

Business Communication and SWOT Analysis for an Entrepreneur

W3L1 - Business Communication

Instructor – Prof. B. Jirli, CMDR

Hello friends, I am sure you must be enjoying various issues that what we are discussing and you must be thinking about, how to become an entrepreneur and what are the problems and the issues that a potential entrepreneur is going to face. This is basically an orientation to you all in that particular direction. So in today's class we will be discussing about the process of communication. So this particular communication process, what we are discussing, so this is focusing mainly on the business communication because to be a successful entrepreneur you have to be a good communicator, you have to be a good communicator then what are the precautions that you need to take while communicating and what are the things to be taken into consideration while communicating with your stakeholders, because as a entrepreneur you are interacting with a range of professionals like maybe it is procurement of the inputs, maybe it is your team which is involved in processing, maybe it is your marketing team establishing rapport with your customers, a range of professionals that you will be are discussing with.

So now let us begin with the process of communication. Every communication process involves these four basic elements that is the source message channel and Receiver. So to reveal or to discuss these things, it seems to be a lengthy topic or lengthy process, but we are all involved in this particular process. If you look into the real communication process that is happening between you and me, I am here acting as a source there is a message that is what is over the course that what we are undergoing. The channel in which that we are all interacting, so now it is electronically mediated channel and you are the receiver. All these four elements are at their respective places. So basically understanding of this process is enabling us to acquire to exchange, to store, retrieve and process the information. As a source, I have acquired certain amount of information that I am exchanging with you and we are storing these particular pieces of information on different platforms maybe it is immediately platform or face to face platform or the books or in any forms that what we are storing and whenever it is required we are going to retrieve it, what we are going to retrieve, that is what is the information. So this is what in the simple terms that we what we can understand the process of communication. So I said this is the discussion on communication, but we are focusing on the process of business communication. So now we must be in dilemma. What do you mean by communication and what do you mean by business communication? How they are different? So through this slide we will be making an effort to understand the differences between the business communication and the communication. The approach of business communication is

formal and directed in approach. But in case of communication it is less formal and it is indirect approach. What do you mean by this? Formal and informal or direct and indirect? So wherein in case of business you are going to decide upon your target groups. Today, I'm going to speak to a group of buyers, Today I'm going to speak to a group of financial institutions, so that is what you need to adopt certain protocols. When you adopt these protocols, it becomes formal and it has a particular direction. What is the direction I have to get the finance from these institutions, I have to sell my produce to these people, I have to give instruction to these particular people. All these things are directed in nature. But in case of communication which is more of informal in nature when you interact with your friends so anybody can join there, but you cannot say that anybody can join that the Group of financial institutions, no, he has to be a banker, he has to be a venture capitalist then only he can be part of that. So that's why we call it as formal and we call it as informal. Then what is the format? In case of business communication, we use a specific format for communication. There are said things what we are going to communicate with our receivers, so everything is pre decided and a set of discussions that are going on. But in case of communication there are different formats are used based on the circumstances, some at some time we may be in a lighter mood or we may be in a serious mood, or we may enter into quarrel there are number of things that what we can think upon. Then, the personal when it comes to the personal touch, there is no space for using personal feelings in case of business message because you are into more formal interaction for everything, there is a target oriented approach is there, but in case of communication, personal feelings play the dominant role because we have to influence others with our feelings and all those things so that's what is personal communication. Then, the scope of business communication is involved with the practical information that is impartial and objective, because in case of communication we have a specific target to be achieved. So that is why we are giving practical information. On this topic of communication or on this topic entrepreneurship we can discuss anything under this sky, but we have a specific target to be achieved as a part of this course, we have designed it in an organized way, so that is what is the scope here. But in case of communication it may be involved with the fixtures information and the scope is very subjective there, so we cannot deviate in case of business communication, but deviation is normal process in case of communication. Then when it comes to the presentation, business communication follows organizational policies. You cannot deviate from your organizational setup, organizational standards, and organizational rules and regulations, norms, everything that you need to follow. But in case of communication, general communication do not follow any formality. So anything is possible there. Then what is the objective of business communication? Business communication is made to take a specific action after completing this process, next step is this everything is pre defined and predecided so accordingly we will be going ahead with

that. But in case of communication it is done to inform the receiver about the certain issues, so that again depends on various things, but here everything is pre decided pre fixed. Then when we look into the type what is this type in case of business communication is official or organizational communication. But in case of communication, it is generally the personal communication only. Feedback is very, very important in both the cases, but in case of business communication it becomes more important because based on your feedback you are going to improve upon, you are going to make necessary changes, modifications, etcetera etcetera, but in case of communication process it is better to get the feedback for improving the communication skills.

