

# **An Introduction to Business Communication**

Tine A. Wulandari, M.I.Kom.

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# **Understanding of Business Communication**

- In simply definition, business communication is communication that is used in the business world, which includes verbal and nonverbal communication (Purwanto, 2003).
  - However, business communication is different with interpersonal communication which is a common form of communication that is commonly encountered in everyday life between two or more people to achieve certain goals.
  - Also different with intercultural communication which is a communication made between two or more people who have a different culture.
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**Communication has a very important role for the success of someone's life, both in private life and business.**

- Those who want to get success in their personal life and career, need to learn effective communication techniques (Norman V. Peale in Zuhdi, 2011)

## **Business Communication and Leadership Style**

- So that business communication can be done in a positive way to support succeed business of the company, business communication and management style are need to learn to make it realize. This is particularly needed by corporate leaders as a leader trying to achieve company's goal with the help of the company's resources, especially employees.
- How does a leader manage the existing resources will reflect their leadership style. And their leadership style will affect the way leaders communicate.

### **DIRECTING**

Also called authoritarian leadership. Used for employees who do not have sufficient experience or low motivation and leader is in under pressure position to complete job as soon as possible.

### **COACHING**

Also called supervisory leadership. Used for employees who have a better work experience and motivation. Leader provide a more detailed explanation and build a more productive relationship with employees, and comes as a figure of inspiration.

