BUSINESS COMMUNICATION

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Today's goal

- **Compose a successful business communication**

Today's objectives

- Define "successful communication"
- Explore the rhetorical situation
- Examine our own writing processes
- Critique different types of business communications
- Assess tools for creating business communications
- Draft a business communication

Subject: Urgnt!

Hey,

I really need ur help! The thing is, im supposd to send that report 2 the boss 2day, but im stuck. I cnt find the file. I think it's on my comp, but idk where.

Can u pls help me out asap?

Thx

How'd I do?

- **Subject Line**
  - Vague and uninformative
- **Salutation**
  - Informal and unprofessional
- **Spelling, grammar, and mechanics**
  - Numerous unprofessional and careless errors
- **Lack of Detail**
  - Lacks specific information and relevant details about the problem
- **Tone**
  - A bit rude
- **Style**
  - Lacks a professional signature with contact information
  - Lackadaiscial

Subject: Assistance Needed with Report Retrieval

Dear Bob,

I hope this email finds you well. I am currently facing an issue and could use your expertise to resolve it. Specifically, I need to retrieve a crucial report that is required by our boss today. However, I'm encountering some difficulty in locating the file on my computer.

The report in question is titled "Quarterly Sales Analysis" and was last accessed a few weeks ago. I suspect it might be saved in a folder that I'm overlooking or perhaps in the shared drive, but I haven't been able to pinpoint its exact location.

(cont.)

I understand that you may have a busy schedule, but if you could spare a few moments to assist me with this matter, I would greatly appreciate it. Your insights and guidance have always been valuable, and I believe your assistance will help me meet the deadline effectively.

Please let me know your availability, and I will be happy to coordinate a suitable time for us to work on this together. Your support in resolving this issue promptly would be of immense help to me.

Thank you for your time and consideration.

Best regards,

Aaron White

Successful business communication

Adapted from Bovée, C., & Thill, J. (2021). *Business communication today*. Pearson.

- Context

- Audience

- Transfer of meaning

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Transmitted meaning

- The message has been transferred between parties

- Receiver accepts what sender has said at face value

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Negotiated meaning

- Two parties negotiate meaning through discussion

- Create shared understanding

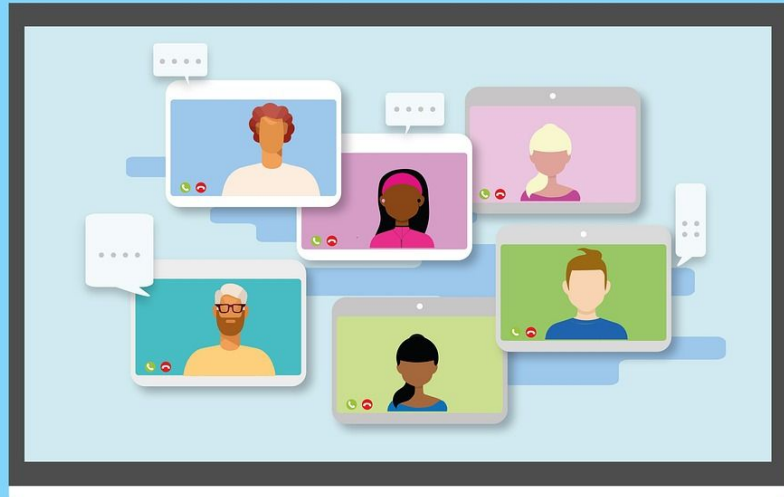Public Domain Image CC0 1.0 Universal

Re-created meaning

- Receiver reinterprets meaning from sender's message

- Can result in miscommunications

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"I've reviewed the project timeline, and I think we should push the deadline for Task A by one week. It will give us more time to focus on quality."

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Qualities of effective business communication

- Provides practical information
- Gives facts rather than vague impressions
- Communicates efficiently
- Clarifies expectations and responsibilities
- Offers compelling arguments and recommendations

Effective business communication is often social

- Dialogue between parties
- Shared understanding
- One person doesn't dominate like a "traditional" approach

Effective business communication is ethical

- Respects the audience
- Shares all information necessary for understanding the message
- Is transparent
- Respects legal use of others' ideas
- Documents that necessitate ethical considerations
  - Promotional communication
  - Contracts
  - Employee communication
  - Financial reporting

Directions

- Draw a medium-sized circle near the top of your paper.
- On top of the circle, draw two small triangles.
- Inside the circle, draw two smaller circles.
- Between the circles, draw a small triangle pointing downward.
- Draw a curved line under the triangle.
- On each side of the triangle,, add three small dots.
- From the bottom of the medium-sized circle,, draw an elongated oval shape.
- Draw four rectangles extending from the oval.
- At the end of each rectangle,, draw small oval shapes.
- Extend a long, curved line from the back of the oval.