Now, keeping these things in view, communication skills have been broadly categorized to two groups, one is the encoding skill, under this there are two skills that we discussed about that is speaking and writing, and there are two corresponding decoding skills, listening and reading. So we encode our ideas. Whatever the things that are boiling in my mind, I'm sharing it either in the form of speech or in the form of written communication. So that is why we call them as the encoding skills, then how to decode this encoded issues, maybe in any language or maybe in any format, pictures, whatever it is. So we are decoding it by listening or by reading if it is speaking, we are listening it and if it is writing, we are reading it. So these are the four communication skills that we will be talking about. It is not that you are not a good communicator, but you need certain modifications based on specific circumstances, which we call it as a fine tuning so that is why a series of lectures that what we have brought for you to enhance our communication skill.

Now coming to what is verbal communication, it is a form of communication. It may or may not use audio, visual aids all the time, because most of the time we believe in the words exchange of verbal processes. Then it is more formal in nature and it serves many purposes like information, instructing, teaching, training, sharing, Sell, Seek feedback, etcetera, etcetera. So there are many purposes that this verbal communication is serving. Now coming to why this verbal communication is important to give the audience the sense of your idea or work or your inputs for example here as a source I am trying to share the things with you people then make them, want to know or follow your work? What you have done and what you have to do, all these things that will be trying to make them understand.

Then, for seeking the feedback, verbal communication is very, very important. As an entrepreneur, you are developing certain products as well as services and you are taking it to the masses then until unless you get the feedback, you cannot improve upon your business because that feedback involves what exactly your receiver wants and what are the likeness as in your product or services, all these things are very, very important, but verbal communication is specifically not to overload the audience with the information.

Unwanted information is highly discouraged in case of verbal communication. Then tell them all about what you know about the subject. No, that is not the purpose of communication, because here we are discussing about the communication now I cannot deviate myself from communication because and that too only that part of communication which is very, very essential for the entrepreneurs. So that's what is my focus here. Because that's why I'm not deviating. Then present every detail of your I might have done lot of research on these issues but whether it is necessary for my receivers, No. All those only pertinent aspects that I am trying to present before you.

Then coming to the concept of public speaking, why public speaking is important, why we need to ask the entrepreneur to be a good public speaker or to face the audience, because public speaking is the process of speaking to a group of people in a structured, deliberate manner intended to inform, influence or entertain the listeners. So there are few keywords here let us focus on that. So public speaking is structured and deliberate. Why we say that, because when we interact with the group of people with a particular purpose, the lecture has to be organized, the discussion has to be organized and it is deliberate, because we have a specific goal to be achieved, what is that to spread the information or to influence the masses or to entertain the masses, so these are the purposes.

Then in public speaking, it is very, very important to understand or know that the basic elements of this. So who is saying what, who is saying means it is indicating the source, what is indicating the message then to whom it is indicating your receivers and using what medium indicating the channel and with what effect indicating the feedback. So these are the five key elements of communication process, especially in case of public speaking, because the reaction is instantaneous the feedback is instantaneous. So as a source I am interacting with you with on any particular topic using these electronically mediated channels, what kind of effects that I can generate on you people so that is what is the basic purpose of this public speaking. So it is not that everybody is comfortable with the public speaking, because interacting with the group of people. So when we are into the informal discussion or maybe a mess table or over a cup of tea. So there we are more comfortable but when it comes to the formal situations we become more conscious or we start developing some phobias. So there is one such phobia which is associated with this public speaking but before that, let me talk about certain phobias that we might be already aware of.

So there are different phobias that I am trying to put before you. So these are the common phobias that what we observe in in the people. Atychiphobia means the fear of failure, bibliophobia is fear of books, Autophobia is fear of being alone, then Chionophobia is fear of snow, then chromophobia fear of colors and arachnophobia is fear of spiders and

entomophobia is fear of insects. Similarly, there is one more phobia that is known as glossophobia it is fear of speaking in a public, so that is this is happening with majority of all of us. We all might have faced this kind of situation to to face the public that might be my classmates only in your classroom situation also, you might have come across this kind of situation when a teacher asks you to present on a small topic for 5 minutes then you start developing a kind of fear. So that is what is known as glossophobia.

