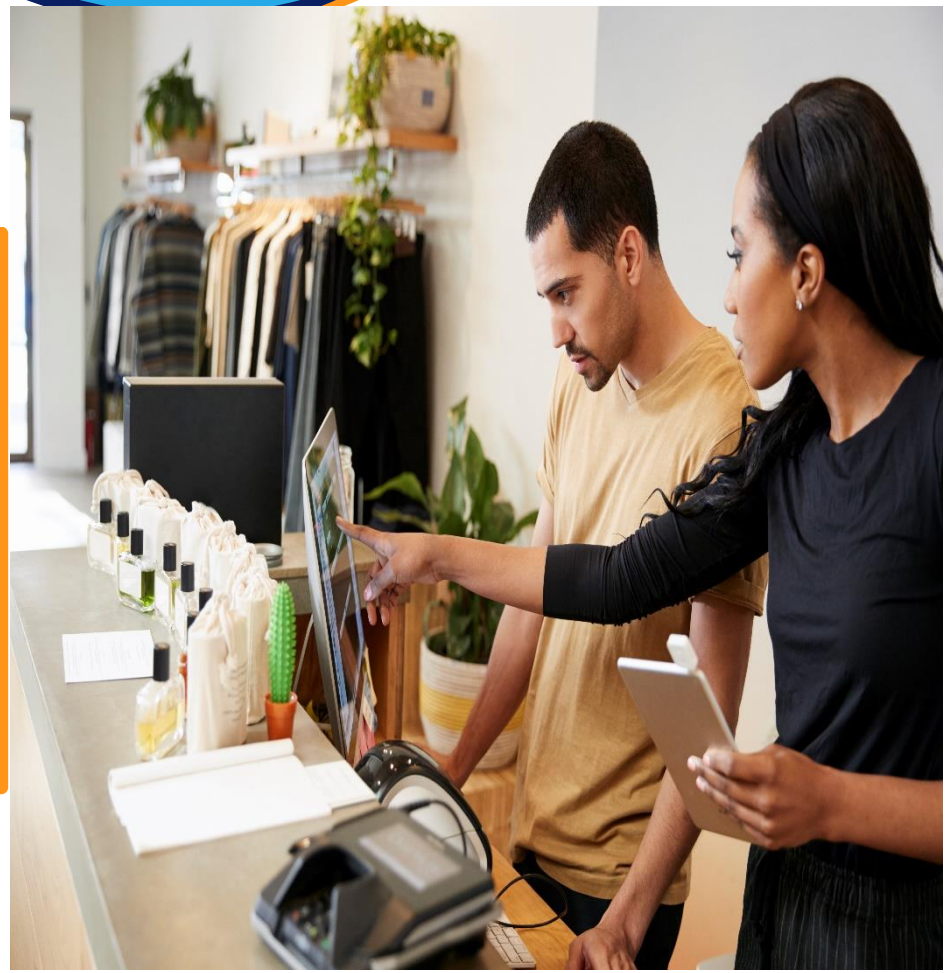
Understanding Why Communication Matters



Communication is important to your company:

Effective communication helps businesses in numerous ways:

- ❑ Closer ties with important communities in the marketplace

Lecture 1

Understanding Why Communication Matters

Communication is important to your company:

- Opportunities to influence conversations, perceptions, and trends

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Understanding Why Communication Matters

Communication is important to your company:

- Ability to “humanize” otherwise impersonal business organizations (إضفاء الطابع الإنساني)
- Faster problem solving
- Stronger decision making

