

1.4.9: Introduction to Effective Communication in Business

What you'll learn to do: Discuss the importance of effective communication in business

Communication happens when all parties are engaged in uncovering and understanding the meaning behind the words. It's not something that one person does alone. But when you, as a business professional, make your contribution to the uncovering and understanding process, you should strive to be:

- Clear
- Concise
- Objective
- Consistent
- Complete
- Relevant
- Understanding of Audience Knowledge

These are the seven pillars, or principles, of business communication. If you open your mouth, put pen to paper, or pick up a camera to make a video, you should be striving to create a message that meets these criteria.

Why? Well, the point of communication is not to talk. It's to be understood. When your team understands you, they deliver results. When your customers understand you, they buy. When your manager understands you, she advocates for you and supports you in your career.

This module will talk about the benefits of effective business communication and how, using the principles above, you can improve your communication skills and be more successful in business.

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