So how to understand this glossophobia and how to overcome this glossophobia? So this is very very important for all of us. So it's in its simplest sense we can say that the term glossophobia means speech anxiety or the fear of public speaking. So this is basically a Greek word, glossa, means tongue and phobia means the fear. So that is what we try to put it in an organized way as fear of speaking to the group of people or of fear of public speaking. So according to the available literature which says that the single most common phobia affecting more than 75% of the population is the glossophobia fear of speaking to a group of people. So literature also suggests that the fear of variation is ranked even above that of death, means people fear to speak before the people rather than death. So this is what they try to provide.

There are different symptoms that we come across. So why I am talking about these symptoms is as a communicator, so this is an obvious request to all of you to understand these symptoms and recognize these symptoms that you are also facing given an opportunity because this is the first step to come out of the situation, this situation in glossophobia, so most of the time I do not know that I am suffering from these particular symptoms. All these things are happening with us. But the moment I start recognizing them, I can easily overcome them. So that is why I am taking you I am discussing all these things so with you. So these things that what we are talking about, the symptoms we have classified them into three different groups. I will be discussing them one by one. Number one is the physical symptoms. What is that? Your voice modulation is going to be changed. Then there are verbal symptoms and there are non verbal symptoms in case of so these are the classification that what we are doing, physical symptoms, verbal symptoms and the non verbal symptoms. Let us discuss 1 by 1. The physical symptoms include acute hearing, we start feeling that I'm not listening anything. Some voice is coming in my ear. So this is you are not able to hear in a proper way. So this is the first symptom physical symptom. Then your heartbeat is going to be enhanced the moment you are asked to present before a group of people or masses. Then, your blood pressure is going to be increased, then your increased perspiration means you start sweating at times because you have to present now before a group of people, you have to talk to a group of people, then you start taking oxygen. Then you start taking breathing means deep breathers, so that your oxygen. Intake is going to be enhanced in the body then you start suffering from a

stiffening of the neck and the upper back muscles and body starts get getting stiffening out of this. So these are some of the other your mouth starts drying and you keep on asking for the water sip of water. All these things are the physical symptoms that what we experience. So we all might have experienced in different context it if not one if not 2 but at least few of these symptoms we all might have suffered. My first point to all of you is to recognize these things that are happening with me or with X or with Y and this is number 1 #2 by becoming aware of. Yes, I faced dry mouth or I faced increased perspiration or I faced increased blood pressure at this point of time. Now when I get an another opportunity definitely I will be having a control over that. I will see that my mouth is not dry and my I am trying to control my blood pressure by developing the confidence or all these things that you can do very easily. Then the verbal symptoms include your voice is going to be tense or it is not at all coming out and you enter into some redundancies like umm, ah, hmm, repetition of the same word again and again. So you might have observed people talking about a particular word, matlab ki, I mean to say so these are some of the things what we keep on repeating. So they are all symptoms of glossophobia verbal symptoms of glossophobia. So again, I'm telling you, once you start observing these things, you are repeating a particular phrase over a period of time, so most of the time to be on the lighter side, you start counting these redundancies and we say that what is your score and what is my score after completion of one hour lecture he has repeated this word for this many number of times because he is suffering from this verbal symptoms of glossophobia by becoming aware of, you can easily overcome that.

Then coming to the non verbal symptoms. What is this nonverbal symptom? We never make an effort to establish eye contact with my receivers. So that is the most important symptom. That you might have experienced it in your classroom presentations, or you might have observed such things which happened with your classmates, friends or seniors or elders, whoever it is. So we are the biggest failures in in case of establishing the eye contact because of that fear. Then if at all we make an attempt to establish eye contact, we start staring at a particular corner or a particular group of students, or a particular student, so that also send the wrong signal among the audience. Then, body becomes inflexible, inflexible, so that I feel inside because it starts gets stiffing and I never start moving out of this particular situation. So these are some of the symptoms that we need to become aware of and by becoming aware of, we can overcome these things. So what we discussed so far, we started with the elements of communication then what is the difference between the process of communication and the business communication? And we discussed about the concept of glossophobia and the symptoms of glossophobia, that is, the verbal symptoms, the non verbal symptoms and the physical symptoms in detail. Again, I am

telling you this is very, very important to recognize these symptoms within us and try to overcome them when you get another opportunity.

So with this, we are closing today's discussion and in the next class we will be looking into another aspect of communication. Thank you.