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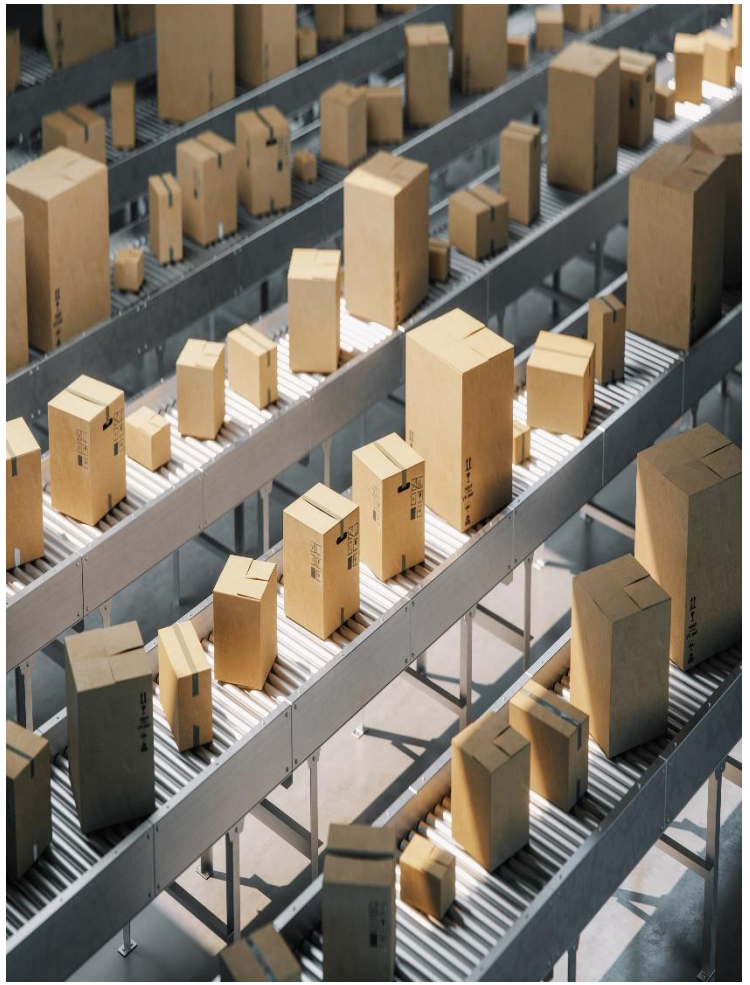
Understanding Why Communication Matters



Communication is important to your company:

- Increased productivity
- Steadier workflow تدفق الأعمال بطريقة أكثر ثباتًا

Lecture 1

Understanding Why Communication Matters

Communication is important to your company:

- ❑ More compelling promotional images.
- ❑ Enhanced professional images and stronger brands.
- ❑ Clear financial advantages.

Lecture 1

Understanding Why Communication Matters

Effective communication strengthens the connection between company and:

- all its stakeholders,
- those groups affected in some way by the company's actions: customers, employees, shareholders, suppliers, neighbors,
- the community, the nation, and the world.

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Understanding Why Communication Matters

To make your communication efforts as effective as possible, focus on making them:

- ❑ practical, عملي
- ❑ factual,. حقائقي
- ❑ concise, مختصر
- ❑ clear, واضح
- ❑ Persuasive, مقنع

Lecture 1

Understanding Why Communication Matters

To make your communication efforts as effective as possible, focus on making them:

- ❑ **practical,** Provide practical information
- ❑ **factual,** Give facts rather than vague impressions.
- ❑ **Offer compelling,** persuasive arguments and recommendations.

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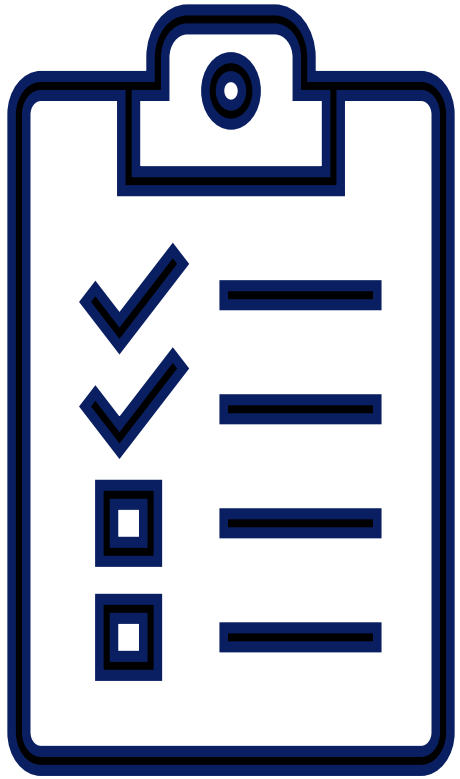
Understanding Why Communication Matters