Revision suggestions?
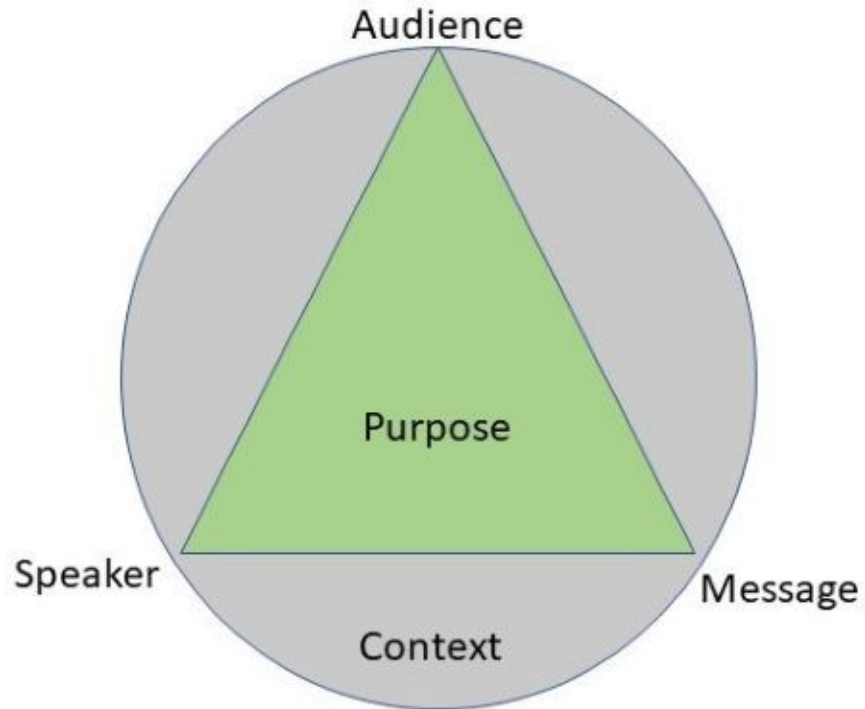
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Rhetorical situation

Why are *you* writing this?

Why are you writing this?

Where are you writing this?

Who are you writing this for?

What are you writing?

Writer

Purpose

Context & Culture

Rhetorical Situation

Audience

Message

Rhetorical situation

Planning (brainstorming)

1. **Analyze the situation**
   - Define your purpose
   - Plan your audience profile

2. **Gather information**
   - Determine audience needs
   - Obtain necessary information

3. **Choose a medium and channel**
   - Digital? Paper? Pictures?

4. **Organize the information**
   - Scope
   - Approach

Brainstorming techniques

- Outlining
- Cubing
- Mind mapping
- Character sketching
- Open-ended questioning
- Problem-solution analysis
- Storyboarding
- [Problem-solution analysis](#)

Roleplay

- Your team has been tasked with creating a guide for new treasurers that explains best practices for evaluating and adjusting tax rates
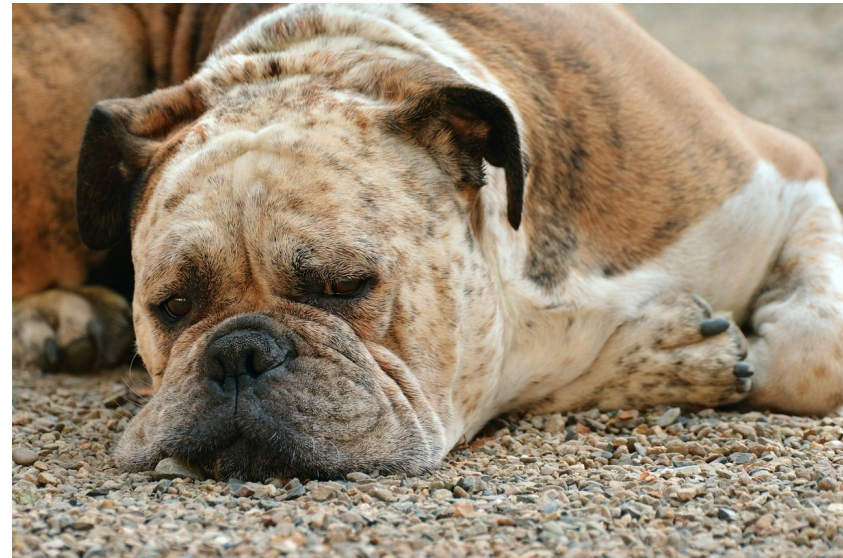- Begin by brainstorming the guide using the I.D.E.A. method

