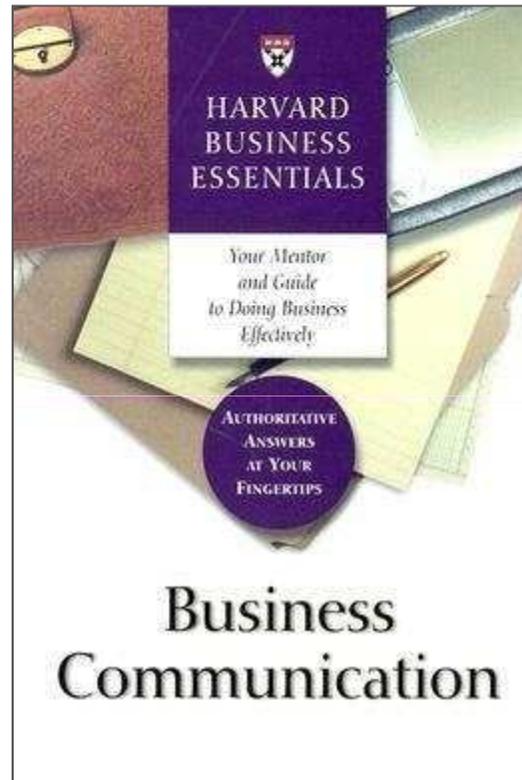


Business Communication



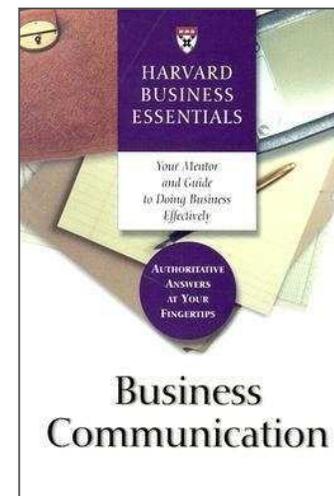
Giorgio Giussani – 12.08.2011

Sponsored by: Mauro Oronzo

Accenture Library for Employees in Unicredit Milan

Business Communication - Introduction

Harvard Business Essentials - **Business Communication** (by Harvard Business Press): with advice and tools for improving a wide array of communication skills from delivering an effective presentation to drafting proposals to the effective use of e-mail Business Communication helps managers deliver information effectively. The Harvard Business Essentials series provides comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Drawing on rich content from Harvard Business School Publishing and other sources, these concise guides are carefully crafted to provide a highly practical resource for readers with all levels of experience and will prove especially valuable for the new manager

