

Business Communication and SWOT Analysis for an Entrepreneur

W3L1 - Business Communication Part 4

Instructor – Prof. B. Jirli, BHU

Hello friends, as a part of discussion on business communication, we started our discussion with the concept of communication, the elements of communication. The difference between the business communication and communication, the invariants of effective communication, the concept of glossophobia, the concept of listening and the importance of listening. All these things we have discussed now.

In today's class, we will be focusing on the oral communication skills. This is the most desired and the most important communication skill for a budding entrepreneur or for a potential entrepreneur. In that context we can say that every oral communication situation has three essential parts. First part is the introduction, the second part is the body and third part is the conclusion. When we analyze various communication situations. We start with introduction part and we next we move on to the body parts in an organized manner, but the communication research says that about 90% of the communication situations trend without conclusion. Having said this many times we try to misunderstand the summary with the conclusion. After completing the body part, we start summarizing it and we think that it is our conclusion, but it is not so. There is a difference between the summary and the conclusion. I am sure you are already aware of that, just I am remind you that summary is that part, whatever the things that you said so far. So just you are summarizing that you are putting it in a very brief manner in few sentences.

The conclusion is that part. What are the inferences that you are deriving out of this particular discussion? And what should be the future course of action and whether you are in agreement or you are in this agreement with the ideas that what somebody has said or what you are proposing, all these things can be part of your conclusion wherein you are trying to present your opinion about that? So this is the most important part of your communication process.

So now when we look into the anatomy of this oral communication situation, the elements are. The things that what we have already discussed, I am trying to put it in a different way. Speaker is the person who acts as the source. Speech is the medium that what you are using audience or your receivers plays provides you the ambience and the atmosphere one kind of internal atmosphere that you are creating for that. So all these things have a specific role to play in the process of communication.

So How to organize your presentation? There are two points that I am trying to put before you. The first part which says that you are presenting the same thing in a tabular in a paragraph

form but the same thing when you organize it as a bullet point or with numbers so that helps to provide the same information in a more organized manner in a more structured manner. You receivers become more receptive in the second part of the things, What I am trying to share with you.

The second part is you should understand your audience. When you make an effort to understand your audience, you should know about your audience. What is the number that what you are addressing? You are addressing a group of 20 or 30. So when the organizer say that it is 30, so that might be 29 or that might be 35, that does not matter. So when they say that about 30 people are coming and if 3000 people are there or 300 people are there so then that is a different situation, and if they give you the private information that there will be 5000 people. So then accordingly you can prepare and you can mentally make up your mind so that I am going to address 5000 people or 50 people or 20 people.

Then the second part is what is their composition? Is it that I am going to address the students so among the students now I need to make a different groups. What is that? whether all of them belong to social science category or whether all of them belong to arts category or whether all of them belong to agriculture or it whatever it is, or It's a mixed population, what is the composition? So we can say that. So there are 100 students from each faculty, so that is how 1000 students are there. 10 faculties, these are the faculties that who are inverted this. Then the speaker makes up his mind. Now I am going to address a mixed population starting from medical to engineering, agriculture, arts, social science, then Sanskrit SVDV and management all these faculties that I am going to address so then my representation is going to be different. And if I don't have this prior information, I might be doing injustice in my presentation.

Then the socio cultural background. If we can create that information, that's very good. What is the socio cultural background that I am talking about if they are students or if they are all professionals belonging to private universities or the central universities or the state universities, what is the background and when we talk about the farmers, the large farm, the small farmers or small and marginal farmers, or only the dairy owners, or only the sugar cane cultivators? All these factors are going to help me in organization of my presentations, because I need to understand my audience, their purpose and their interest. So when you classify them automatically, you can come out with this information, why they are coming to this program because we want to create awareness, this might be one of the reason because we want to impart them certain skills that might be another situation because we want to Orient them on these particular aspects that might be another aspect. So purposes are different, but as a speaker I should know what is the purpose of my audience and what is the purpose of my speech and with what interest group that I am talking to? So that's why it is very, very essential.