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Identified Problems?

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Writing (drafting) tips

- Adapt to your audience's needs
- Compose multiple drafts; revise based upon your initial scope/goals/vision
- Choose effective design elements

Proofreading tips

- Show it to someone else
- Read aloud (or have someone else read it aloud to you)
- Read it backward
- Make a checklist
- Use Grammarly

Publication and distribution

- Choose the right medium
  a. Spoken in-person or digitally
  b. Written in-person or digitally
  c. Visual elements (print or digital)
- Consider the following
  a. Richness
  b. Formality
  c. Media and channel limitations
  d. Urgency
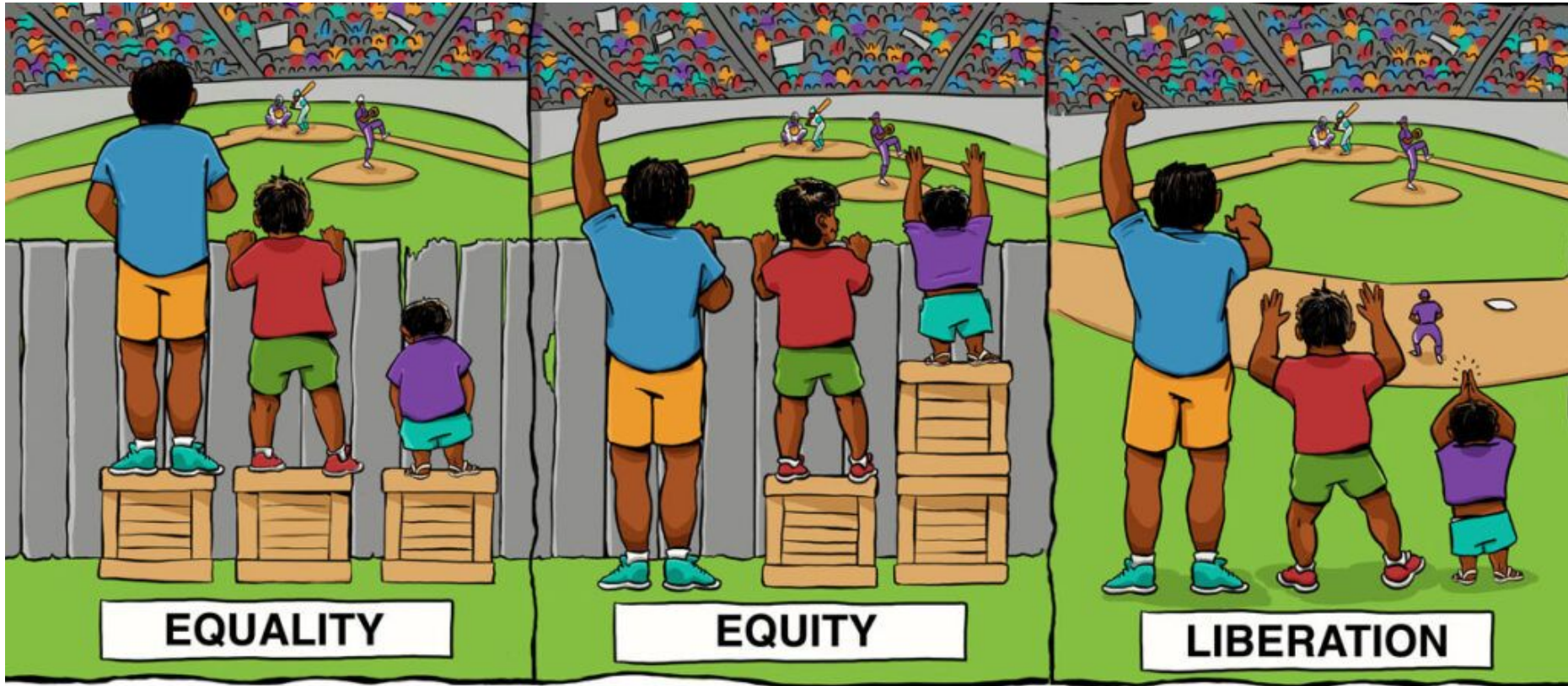 e. Cost
  f. Audience preferences
  g. Security and privacy