To make your communication efforts as effective as possible, focus on making them:

- ❑ **Concise,** Present information in a concise, efficient manner.
- ❑ **Clear,** Clarify expectations and responsibilities.
- ❑ **Persuasive,** Offer compelling, persuasive arguments and recommendations.

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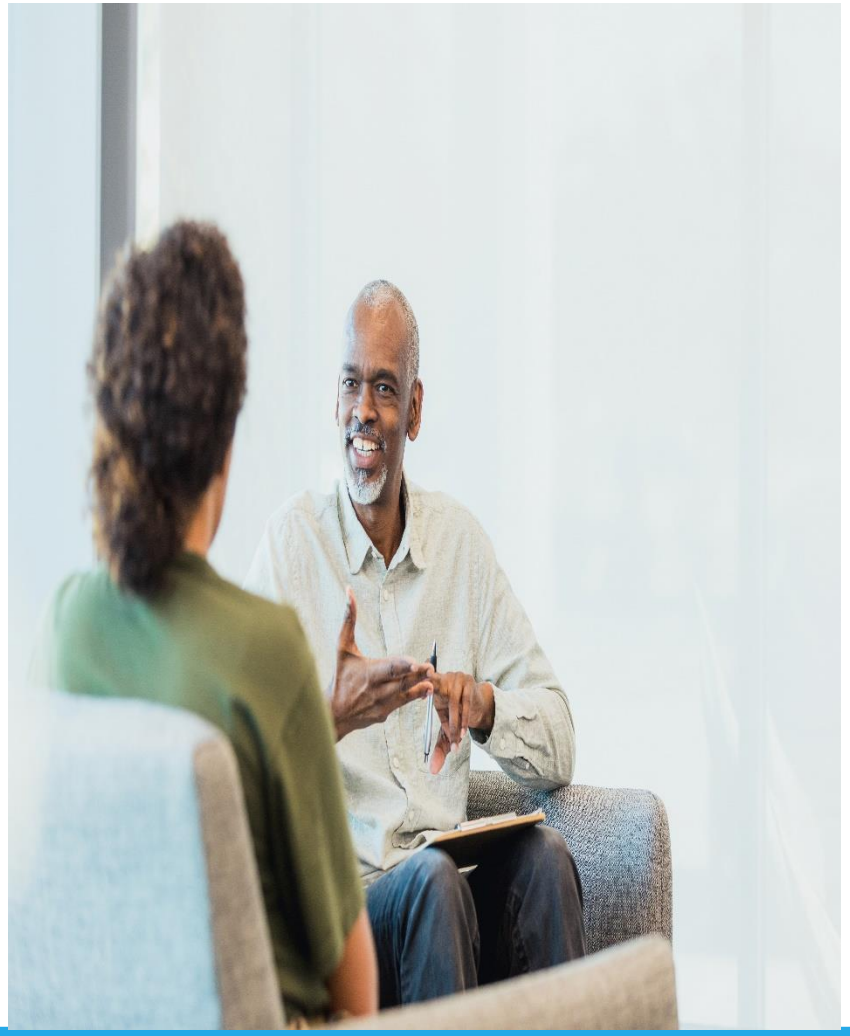
Communicating in Today's Global Business Environment

This section offers a brief look at

1. the skills that employers will expect you to have.
2. The organizational context.
3. Center on audience.
4. Business etiquette.