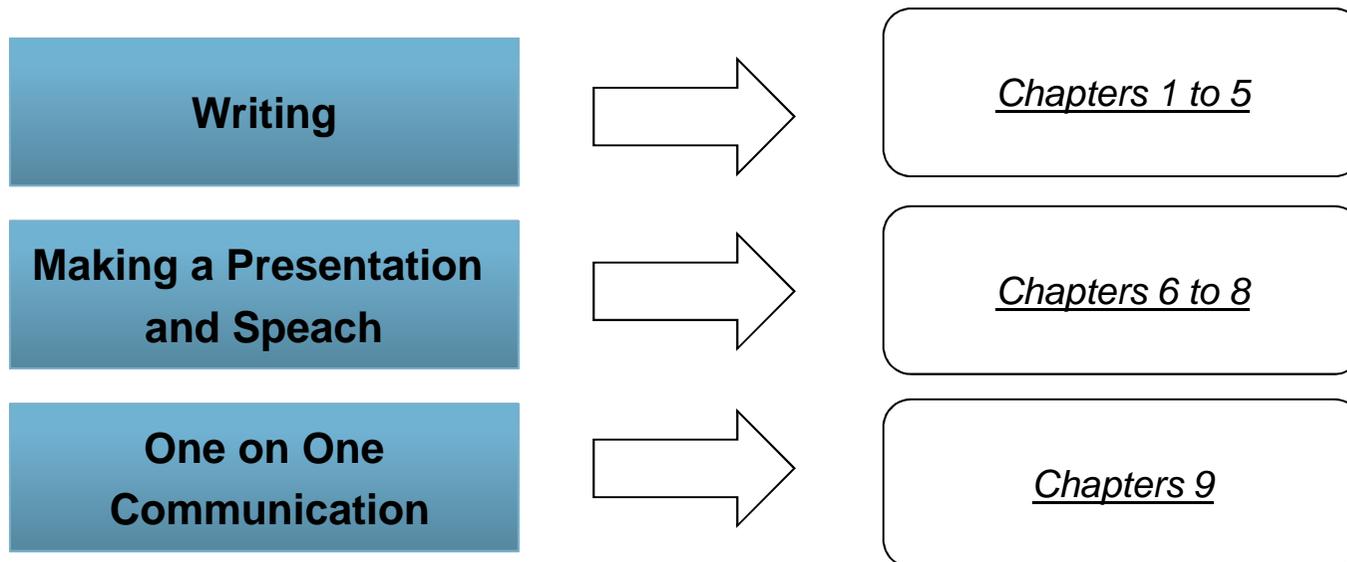


Giorgio Giussani – 2011 – Source: Internet

Business Communication - Executives Summary

Audience: who want to improve or testing his ability on Communication

Fast read:



Business Communication - Summary

- 1. Good Writing**
- 2. Start-up Strategies**
- 3. The First Draft**
- 4. Getting it Right**
- 5. Everyday Writing**
- 6. Presentation**
- 7. Backstage**
- 8. Show Time**
- 9. Dialogue**

1. Good Writing

- **Having a clear propose**
- **Being audience focused**
- **Starting your message cleary**
- **Staying on topic**
- **Observing economy of words**
- **Using simple sentences**
- **Considering your delivery strategy** (Authorship, timing and format)

1.Strat-Up Strategies

- **Questioning method**
- **Traditional outline method**
- **Brainstorm outline method**
- **Free writing method**
- **Scoping your work** (Scope of the Work)