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Accessibility

- Architectural design
- Content design

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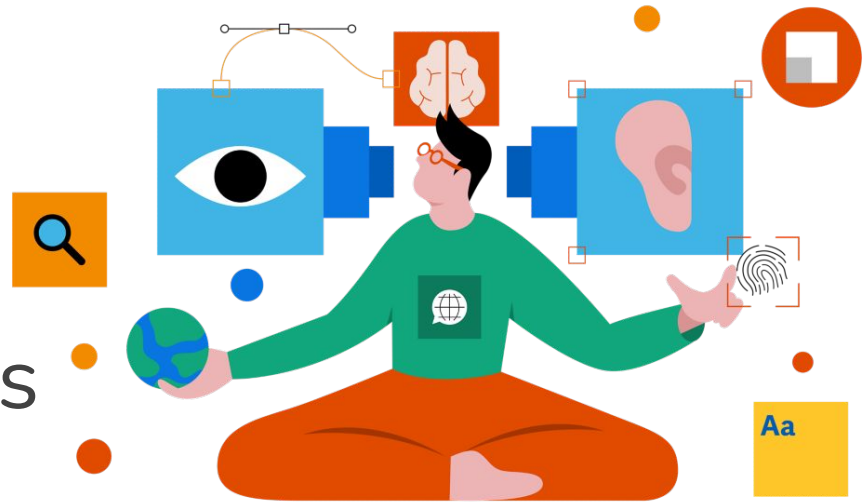
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EQUALITY   EQUITY   LIBERATION

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Accessibility (cont.)

- Culture
- Language
- Physical disabilities
- Cognitive disabilities
- Socioeconomics

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Tools and resources

- Accessibility
- Social media
- Cloud drives
- Microsoft Teams
- Wikis
- Listservs
- Zoom
- Grammarly
- Canva
- Accessibilitychecker.org
- Chat GPT
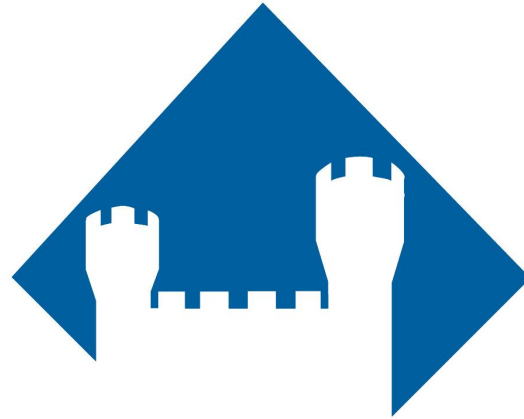
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Aaron's virtual meeting tips

- Log in on time
- Shoot for less than 2 hours
- Have a well-defined agenda and goal
- Use headsets with built-in microphones
- Turn on captioning
- For large meetings, assign people to specific roles (e.g., facilitator, technical specialist, etc.)
- Send reminders to attendees about software updates
- Allow folks to digitally raise their hands
- Put people in breakout rooms for side conversations
- Mute microphones when not speaking
- Ask someone to facilitate the chat function

Tips for crafting short messages

- Choose words carefully
    a. Short, precise words that say exactly what you mean
    b. Avoid words with multiple meanings
    c. Use jargon carefully
- Write short, clear sentences
- Keep paragraphs short
- Use transitions between paragraphs generously
    a. Headings are great
- Avoid slang and idiomatic phrases
- Avoid humor and pop culture references
- Choosing active or passive voice
    a. Subject does the action
        i. Gives the writing a sense of immediacy
    b. Subject receive the action
        i. Helpful when you need to be diplomatic or want to focus attention on problems/solutions rather than people