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Lecture 1

Communicating in Today's Global Business Environment

1. What Employers Expect:

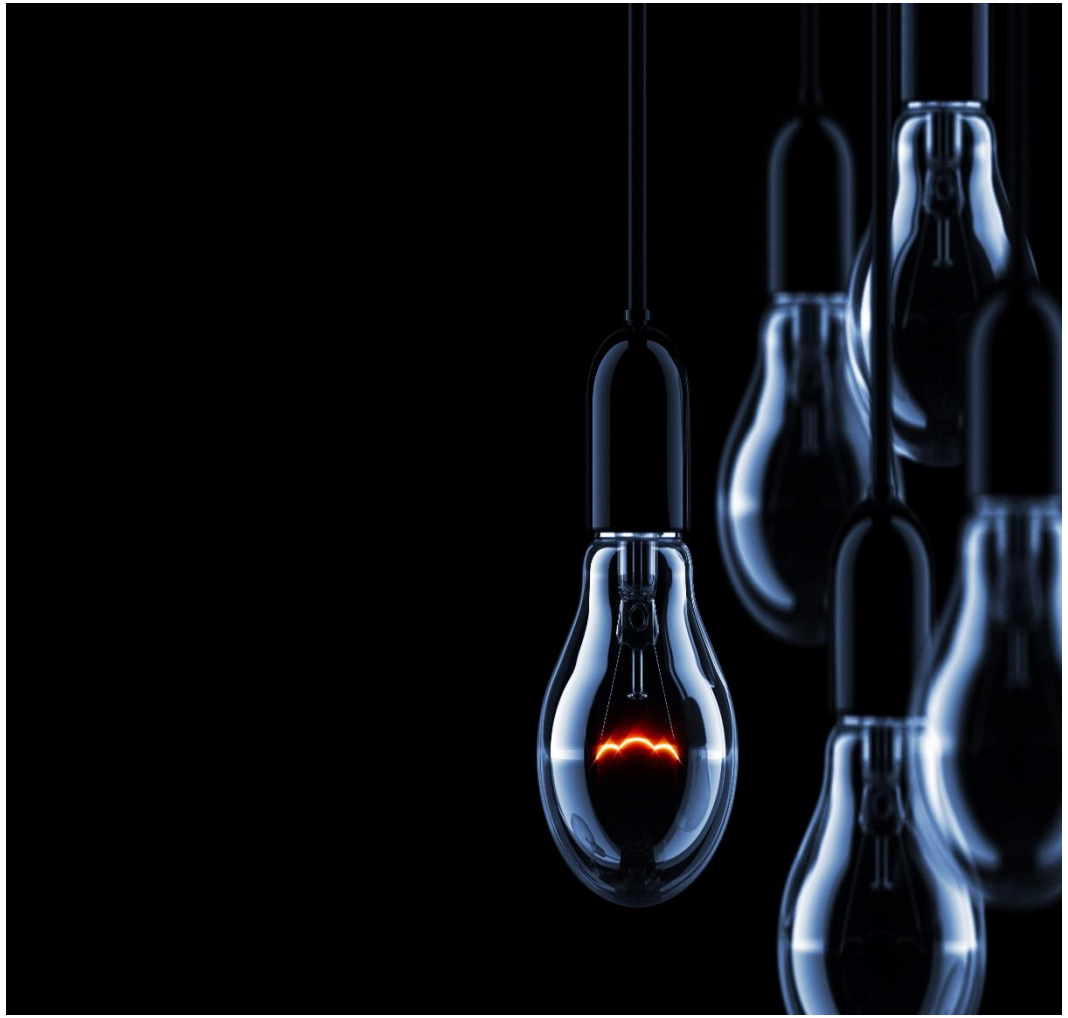
- Organizing ideas and information logically and completely.
- Expressing yourself coherently and persuasively in a variety of media

Lecture 1

Communicating in Today's Global Business Environment

1. What Employers Expect:

- Constructing compelling narratives (telling stories) to gain acceptance for important ideas



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Communicating in Today's Global Business Environment

What Employers Expect:

- Evaluating data and information critically to know what you can and cannot trust
- Actively listening to others

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Lecture 1

Communicating in Today's Global Business Environment

What Employers Expect:

