OST 2336: Week 1 Agenda

- Introduction to Course
  - Syllabus
  - Assignments
- Group Activity
- VARK Learning Styles Assessment
- Ch. 1: Communication in the Workplace

Getting to Know You ...

- Find classmates with same candy.
- Sign your names on a piece of paper.
- Talk with your group and come up with at least three (3) things you all have in common.
- Be creative. Don't just say, "We're all in this Business Communications class" or "We all attend LSCC."
- Think about things like:
  - Where are you from?
  - What are your hobbies?
  - Try to come up with areas the rest of us will find fascinating.
- I'm being intentionally vague here.

Chapter 1
Communicating in Today's Workplace

Business Communication: Process and Product, 6e
Mary Ellen Guffey
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Factors that Affect You in the New Workplace

- Heightened global competition
- Flattened management hierarchies
- Expanded team-based management
- Innovative communication technology
- New work environments
- Increasingly diverse workforce
- Renewed emphasis on ethics

The Communication Process — Basic Model

1. Sender has idea
2. Sender encodes idea in message
3. Message travels over channel
4. Receiver decodes message
5. Feedback travels to sender
6. Possible additional feedback to receiver

Example of a miscommunication

- Walter Cronkite
Analysis of Flawed Communication Process

Sender has idea
Warn boater

Sender encodes message
“Low water!”

Channel carries message
Message distorted
Analysis of Flawed Communication Process

Sender has idea
Warn boater
Sender encodes message
“Low water!”
Channel carries message
Message distorted
Receiver decodes message
“Hello Walter!”

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Ch. 1, Slide 10

Barriers That Create Misunderstandings

- Bypassing
- Differing frames of reference
- Lack of language skills
- Distractions

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Ch. 1, Slide 11

Overcoming Barriers That Cause Misunderstandings

- Realize that communication is imperfect.
- Adapt the message to the receiver.
- Improve your language and listening skills.
- Question your preconceptions.
- Encourage feedback.

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Ch. 1, Slide 12
Almost all of us, even as children, learn to speak so that we can be understood.

But very few of us accomplish, even in a lifetime, the ability that we can speak so that we cannot be misunderstood.

Larry Heikkinen

Exercise on Miscommunication

Communication and Formal Channels

Written
Memos, letters
Annual report
Company newsletter
Bulletin board postings
Orientation manual

Oral
Telephone
Face-to-face conversation
Company meetings
Team meetings

Electronic
E-mail, Instant messaging
Voicemail, Videoconferencing
Intranet
Information Flow in Organizations - Formal Channels

Managers  Supervisors

Upward flow

Horizontal flow

Downward flow

Subordinates  Supervisees

Coworkers

Coworkers

Information Flow in Organizations - Formal Channels

Managers  Supervisors

Flows from decision makers to workers

Subordinates  Supervisees

Information Flow in Organizations - Formal Channels

Managers  Supervisors

Flows from employees to decision makers

Subordinates  Supervisees
Information Flow in Organizations - Formal Channels

Horizontal flow

Flows among workers at the same level

Information Flows in Organizations - Informal Channels

The grapevine, gossip from the break room to the water cooler
- Carries unofficial messages
- Flows haphazardly
- Can be remarkably accurate
- Is mostly disliked by management
- Thrives where official information is limited

Overcoming Barriers to Effective Communication

- