

PR SENSE

Communicate the communication

India's First Corporate ezine

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Theme of this Issue

Business
Communication

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Contact

www.corpezine.com

editor@corpezine.com



PR-e-FACE: From the desk of Editor-in-Chief Biz. Communication skill is essential for survival



A tremendous change is sweeping the communication world in the past one decade. Earlier, the technical professionals never used to be part of communication strategies. . Now, even the technical persons are required to learn 'Business communication' for their own survival. A day has come, where without the fundamental skills in business communication, no business can thrive.

Business communication is never part of any curriculum in the educational institutions. While the students get

exposed to their domain knowledge, they are not imparted the communication skills at that level. In view of this, nearly 90 percent of the students are facing employment problems.

With this in mind, we have made this issue exclusive on Business Communication. This issue is only to create awareness and importance of Business Communication. The Editorial team is thankful to Veena Vinod, for her efforts in making this issue.

K. Srinivasan

Important Components of Business Communication

Verbal Communication (oral and written)

Non-verbal communication

Listening

Interpersonal skills or soft skills

Presentation skills

Negotiations skills

Business letter writing (Pleasant, Unpleasant and persuasive)

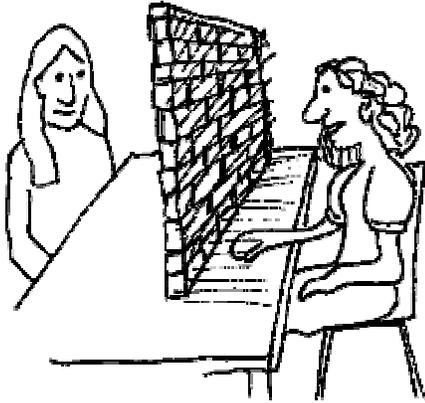
Preparation of Reports and Memos

Cyber Communication and social media

(These are all only illustrative and not exhaustive. In this issue we attempt to spread awareness and importance of Biz. Communication in the competitive world. Readers are advised to refer to good books or learn from the courses.)



Barriers in Communication



1. Problems caused by the sender;
2. Problems during message transmission;
3. Problems during reception; and
4. Problems in receiver comprehension.

Active listening

Many studies reveal that we remember a dismal 25-50% of what we hear. That means when you talk to your boss, colleagues, customers or spouse for 10 minutes, they only really hear 2½-5 minutes of the conversation. Tips to improve our listening:

- Pay attention to the speaker fully without distraction – watch his body language;
- Show the speaker that you are listening – through your body language and facial expressions;
- Provide feedback – if needed ask clarifications;
- Do not interrupt the speaker with counter argument unnecessarily; allow him to continue;
- When you respond, treat the speaker with respect.



April 2010 issue of our Ezine PR-e-Sense is the Golden Jubilee Issue (50th edition). We will focus on "UnSung Heroes". We will be carrying an exclusive interview with Dr A P J Abdul Kalam, Former President of India. For more details contact editor@corpezine.com

Inter personal skills



- Building positive relationship – showing empathy;
- Praise others, when needed;
- While criticising others or responding to criticism, avoid conflict and strain of relationship;
- Manage the conflict without damaging relationship;

Presentation skills



- Before preparing for presentation, gather information about audience, topic and the duration of presentation;
- Structure content on the topic to suit audience (including relevant data and graphics)
- Use Power Point or speaking notes. Do not read your slides;
- Use simple language. Remember that your message should be understood by the audience.
- Use anecdotes / stories / experiences
- If it is marketing or persuasive presentation follow AIDA Plan
- Rehearse mentally or physically
- Prepare your presentation only to the extent of three-fourth of duration allotted to you - Keep up your time. Do not exceed the allotted time.
- Maintain eye contact with audience.