- Communicating with diverse audiences
- Using communication technologies
- Using standard grammar and spelling

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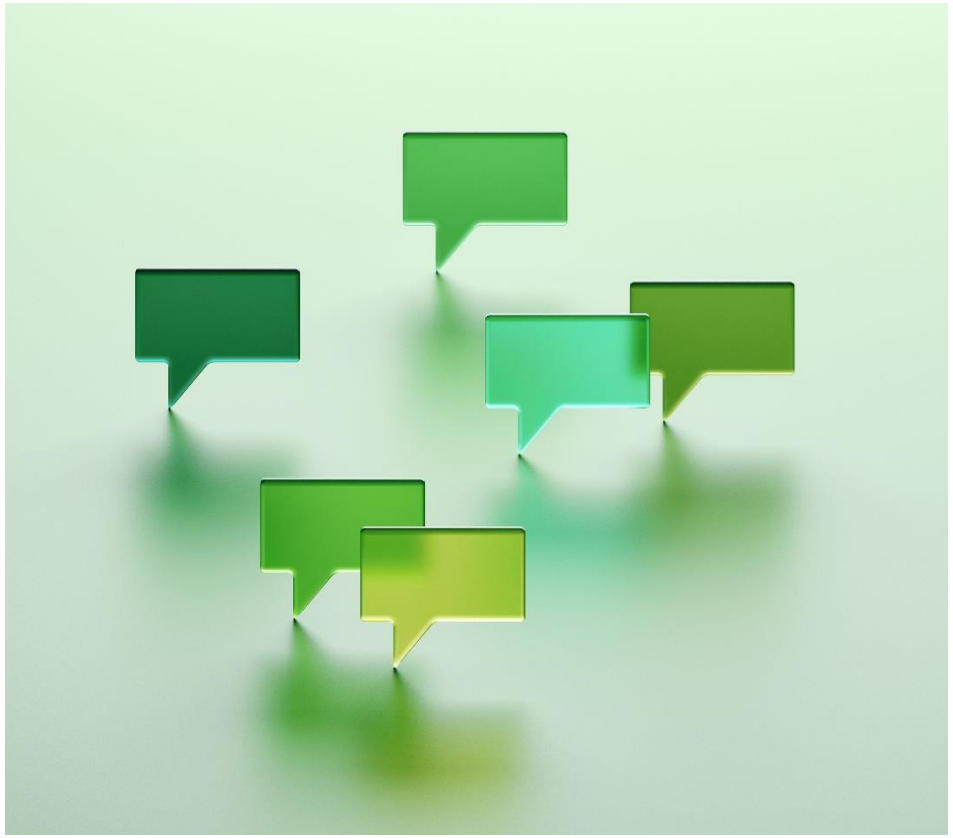
Communicating in Today's Global Business Environment



What Employers Expect:

