

PRESENTATION AND WRITING SKILLS

lecture No. 1

BY

Dr. Manal El-Sayed





مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY

lecture No. 1

Communication Process in Today's Global Business Environment

Prepared by

Dr. Manal Elsayed

www.midocean.ae

Lecture 1

- 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**

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.

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.**

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**

**Communication is important to your
company:**

- ❑ Opportunities to influence
conversations, perceptions, and trends

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

**Communication is important to your
company:**

- ☐ Increased productivity
- ☐ Steadier workflow تدفق الأعمال بطريقة أكثر
ثباتاً

Understanding Why Communication Matters

Communication is important to your company:

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

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.

Understanding Why Communication Matters

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

- ☐ practical, عملي
- ☐ factual, حقائق
- ☐ concise, مختصر
- ☐ clear, واضح
- ☐ Persuasive, مقنع

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.

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.

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.**

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

1. What Employers Expect:

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

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

What Employers Expect:

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

What Employers Expect:

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

Communicating in Today's Global Business Environment

What Employers Expect:

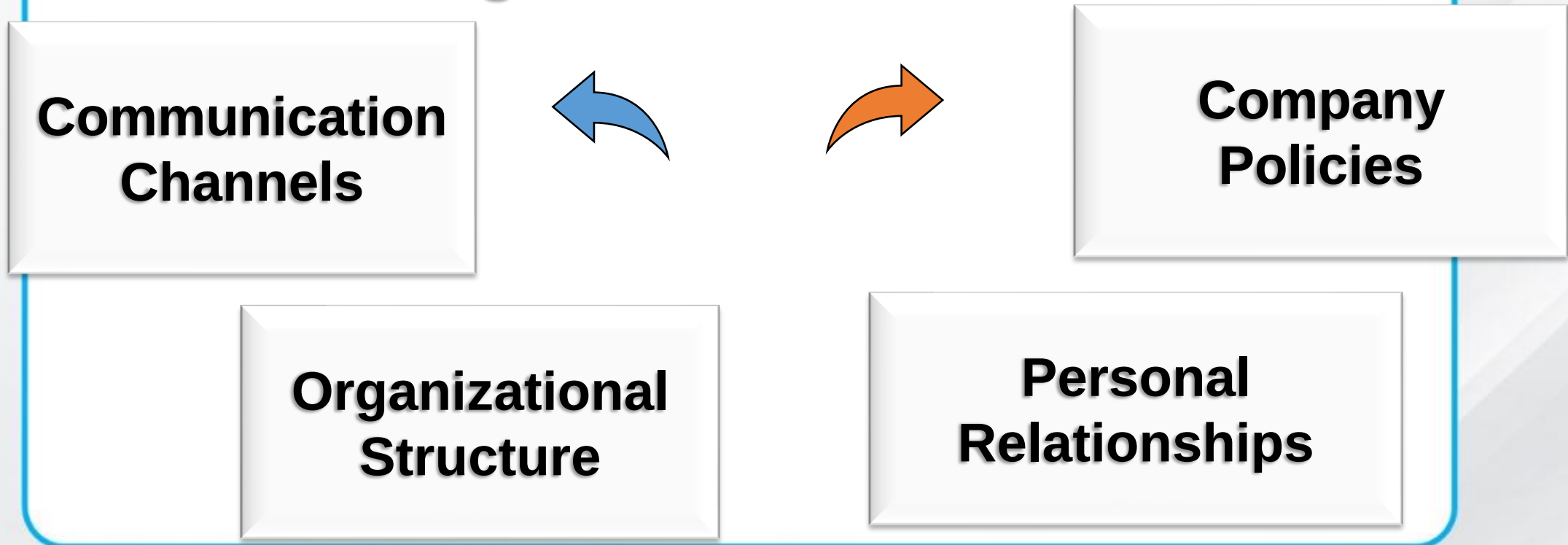
- ☐ Communicating ethically, even when choices aren't crystal clear
- ☐ Respecting company information
- ☐ Following laws and regulations

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.