Then their attitudes and perceptions. How can I understand it in advance before addressing them? For example, when I say that you are going to address a group of farmers from this particular district, so I can easily understand that so they are very good farmers, they are very progressive farmers or they are small farmers their needs are something different and accordingly I can develop my perception and my attitude towards my respondents and I know their background and because of which I can deal with their attitudes as well as their perceptions.

Other speaker you should also be aware of the place. Where you are going to deliver this, it is going to be an open air theater or it is in a closed room. What kind of public address system is there? What is the size of the room and what is the ideal visual equipment that you have you have to address the masses without mic with mic, collar, mic or standing mic so number of such factors that play a very key role in making your effective communications. Then what kind of atmosphere that you are going to create and the organizers have created what is the occasion? Whether it is a religious function and wherein you need to talk about the entrepreneur aspect or it is highly professional environment, highly professional occasion and you have to speak about the entrepreneurship. Both the possibilities are there and it's a school day program. There you need to discuss about the entrepreneurship. Now you see different situations, occasions that you are coming across and according you need to organize your presentations.

Then what are the major events which are preceding your speech? Who was your private speaker? Because he is trying to create a different atmosphere so that becomes more challenging for you. Now it is my turn because he has created this kind of situation. I have to create in a different situation for them. I have to bring all my audience out of that. Then I should take them along with me. So that is the most challenging aspect for the speaker. So that is why I should know about what was the previous who was the prior speaker and what was the topic. The moods and emotions of the audience. How can you understand that? I have already said about this. I should be alert and allowed to the changes that are happening in the audience and face is the index of mind of the people or the audience that you are addressing too. So by looking at them you start assessing the situation.

Then what are the interest of the audience? Because most of the time the organizers say that these are our mandates and we these are our audiences. So based on that we are coming to these conclusions. Then coming to this. The chemistry of effective oral communication, what we say is very, very important, which is mostly composed of words or the text or the content what we are deciding, but how we say is more important. One part is the lyrics. When we compare it with the song, but how to compose the music for that particular song makes that particular song very famous or infamous. Both the possibilities are there. You have a lot of contents with you, but how you are presenting that? Maybe using your voice? Maybe you using

pitch, accent, pronunciation then intonation number of such factors that keep on counting as a chemistry part of this, then how we say and how we look at? Now as a presenter, what is your body language? What is your posture? What is your facial expression? What is your gesture? What is your? What kind of grooming that you have? What kind of eye contacts that you are developing with them? So all these things what we said that they are non verbal aspects of communication here the verbal aspects and non verbal aspects are very, very important. Where the misconception of communication, we said that. Communication is a two way process. It is not one way process. So what we say is more important. But how we say that is more important or what kind of expressions your source is having that is also more important and we are trying. To present it. As the chemistry part of communication.

Then how can I organize my presentation? To begin with, it is introduction. With the attention and interest of the audience, how can we do that? Relate the topic to the audience. Make the students, or make the farmers, or make the professionals, or make the financial institution make the corporate organization. So what kind of background that they are having? So when you start exploring the possibility of relating this topic with them, they become attentive listeners, Our former Vice Chancellor of Banaras University and the first Vice president of this country, Dr. Sabula Radhakrishnan used to stay in a class of one hour the first 5 minutes are the most challenging time for a teacher? Why it is so? Because in that particular time he has to grab the attention of the entire audience. If he is successful in that, the next 55 minutes are going to be the most successful period for that particular teacher, and if he fails in that first 5 minutes, then the next 55 minutes are going to be wasteful. So that is what is the meaning of getting the attention of the audience.

Then state the importance of the topic. Why this topic is very, very essential. Why it is very important that we need to then startle the audience with certain stories or incidences, or your own experiences, or listening to the experiences of others. All these things are possible here.