- ❑ Adapting messages and styles
- ❑ Communicating in a civilized manner

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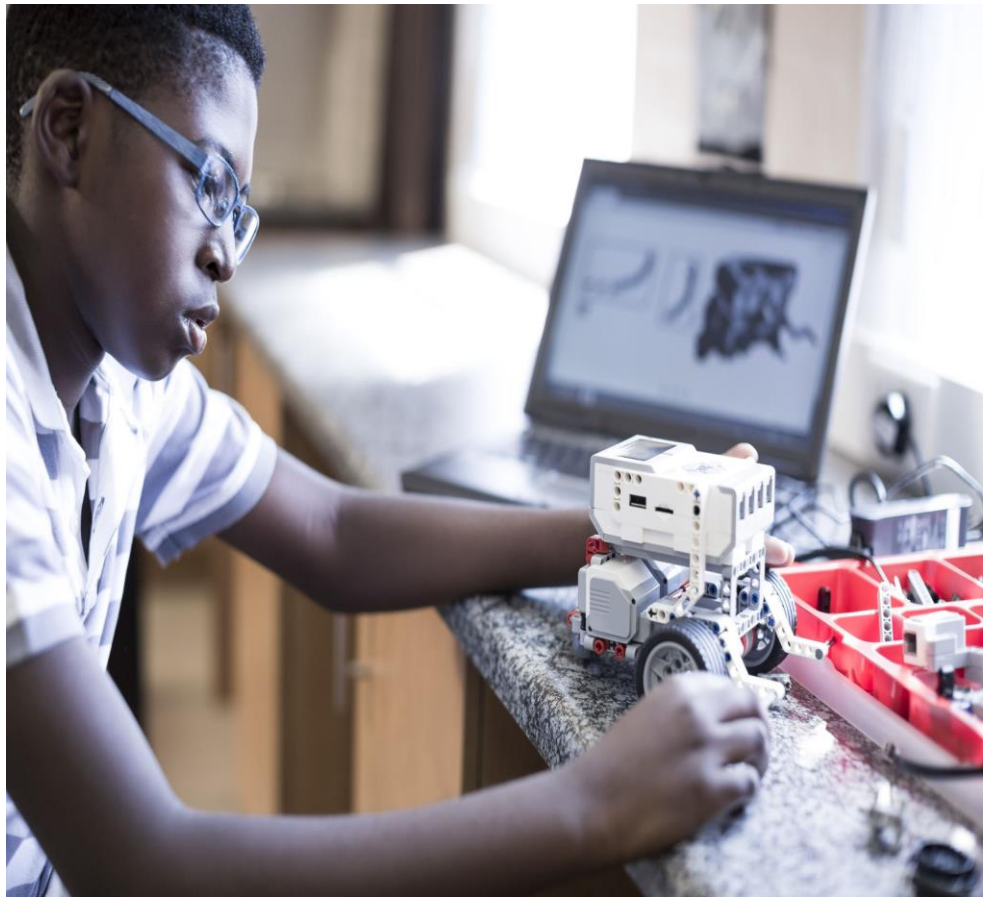
Communicating in Today's Global Business Environment



What Employers Expect:

- Communicating ethically, even when choices aren't crystal clear
- Respecting company information
- Following laws and regulations

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Communicating in Today's Global Business Environment

What Employers Expect:

- Managing your time wisely and using resources efficiently
- Practicing and developing your communication skills over time, starting with the opportunities you will have throughout this course.

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Communicating in Today's Global Business Environment

2. The organizational context.

3. Center on Audience

An audience center approach

- Listening Ability
- Audience Needs

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Lecture 1

Communicating in Today's Global Business Environment

3. Center on Audience

- Writing and Speaking
- Working Relationships

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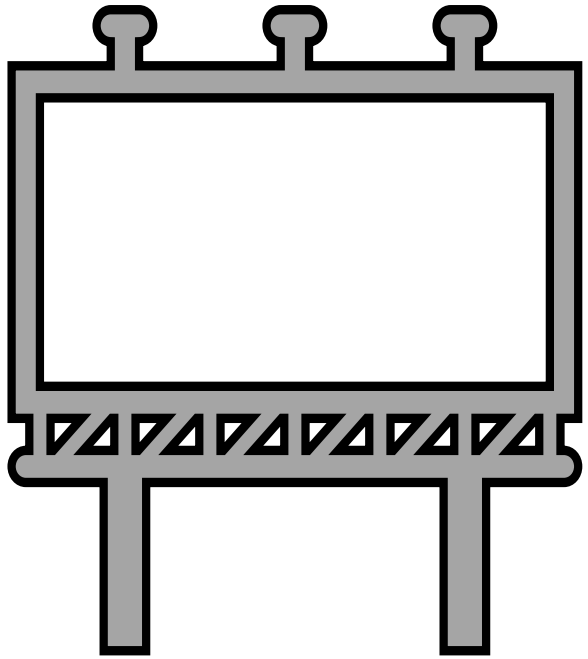
4. Business etiquette



- Respect
- Courtesy
- Common Sense

Lecture 1

Exploring the Communication Process

Communication Process

1. Sender has an idea

2. Sender encodes the idea

Exploring the Communication Process

Communication Process

3. Sender produces the message

4. Sender transmits the message

Lecture 1

Exploring the Communication Process

Communication Process

5. Audience receives the message

6. Receiver decodes the message

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Exploring the Communication Process

Communication Process

7. Receiver responds to the message

8. Receiver provides feedback

Exploring the Communication Process

Communication Process

The communication process described before generally represents **the traditional nature of much business communication**, which was primarily defined by a publishing or broadcasting mindset.