1.Strat-Up Strategies

- **Traditional outline method**

I.FIRST LEVEL HEADING

A.SECOND LEVEL HEADING ONE

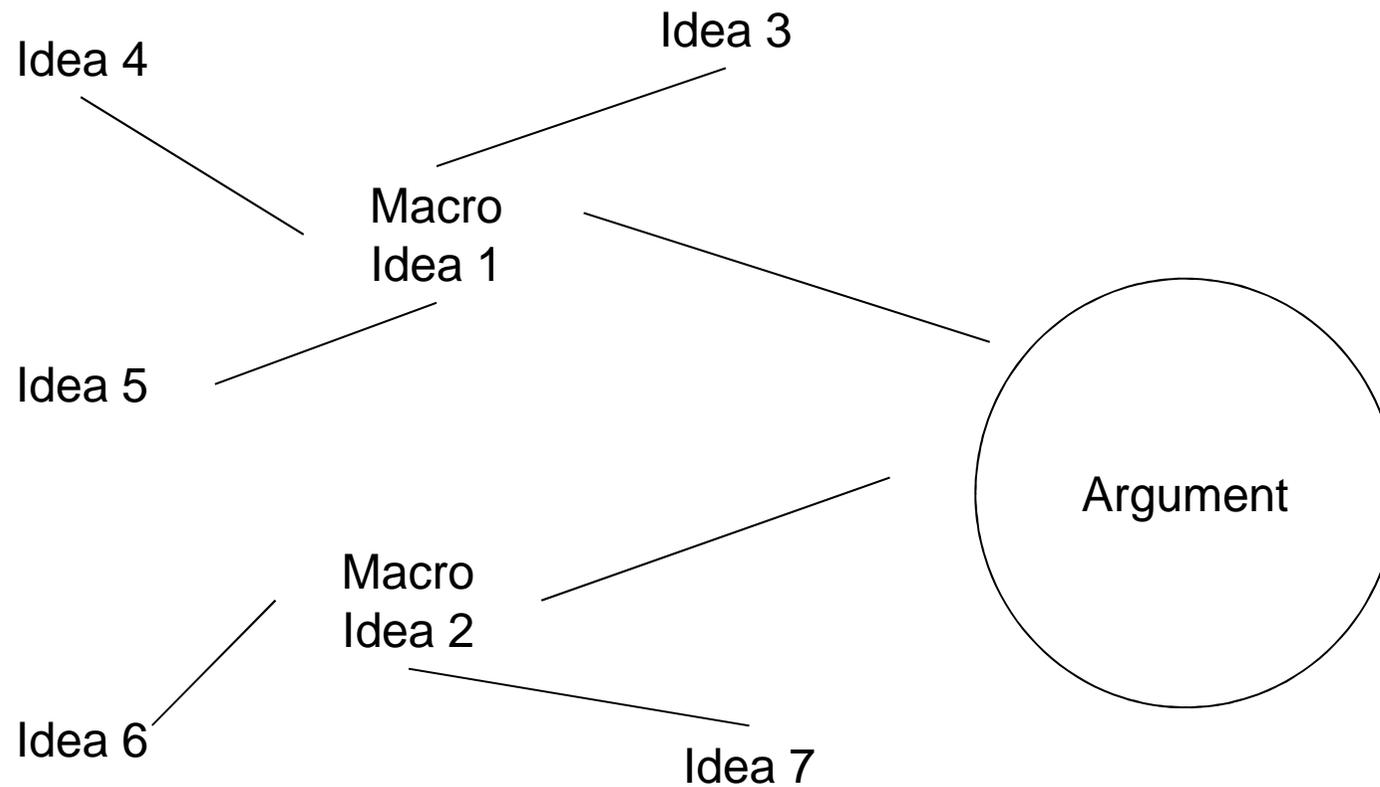
B. SECOND LEVEL HEADING ONE

1.THIRD LEVEL HEADING

a.FOURTH LEVEL HEADING

1.Strat-Up Strategies

- **Brainstorm outline method**



3.The First Draft

- **Getting your ideas down**
- **Building on paragraphs**
- **Creating transitions** (consequently, likewise, as a result, meanwhile, in addition)
- **Using design elements to lighten the reader's load**
(use headings and subheadings, break up long blocks of text, let graphics tell part of the story, but with caution)

3.The First Draft

- **Building on paragraphs**
 - ❑ Begin with what's familiar, and end with what's new
 - ❑ Limit the number of subjects in each paragraph
 - ❑ Make the audience the Subject of Key sentences
 - ❑ Include an Issue, a point, and a discussion
 - ❑ Alternatively, begin with general statement

4. Getting it Right

- **Editing for content**
- **Editing for style**
- **Tightening and sharpening sentences**
- **Editing for accuracy** (spelling and grammatical errors, misstatements of fact e.g. percentage)

4. Getting it Right

- **Editing for content**
 - Check the Beginning
 - Look for compelling logic in the middle
 - Give it tight wrap-up (good ending: never introduce new subject matter, use your own words, be brief)

4. Getting it Right

- **Editing for style**

- Forceful style
- Passive style (when is writing as a subordinate)
- Personal style
- Impersonal style (bad news)
- Colorful style
- Colorless style

4. Getting it Right

- **Tightening and sharpening sentences**

Italian traslation:
serrare e
affilare

- Economy of words
- Use jargon and bureaucratic language with caution
- Sentence structure (subject + verb + object)
- Sentence length
- Voice

5. Everyday Writing

- **Effective memos**
- **Business letters that do the job**
- **Making the most of e-mail**

5. Everyday Writing

- **Writing effective memos**
 - ❑ Planning (Tell, Sell, Consult & join in)
 - ❑ Execution (Clear structure, Accuracy, Clarity of thought and expression, Brevity, Vigor)
 - ❑ Testing

5. Everyday Writing

- **Business Letters that do the Job**

1800 Stone Ridge Street
Los Angeles, CA 90001

**Your Street Address
City, State Zip**

July 4th, 2000

Month Date, Year

Ms. Michelle Johnson
President, Johnson Family Center
344 Western Lane
New York, NY 10027

**Mr./Mrs./Ms./Dr. Full Name of Recipient
Title of Recipient, Company Name
Recipient Street Address
City, State Zip**

Dear Ms. Johnson

Dear Ms./Mrs./Mr. Last Name

When using this format, you do not want to indent, margins on all sides should be one-inch. Start the first paragraph by introducing yourself in a friendly way and then state the purpose of your letter. Know your audience because it's very important that you keep their attention. Remember, you are not writing to yourself, think in term of the recipient and write passionately. Use a couple of sentences to explain the purpose, but save the detail for the body paragraph(s).

