

BUSINESS COMMUNICATION I

Week 3

Lecture # 5 & 6



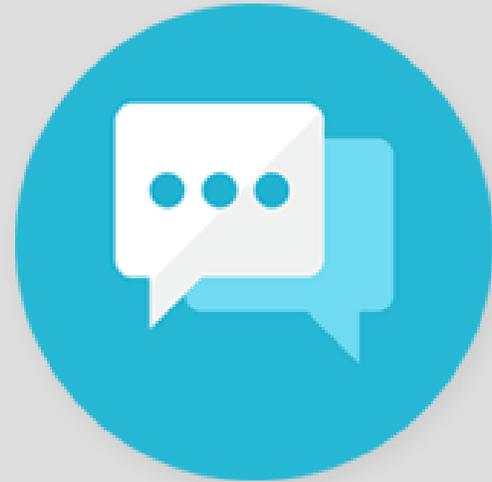
COMMUNICATION

Almost every major mistake in your business will be caused by a group of people who've convinced themselves they've considered everything

WHAT IS GOOD COMMUNICATION?



The
7Cs
of



Effective Communication



1. Clear

2. Concise

3. Concrete

4. Correct

5. Coherent

6. Complete

7. Courteous

1. CLEAR

Dear James,

I would like to talk to you about the new client's project which the engineering team had discussed yesterday. I might need the help of John from your team.

Regards,

Kevin

1. CLEAR

Dear James,

As you may know we have signed up XYZ as our new client. I had a meeting with the engineering team yesterday and had discussed the campaign requirements for this project. John Redden from your team had done a pretty good job last time doing the social media campaign for ABC and so I would like him to work on the XYZ campaign too. Would you be available sometime tomorrow to discuss this further?

Regards

Kevin

2. CORRECT

Dear David,

Further to our conversation today, I am attaching the plan for the first stage of the project. Hope the one week deadline is okay with you and your team.

Regards

Sally

3. COMPLETE

Hi all,

Let us meet tomorrow to discuss the product launch event.
Please be there on time.

Thanks

Chris

3. COMPLETE

Hi all,

Let us meet tomorrow at 11am at Conference room 3 to discuss the product launch event. We will have to decide the keynote speakers and complete the event invite draft tomorrow. Please be there on time.

Thanks

Chris

4. CONCISE

Hi Suzanne

I think we need to talk about the CSR campaign, I mean the one which we need to do as a quarterly exercise. I think it is a great way of enhancing our brand image. Basically, it would just be a visit to an orphanage but we can sort of do other things too. For instance, we could take the kids out for a short trip to a nearby park or zoo. Let us sit and talk tomorrow.

Regards

Jennifer

4. CONCISE

Hi Suzanne

I need to discuss the quarterly CSR campaign with you. Let us take the kids out this time to a nearby park or zoo instead of just visiting them. This will help enhance our brand image. We'll talk in detail tomorrow.

Regards

Jennifer

5. CONCRETE

Bad example:

“Hilltop Resort is the best resort. Do come to us on your next holiday”

Good example:

“Hilltop Resort is the jewel of the western hills. Take a break from your work. Escape from life’s chaos and stress. Relax and rejuvenate yourself at Hilltop. Go back fresh and energized!”

6. COHERENT

Dear Nam,

Thanks for submitting the industry report. Finn will give you some feedback on it. Finn also wanted to find out if you will be available for the client meeting tomorrow. We will be discussing the budget for the next phase of the project.

Regards

Shirley

6. COHERENT

Dear Nam,

Thanks for submitting the industry report. Finn will give you some feedback on it. You will be receiving an email from him with detailed comments.

Regards

Shirley

7. COURTEOUS

Hi Drew,

I really do not appreciate how your IT team ignores the requests of my team alone. My team is an important function in this organization too and we have our own IT requirement. Can you ensure that your team responds promptly to my team's requests hereon?

Regards

Stanley

7. COURTEOUS

Hi Drew,

I understand that the IT team is swamped with work and gets requests from every department in the organization. My team however is working on a high-priority project and I would greatly appreciate if you could ask your team members to respond to my team's queries promptly and help us complete this project on time. Please do let me know if you need anything from me.

Regards

Stanley



FEEDBACK