Then, arouse the curiosity? So that the listeners are going to expect them, what he is going to tell in the next sentence, our next paragraph, our next moment. So you need to arouse the curiosity, then question the audience, try to interact with the audience. You enter into the two way process of communication may be classroom system or training or workshop whatever the model that you are adopting, so you need to enter into the two way communication process. You can give me the quotation. We have a separate part of this presentation only how you can begin with then you can tell a story also.

Now coming to the next point. So after introduction revealing the topic. Then establish your credibility by giving various facts and figures and all those things. Then preview the body part of that. So some tips for improving these things is keep your introduction very brief 10 to 20% of your speech. For example, if you have 60 minutes of time for discussion 6 to 12 minutes are you

can devote for introduction of the topic. So that's what is the meaning 10% of the total allotted time you can talk of introduction. Then to reach to that particular point, we need to looking for various materials for that and experiment different types of openings that you can think of that I will be sharing with you. The number of Ways and Means that we can adoption of this introduction in telling this introduction.

Then you can write down the introduction as a beginner and over a period of time you develop that confidence and you can start with. So the techniques of introduction are there are several methods that I am sharing with you. So it is only indicative list you can make use of these methods depending on the topic, depending on the situation, depending on the audience, so that is your decision where you are going to use what kind of methodology.

The first one is the quotation, which is the most common way of beginning the discussion that you what your presentation. For example, world's biggest retail chain of market is owned by Sam Walton. He is the owner of Walmart. He says that. This famous quotation is there. It says that there is only one boss that is the customer and he can find everybody in the company from chairman on down, simply by spending his money somewhere else. This particular quotation of Sam Walton is indicating the importance of the customer. Importance of the customer for a business owner. Now, by having said this, he intends that every customer has to spend whatever the amount that he want to spend in my shop. Only on my products only. So this is what is the importance that he is giving to his customers and in this quotation he is trying to make it clear. So when you make such quotations in the beginning of your presentation, your audience is going to be very attentive, and this is what is the meaning of startling them.

The second method is the definition. So most common way of introduction of majority of the topics that what we can say. For example, Albert is joint is one of the topic that you can think of so wherein, What is the meaning of this advertisement? What is the difference between advertisement and the news? So in that context you are defining the advertisement. What is that it is any paid form of non personal presentation and promotion of ideas, needs or services through mass media like newspapers, magazines, television, radio or by an identified sponsor. So having said you are making the appropriate definition of the concept that you are trying to introduce, that is advertisement in this particular case. So this also develops the interest among the audience.

Then the third method can be asking the question. This is the most difficult part that what we can say? Because to develop these questions you need to do a lot of work and by asking question you are not judging the knowledge of your receivers or your audience. No, that should not be your intention, but asking the question and answer is also to be provided by the source himself. He is responsible for that. He has to ask the question and he has to answer for it also. For example, one of the very contentious issue should India go for genetically modified crops,

or not? So if I want to introduce this topic so I can define the concept of genetically modified crops or I can say its importance and I can see some stories about that or I can ask some related questions about genetically modified crops. I make even attempt here. What are the implications of genetically modified crops on the native breeds? We are working on various food crops. The pertinent question here is, are there any trials conducted on the effect of genetically modified crops on animals and human beings because it is going to be consumed once that genetically modified crops with some inculcated bacteria when it enters into another biological system. What kind of effects that it is going to generate? So there are number of such questions that I am going to raise and throughout my presentation I will be making an effort to provide satisfactory answers to these questions that I'm going to raise.

Then shocking statement telling the same thing in a different way. So we are all aware of the problem or the issue of population explosion, but how we are making it more effective. So just we are making an effort to present here like at the center of Indian Capital. It's a population clock that ticks away relentlessly. It tracks 33 births a minute, 2000 an hour, 48,000 a day, which calculates to about 12 million every year. That is roughly the size of Australia. As the current political slogan puts it, nothing is impossible. When 1 billion Indians work together, what we are trying to say here is the issue about population explosion and its effect on the Indian economy. But you are trying to link it with the time. It tracks 33 births every 2000 an hour, 48,000 a day. So this is how we are starting the audience by giving the shocking statement that.