2. The organizational context.



3. Center on Audience

An audience center approach

- **Listening Ability**

- **Audience Needs**

3. Center on Audience

- **Writing and Speaking**

- **Working Relationships**

4. Business etiquette

- ☐ **Respect**
- ☐ **Courtesy**
- ☐ **Common Sense**

Exploring the Communication Process

Communication Process

1. Sender has an idea
2. Sender encodes the idea

Communication Process

3. Sender produces the message

4. Sender transmits the message

Exploring the Communication Process

Communication Process

5. Audience receives the message

6. Receiver decodes the message

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.

Exploring the Communication Process

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

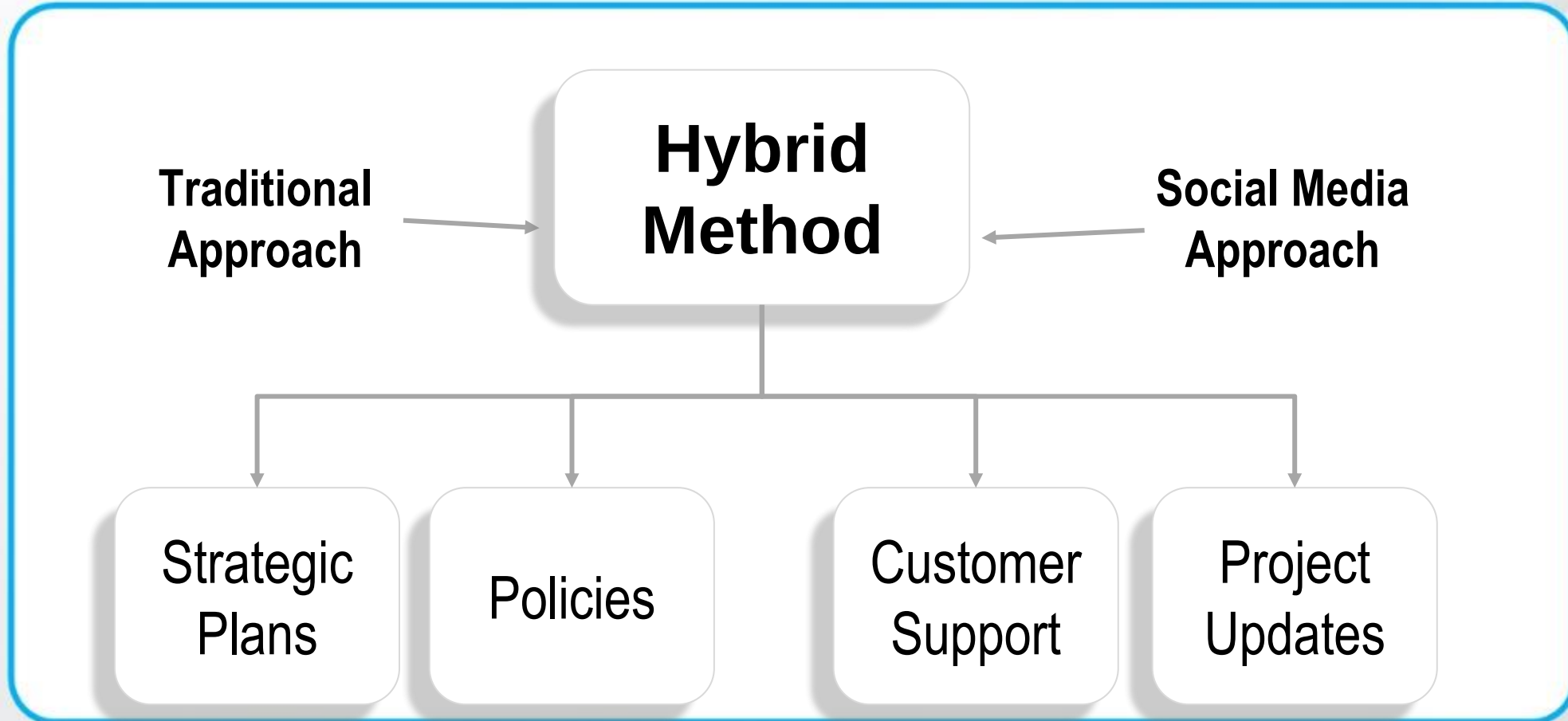
- **interactive,**
- **conversational,**
- **and usually open to all who want to participate.**

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.**

Exploring the Communication Process





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Thank You