Start the body paragraph by justifying the importance of the main point. In the next few paragraphs, continue justification with background information and supporting details. Body paragraphs are where you offer solutions, advices, suggestions, or proposals. Write as many body paragraphs as you want, however, keep it short and straight to the point, you do not want to bore the reader to death or look like you're writing a school essay.

In the closing paragraph, you should restate the purpose of the letter and, in some cases, request some type of action. Remind the reader where they can contact you and make sure to close the letter in a friendly manner.

Sincerely,

Closing

Leave 4 Spaces and Sign Your Name

Matt Smith
Owner, LA Bike Shop

**Print Your Full Name
Your Title, Company Name**

Enclosures (3)

Attachment: Use Enclosure or Enclosures (if)

5. Everyday Writing

- **Making the most of E-mail**

- Put Power in the Subject Line
- Use One Message per E-mail
- Use Attachments for long Messages (keep your message short)
- Four Elements of E-mail Policy (Enforce zero tolerance for harassment and discrimination, Explain how E-mail is stored, Insist that confidential information be transmitted via another medium & Observe copyright restriction)

Some Tips:

- Don't send E-mail when you are angry
- Edit spell-check before sending
- Add the address as the last step

6. Presentations

- **Presentation structure – the Greek way**
- **Four rhetorical devices**
- **The learning styles of listeners**
- **How to aim for head and the heart**

6. Presentations

- **Presentation structure – the Greek way**
 - ❑ The Introduction (Talk about the Audience, Talk about the previous speaker, Talk about the event, Talk about a moment history, Talk about the place, Talk about the point of the speech)
 - ❑ The narrative
 - ❑ The Argument
 - ❑ The refutation (you can handle the refutation)
 - ❑ The Conclusion

6. Presentations

- **Four Rhetorical Devices**

- Parallel Structure (repeat the concept)
- Triads (say always three things)
- Antithesis (opposite the concept to capture attention)
- Rhetorical Questions (questions with no answers)

6. Presentations

- **The learning styles of listeners**

- Visual Learners (30 to 40%)
- Auditory Learners (20 to 40%)
- Kinesthetic Learners (30 to 50%)

Some Tips:

- Add a dose of visual learning
- Cue up your auditory learners
- Add liveliness through kinesthetic learning

6. Presentations

- **Four Rhetorical Devices**

- Parallel Structure (repeat the concept)
- Triads (say always three things)
- Antithesis (opposite the concept to capture attention)
- Rhetorical Questions (questions with no answers)

7. Backstage

- **Preparing Your Presentation**

- Defining your objective
- Understanding the audience
- Deciding what to say
- Getting organized
- Developing effective visuals
- Rehearing

Tips: include only those details that will persuade. If you are not sure about the impact of particular detail, leave it out

Tips:

- Variety in pitch, time, speed, and body language
- Personal stories (anecdote)
- Analogies
- Humor
- Examples
- Quotes
- Illustration
- Expert testimony
- Charts and graphics
- Audience involvement
- Personal energy and eye contact

8. Show Time

- **Making an Effective Delivery**

- Speaking effectively
- Projecting a positive image
- Keeping the audience engaged
- Handling questions
- Making Group presentations
- Dealing with stage fright
- Evaluating your performance

Tips:

- do no talk from a script
- Face your audience and turn
- Walk around your audience in relaxed way
- Take a deep breath

Tips:

- Ask a question
- Ask for show of hands
- Put your audience in the hot seat
- Add humor
- Use visuals to good effect

Tips:

- Use Q & A at the end
- Anticipate likely questions
- Give feedback
- Paraphrase the question
- Clarify the issues
- Demonstrate Empathy

9. Dialogue

- **The Ultimate Communication**

- ❑ Understanding the other Person
- ❑ Seeing yourself (or your Company) from the other person's perspective
- ❑ Creating dialogue

Tips:

- Search something about other person

Tips:

- Japan Catchball
- Active Listening
- Does other person lie ?:
 - Slips of the tongue
 - An erratic gesture or change in voice timbre
 - An abnormal amount of hand waving as person speaks
 - Micro-expressions on the face