The presenting facts figures and the statistics when we count statistics, we have to be very cautious. So there are two types of study six that we come across. Number one, we say that wherein approximation is allowed, that is what is the macro level statistics and another one is the micro load. Artist. In case of microwave statistics approximation is allowed. We say that about 70% of the Indian population stays in the rural areas that we cannot have an exact figure there. It might be 71 or it might be 69, or it might be 68, or it might be 72. So somewhere around 70% are living in the rural areas, but when it comes to the micro statistics, I cannot say that there are about 35 states in India. So I have to be very specific. These many number of states are there and these many number of regions are there, all these things have to be more specific here.

Then using a short story is another method that you can think of. When we talk of fortitude, so in this particular story, it reveals the attitude of the communicator as well as receivers. What the story says about you can make the best use of this story. You might have heard about this story, but now still I am repeating that what this story says, a child once asked the balloon vendor who was selling helium gas filled balloons. Whether the blue colored balloon will go as

high in the sky as the green coloured balloon, the balloon vendor told the child it is not the color of the balloon, but what is inside it that makes it go high.

As a student of entrepreneur. So we have lot of implications of this story No.1, the boy who wanted to purchase this balloon is not aware of the concept of helium gas, its specific gravity which is less than the area, so that's how it is going high. Neither the balloon vendor is aware of that, but the balloon vendor is giving him the message that it is not the color because that small kid is interested in color but the vendor is interested in earning the money but he is giving them the message. It is not the color but what is inside it that makes it go high. It means he is not aware of the concept of helium gas, the name of helium gas and its physical chemical properties and its nature. All these things that he is not aware of, but he knows that when a fill this gas it is going up. Now he is giving the message to the boy that it is your internal qualities which are very, very important. In our one of our previous class. We discussed about 15 qualities of an entrepreneur and during that period I said that it is not that you need to find these qualities in XYZ No, all these qualities are lying within you also, you need to recognize them so that is what he says here. What is inside you that makes it go high means all these qualities are there. You need to recognize that once you recognize them, you are going to be a successful entrepreneur.

Then the general statement. So this is another common way that what we are practicing, for example, the issues like whether India should adopt organic farming, again before jumping to the conclusion, yes or no. So let us find about the pros and cons of organic farming, especially in Indian context. So because now people jump to the conclusion what happened in Sri Lanka might happen in India? No. It is not possible, but we need to understand its pros as well as cons. So then we can compare and contrast the issues with the chemical farming and various other situations so then we can come to the conclusion. So this is how we can analyze a particular issue with the help of this general statement which we adopt.

After interaction, let us move on to the body part of that. So this body part you can organize it in a different ways. One is the chronological way. For example, if you are talking about history of Indian agriculture, you can start from today and you can go up to the Vedic period or the prehistoric period, whatever it is. So and you can organize it in a special manner. What is your special? You can divide the history of agriculture in different continents, American continent, Caribbean countries, African continent, Asian continent, Australian continent like that you keep on dividing them into different groups, or you can start from 1 country and you can take around all. These are the special arrangements or the topical arrangements. The subject you are going to divide in it into different. Headings and sub headings and sub-sub headings like that. You are dividing the same topic into different parts. For example we started with the elements of communication. Then the concept of glossophobia, then effect invaders of effective

communication, then the impact importance of listening like that we kept on organizing it in a different manner. So that's what is the topical arrangement

Then, you can organize your content in the form of problem and solution. So this is the observed problem and this is the possible solution for that there are references like this like that you can organize or you can compare and contrast. So what happens in a particular state or what happens in a particular situation like that and against that cause and effect relationships that you can explain. So it depends on the topic that you are going to choose. Then coming to the conclusion after body so this is what I was mentioning about in the beginning also. So most of the communication processes end without conclusion. By summarizing, we are thinking that we are concluding it signal in the end and reinforce these central idea.

when I come to the conclusion I need to give the message that so so far we have the introduction part as well as body part now we are coming to end of this discussion wherein you are reinforcing the central idea. For example, I am trying to make it repeatedly that what we are discussing about and what we have discussed about South that I am summarizing it in a very brief manner so that you should not miss the link. As you are starting with the story, you can end with the story also. So this is not a compulsion but different methods that you can adopt. As we talked about. Then you can end with a request, what kind of actions that you can anticipate amongst your listeners. And as we discussed in case of. Introduction that should be around 10 to 20% of the allotted time. Similarly, at least five to 10% of the total time allotted to you. You can devote it coming to the conclusion of your speech. So this is what is the norm.