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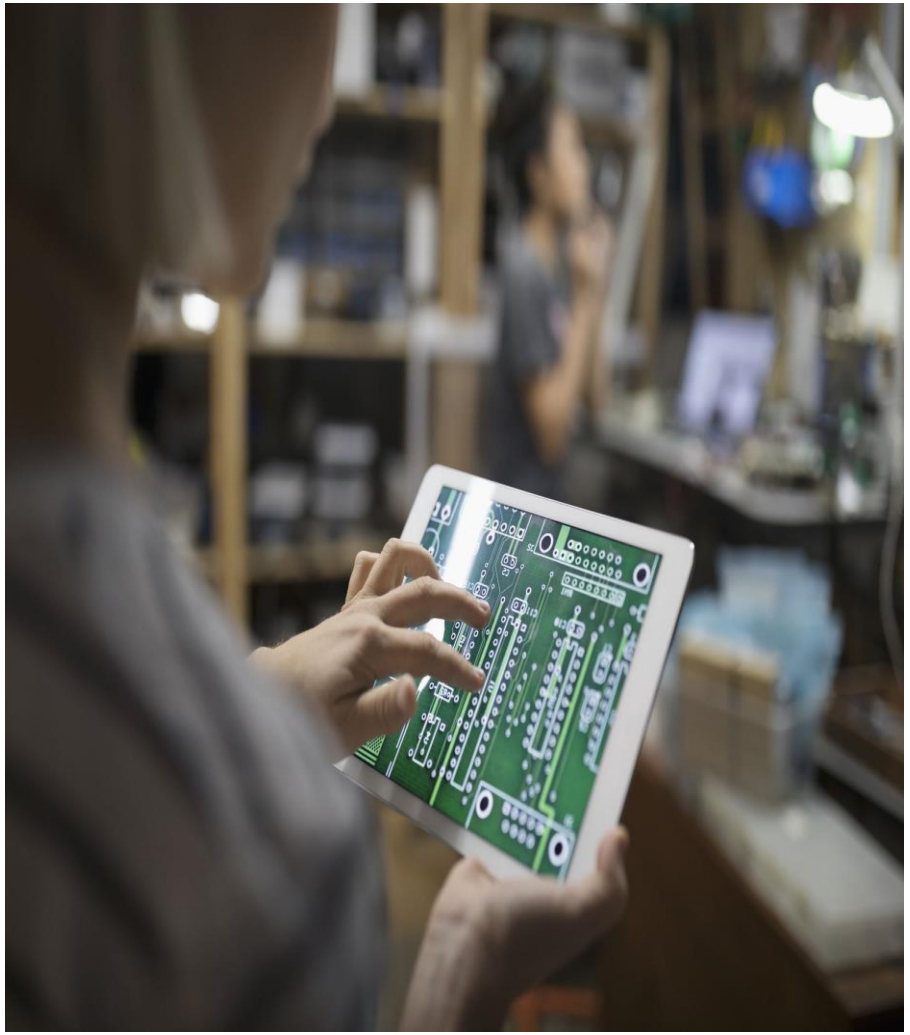
Exploring the Communication Process

a newer and increasingly effective social communication model has emerged, characterized by communication that is:

- **interactive,**
- **conversational,**
- **and usually open to all who want to participate.**