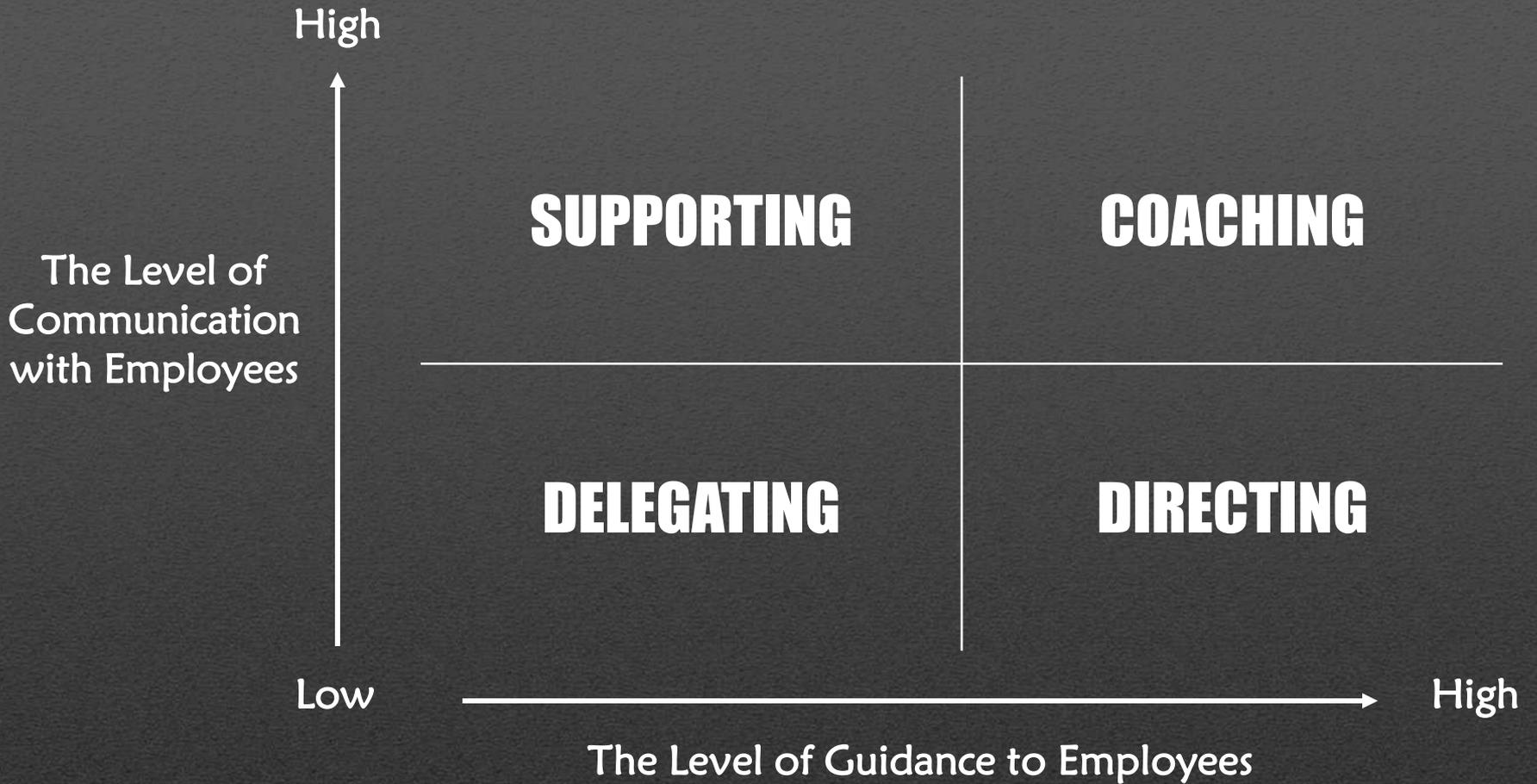
### **SUPPORTING**

Also called laissez faire leadership. Used for employees who have mastered the technique of finishing work. Leader have a close and nice relationship with employees.

### **DELEGATING**

Also called democratic leadership. Used for employees who are already able to do their work effectively and efficiently, they are proved as a good and trustworthy employees and work independently. Leader monitor their performance in order to keep it with the standards.

# **Leadership Styles**



To achieve organization or company's goal, communication connections are needed to convey messages. Because generally, communication has two functions:

**Communication allows people to exchange information**

**Communication helps to connect a group of members in the organization or company that is separate from the other members**

# **Communication Connections**

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Here are a various communication activities closely related to the business activities of the organization or company:

Setting goals

Make and implement decisions

Recruiting and developing employees

Customer care

Negotiations with suppliers

Interaction with existing regulations

Produce goods or services

# **Business Communication Activities**

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# Communication Flows in Organization

In an organization, communication flows in five main directions: downward, upward, lateral, diagonal, and external.

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Communication that flows from a higher level in an organization to a lower level is a downward communication. In other words, communication from superiors to subordinates in a chain of command is a downward communication. This communication flow is used by the managers to transmit work-related information to the employees at lower levels. Employees require this information for performing their jobs and for meeting the expectations of their managers.

Downward communication is used by the managers for the following purposes

- Providing feedback on employees performance
- Giving job instructions
- Providing a complete understanding of the employees job as well as to communicate them how their job is related to other jobs in the organization.
- Communicating the organizations mission and vision to the employees.
- Highlighting the areas of attention.

Organizational publications, circulars, letter to employees, group meetings, etc are all examples of downward communication. In order to have effective and error-free downward communication, managers must:

- Specify communication objective
- Ensure that the message is accurate, specific and unambiguous.
- Utilize the best communication technique to convey the message to the receiver in right form

# Downward Communication

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Communication that flows to a higher level in an organization is called upward communication. It provides feedback on how well the organization is functioning. The subordinates use upward communication to convey their problems and performances to their superiors.

The subordinates also use upward communication to tell how well they have understood the downward communication. It can also be used by the employees to share their views and ideas and to participate in the decision-making process.

Upward communication leads to a more committed and loyal workforce in an organization because the employees are given a chance to raise and speak dissatisfaction issues to the higher levels. The managers get to know about the employees feelings towards their jobs, peers, supervisor and organization in general. Managers can thus accordingly take actions for improving things.

Complaint and Suggestion Box, Job Satisfaction surveys etc all help in improving upward communication. Other examples of Upward Communication are: performance reports made by low level management for reviewing by higher level management, employee attitude surveys, letters from employees, employee-manager discussions etc.

# Upward Communication

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Communication that takes place at same levels of hierarchy in an organization is called lateral communication: communication between peers, between managers at same levels or between any horizontally equivalent organizational member.

The advantages of horizontal communication are as follows:

- It is time saving.
- It facilitates co-ordination of the task.
- It facilitates co-operation among team members.
- It provides emotional and social assistance to the organizational members.
- It helps in solving various organizational problems.
- It is a means of information sharing
- It can also be used for resolving conflicts of a department with other department or conflicts within a department.

# Lateral Communication

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## **Diagonal Communication**

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Communication that takes place between a manager and employees of other workgroups is called diagonal communication.

It generally does not appear on organizational chart.  
For instance: To design a training module a training manager interacts with an Operations personnel to enquire about the way they perform their task.

## **External Communication**

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Communication that takes place between a manager and external groups such as: suppliers, vendors, banks, financial institutes, etc.

For instance: To raise capital the Managing director would interact with the Bank Manager.

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