Then coming to how you can improve your delivery, you need to show enthusiasm. You need to be enthusiastic. Don't show boredom or fogginess among with your audience so that they can develop the different meanings sort of that. Then be conversational if you have an interaction mode with your audience so that the communication is going to be the most successful. Then use the simple language. If you go on using the jargons or the highest amount of technical words, your listeners may not be attentive and they may lose interest in due course of time. When using the non verbal communications, the hands, body language to support your words so that is very, very important that using humor. It is a bit risky also that what I can say is not that all the time you need to be humorous but wherever it is essential you can be humorous so you can give some examples out of that. Then don't show your fatigueless or boredom. Keep on asking the questions and summarize your points at regular intervals. What do you need to avoid? They are just opposite points. What we have discussed so far. You don't show your nerve habit. Never bluff or exaggerate and habituating repetitive, habitual, repetitive phases as a part of glossophobia. We have already discussed about that we need to avoid it. We need to avoid it by recognizing our own behavior, then being partial to one or two individuals in the

audience as a part of maintaining the eye contact. I need to be very specific and avoid shouting also in the class.

Then. Tips for? Speaking very effectively speaking very clearly, improving the voice modulation is very, very important because you keep on interacting in the same pitch so that is creating borderless among the listeners. Then use terms and vocabulary suited to their audience, the topic, the audience and the situation. Listening for the feedback is very, very important aspect. So then coming to the last part of it wherein how this communication perception is developed, there are 6 elements that we need to keep in the mind. How we develop this communication perception we all do this on a continuous basis, but most of the time, we are not aware of this. How I am developing that. So there are two important elements. Number one is the source and the receiver and these are the three points for each that I am trying to explain how I see myself. So what is my level of? Confidence as a source. Am I confident in speaking with you or a group of modules, whatever it is, number 1, Number 2 is how I see you, what is my perception about my receivers? If I think that they're all potential entrepreneurs, my way of delivery is going to be something different. And if I see that if I think that they are the most useless people in this world, so then my delivery is going to be something different because you are developing the perception about your receivers. Then how I see the subject, the content to be discussed with you. If I'm not confident about myself. The first point I cannot be a good Communicator. And if I consider negative perceptions about my receivers, I cannot be a good communicator. And if I do not have confidence in the topic that I am going to deal with, definitely there will be. Possibility of failure in communication and successful communication that what we can say.

The same similar things applies to the receivers also as a receiver. How the receivers see himself means what is his level of confidence in understanding these issues? Many times we come across the students. Say that, Sir, I'm not giving this particular subject. It is not that you are good or bad. You can be good provided you develop the interest. Then how a receiver looks at the source, what is his opinion about the source? We think that he is a very good communicator or very good teacher, so then he can learn many things with him and if he come to the conclusion prior to beginning of the classes or interactions. So he is a very poor communicator or a bad communicator, or he has not been for anything. When we come to such conclusions. So then we are the losers.

Then how you see the subject? What is your level of confidence in understanding this particular subject? The same elements which are applicable for the source are applicable for the receivers also, so this becomes the base for development of the communication perception.

So friends in today's class, we discussed about the organization of our presentation, the three important aspects of this presentation that is introduction body and conclusion and what are

the issues associated with that. And ultimately we discussed about how this communication perception can be developed as a part of the process of communication, I hope you enjoyed this lectures and if you have any questions you can ask on the platform so that you will be getting the appropriate response for that.

Thank you.