Online survey – common challenges



Your ezine conducted an online survey in Feb 2010 to find out the major challenges of the respondents for making presentations. The following major 4 challenges emerged as front runners:

1. Stage fear or Stage fright
2. Lack of self confidence;
3. Lack of language fluency; and
4. Organising the talk.



Academy for Creative Excellence

A Unit of

PRIME POINT Foundation

offers special module on

Presentation skills in 5 steps

For more details on one day In-Company workshop on "Presentation Skills in 5 Steps", download our brochure

<http://www.prpoint.com/presentation-skills-in-5-steps.pdf>

or contact

ceo@prpoint.com





Bharatiya Vidya Bhavan launches Diploma course on Business Communication and skills

Bharatiya Vidya Bhavan, a well known and iconic cultural Institution plans to start a 6 month diploma course on 'Business Communication and skills' at Chennai from 15th June 2010, at a very nominal cost. The classes will be conducted during weekends, to facilitate the working professionals to acquire the skills. Many eminent industry professionals and faculties will handle the sessions. Interested may contact bizcom@prpoint.com for more details.

Punctuation is powerful!

An English professor wrote the words:

"A woman without her man is nothing."
on the chalkboard and asked his students to
punctuate it correctly.

All the males in the class wrote:

"A woman , without her man , is nothing."

All the females in the class wrote:

"A woman : without her , man is nothing."



Components of Non Verbal Communication

- **Paralanguage** – Voice qualities, Voice qualifiers, voice characteristics and vocal segregates;
- **Kinetics** – Postures, gestures and Facial expressions;
- **Proxemics** – Use of space in communication;
- **Use of time** – Importance given to time reflects dependability;
- **Mode of dress** – Dressing the way the organisation or business needs.



Complaints handling – A live case study

Handling of customer feedback, grievances and complaints transparently is also part of Business Communication. Many organisations claim 'sky and moon' for their customer care. We wanted to actually test two big organisations, as to how they handle customer complaints.



During early Feb 2010, we wrote to the Chairman of State Bank of India, India's largest bank with 13000 plus branches and 2 lakh plus employees, complaining about an education loan proposal. We got the email id of Chairman from their website.

Within two hours of our sending a mail, we got response from the Chairman's Secretariat acknowledging the complaint. On the same day, two senior level officials contacted us to get the full facts. The problem was resolved within 48 hours. SBI converted this complaint into an opportunity for building their brand.

Bouquet to Mr O P Bhat, Chairman and his team. Keep it up!!

We also wanted to test another large private sector organisation. There are nearly 800 complaints and reviews in Mouthshut.com against ICICI Bank. We wanted to get the reaction from the CEO of ICICI Bank



As we could not locate the email id of their CEO, we submitted a query through their 'Email us' button seeking the email id of their CEO. Within 24 hours, promptly, their customer care department responded to us saying, "we regret that we will be unable to provide contact details of our officials".

As per RBI guidelines, all the banks are required to furnish the contact details of their top management officials on the site prominently. We made complaints to RBI and started debating on this issue in the prpoint group

Though, ICICI Bank regretted for the response of their customer care department, they have kept the information about email ids of their top management in a link, which cannot be reached from home page. Interesting discussions in prpoint group may be read from the link <http://finance.groups.yahoo.com/group/prpoint/messages> (msgs 4418 to 4444)

Sorry! ICICI Bank CEO and team: Spending billions of rupees on flashy advertisements will not bring you reputation and credibility. You need to shed your arrogance and increase your transparency.



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Platts 2006 listing of Top 250 Global Energy Companies, has ranked ONGC as the No. 1 E & P Company worldwide. More than 34,000 ONGCians share this recognition with its ultimate owners - more than a billion Indians - with a commitment to strengthen the Energy Security of India.

Subsidiaries



Overseas Joint Ventures



Domestic Joint Ventures



Recognitions



Writing Business letters

- Understand your audience;
- Develop 'You' attitude – to think from the reader's point of view;
- Organise the message clearly and logically;
- While writing unpleasant letters, state the refusal using positive tone and de-emphasising techniques
- For persuasive letters, use AIDA Plan (Attention, Interest, Desire and Action)



Report writing – Four steps



Writing report needs careful planning. The following four steps are the foundation of report writing:

- Defining the problems and purpose;
- Identifying and organising the issues for study / investigation;
- Conducting research;
- Analysing and interpreting data, drawing conclusions and developing recommendations.

