



KOMUNIKASI BISNIS
EFFECTIVE COMMUNICATION

TUJUAN PEMBELAJARAN

SETELAH MEMPEJARI SESSI INI MAHASISWA DAPAT :

1&2

- Menjelaskan pengertian Komunikasi Bisnis
- Membedakan komunikasi verbal dan non-verbal

3&4

- Menjelaskan proses terjadinya komunikasi
- Mengidentifikasi sebab-sebab munculnya kesalahpahaman

5&6

- Menjelaskan cara memperbaiki komunikasi
- Menjelaskan cara meningkatkan keterampilan berkomunikasi

Effective Communication

- Quicker problem solving
- Stronger decision making
- Increased productivity
- Steadier work flow

Effective Communication

- Stronger business relationships
- Clearer promotional materials
- Enhanced professional image
- Improved stakeholder response

What Employers Expect

- Organizing ideas and information
- Presenting coherently and persuasively
- Listening effectively
- Communicating with diverse people

What Employers Expect

- Using communication technology
- Mastering high-quality speaking and writing
- Practicing business etiquette
- Communicating ethically

Characteristics of Effective Communication

- Provide practical information
- Give facts rather than impressions
- Clarify and condense information
- State precise responsibilities
- Persuade and make recommendations

Communication in Organizational Settings

- Internal
 - Formal
 - Informal
- External
 - Formal
 - Informal

Internal Communication

- Official structure
 - Formal chain of command
 - Up, down, across formal power lines
- The grapevine
 - Informal networking
 - Unofficial lines of power

External Communication

- Formal contacts
 - Marketing
 - Public relations
- Informal contacts
 - Employees
 - Managers

The Communication Process

- Sender has an idea
- Sender encodes the idea
- Sender transmits the message
- Receiver gets the message
- Receiver decodes the message
- Receiver sends feedback

Why Is Business Communication Unique?

- Globalization and diversity
- Information value
- Pervasiveness of technology
- Reliance on teamwork
- New corporate structures
- Communication barriers

Globalization and Workforce Diversity

- Products and markets
- Business partnerships
- Employees and executives

Increasing Value of Business Information

- Knowledge workers
 - Competitive insights
 - Customer needs
 - Regulations and guidelines

Pervasive Technology

- Enhancing communication
- Using technology wisely
- Maintaining your skills

Evolving Organizations

- Tall structures
- Flatter structures
- Flexible structures
- Corporate cultures

Reliance on Teamwork

- Employee satisfaction
- Overall flexibility
- Responsiveness to competition

Communication Barriers

- Perception and language
- Restrictive environments
- Distractions
- Deceptive tactics
- Information overload

Effective Communication

- Minimize distractions
- Consider the audience
- Improve your skills
- Give and get feedback
- Apply business etiquette

Using Business Communication Technology

- Maintaining perspective
- Improving productivity
- Reconnecting with people

Observing Business Communication Ethics

- Unethical practices
 - Plagiarism
 - Selective misquoting
 - Misinterpreting numbers
 - Distorting visuals

Making Business Choices

- Ethical dilemma
 - Stakeholders
 - Conflicting loyalties
 - Difficult tradeoffs
- Ethical lapse
 - Business pressures
 - Illegal choices
 - Unethical choices

Ensuring Ethical Communication

- Individual employees
- Company leadership
- Policies and procedures

Communication Climate

- Modify organizational structure
- Facilitate feedback

Ethical Communication

- Recognize ethical choices
- Make ethical choices
- Motivate ethical choices