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Lecture 1

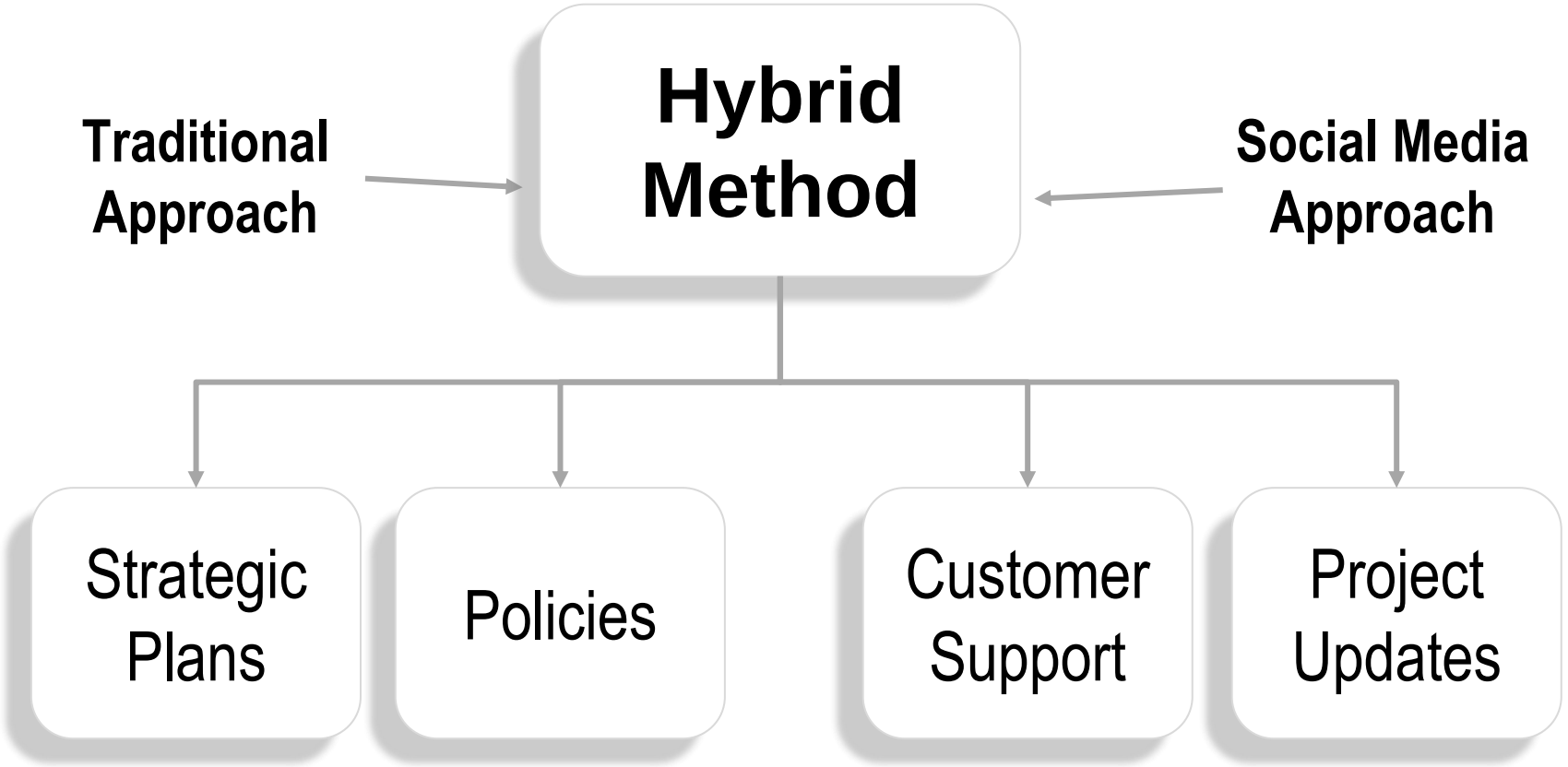
Exploring the Communication Process

A sender in a social media environment initiates:

- a conversation by sharing valuable information,
- then that information is often revised and reshaped by the web of participants
- as they share and comment on it.

Lecture 1

Exploring the Communication Process



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لكم كل الشكروالتقدير
والاحترام،