Workshop on Presentation skills in 5 steps

PodUniversal Edition 98 - podcast

<http://www.poduniversal.com/2010/02/presentation-skills-in-5-steps-special.html>



PRetty – Business man vs IT man

A man in a hot air balloon is lost. He sees a man on the ground and reduces height to speak to him.

"Excuse me, can you tell me where I am?"

"You're in a hot air balloon hovering thirty feet above this field," comes the reply.

"You must work in Information Technology," says the balloonist.

"I do," says the man, "How did you know?"

"Well," says the balloonist, "Everything you told me is technically correct, but it's no use to anyone."

"You must be in business," says the man.

"I am," says the balloonist, "How did you know?"

"Well," says the man, "You don't know where you are, you don't know where you're going, but you expect me to be able to help. You're in the same position you were before we met, but now it's my fault."

Source: Storiesfortrainers.com



Speaking – Thinking Rate



According to studies, we speak at the rate of 125 – 150 words per minute. Our mind is capable of processing 500 words per minute. This gives listeners a great deal of spare time. When we are listening to the lectures, this spare time is often used by our mind for 'mental excursion' ranging from day dreaming to thinking about the hairstyle or dress of the speaker. If we practise to spend this time for analysing the message, we would become the best listeners. Regular practise of 'meditation' will help to improve the listening skills.



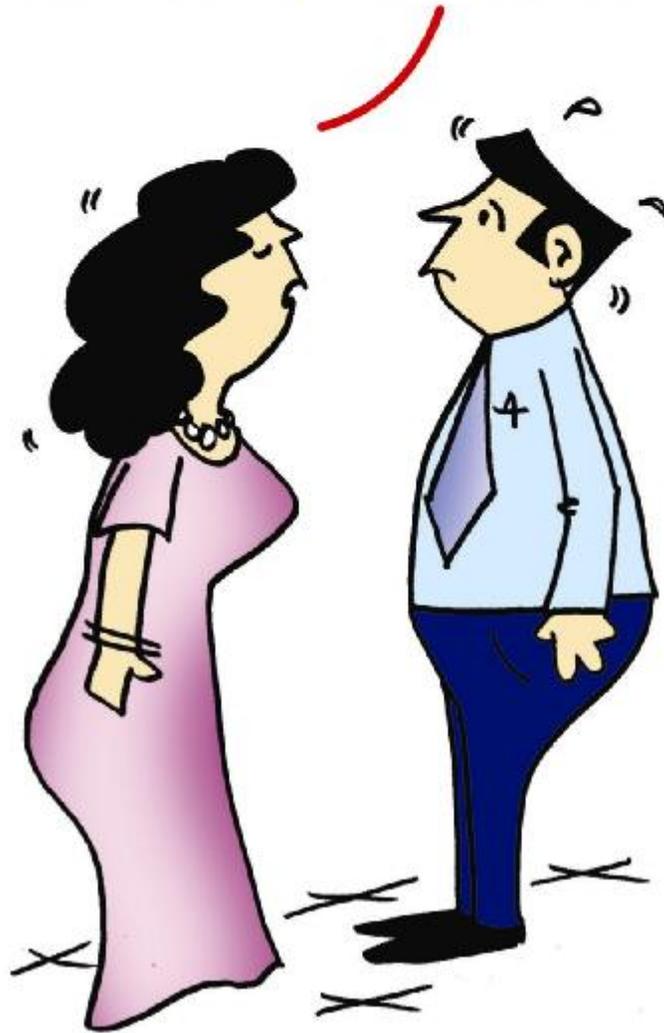
PRince

BY - TRIAMBAK SHARMA

www.cartoonwatchindia.com
cartoonwatch@gmail.com



Due to lack of communication skill
I proposed you..due to lack
of presentation skill...i introduced you to
my family...now don't tell that you have
stage fear..during marriage ceremony..



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