

Content Writing - Business Communication Skills

1. Communication skills at the start

The first step to any interaction should be to figure out the correct mode for what you need to convey.

For example , do you want to write an official email or a short conversation with your colleague or an elaborate powerpoint presentation for a meeting etc.

The whole point is that the message should be conveyed and understood clearly. Here comes the listening part of a communication for the person receiving the information.

This helps you connect with them at a deeper level & build an excellent rapport.

2. Planning and structuring

Planning is vital to get your word across correctly, meaningfully to the right audience in a simple form. For this , you need to structure your entire message in a way that connects with people's needs and provides them the answer they require.

3. Communicating in person

In-person interaction is the most effective way to communicate with anyone as you not only have more time and ways to break the ice but a chance to have an overall impact of your message using your whole personality that is your attire, mannerism, expressions and gauge the responses in a better way.

You must always be prepared with a comprehensively precise description of your message for a sudden short rendezvous.

4. Feedback –

A constructive feedback should be given in a way that motivates an individual to do better, like by highlighting his qualities that he can use to cover up the areas that need improvement.

Noting down the key points to be worked on & just keep the focus on working things out rather than taking it personally.

5. Meetings –

An effective and successful meeting needs to have a clear objective. The whole discussion should be managed in such a way that nobody drifts off of it which will highly increase productivity of the meeting. Moreover, the important points discussed, solutions offered and decisions made etc. should all be noted down.

6. Presentation –

Presentation skills play a crucial role in business as time and again new plans, products, services, solutions need to be presented before the clients and team members.

First and foremost is to put together all the bullet points that need to be covered.

Secondly, keep your audience engaged by connecting the different points time and again with concrete references that help people remember it.

Lastly, use your speaking skills and body language to build a steady connection with the audience.

7. Communication in writing:

Write your email with a concise subject line that is catchy & clear enough to grab the reader's attention, the first few lines to cover the main purpose of communication followed by details.

8. Nego, persuasion and influence –

The best negotiation skills emerge from your ability to build a rapport with the other, noticing his expressions, tone and using your own to leave a lasting impression of trust.

9. Difficult communication situations-

There can be unexpected times where you are required to do some work at a very short notice like a sudden speech or presentation.

At any such occurrences use your communication skills to break the ice, focusing on the key points.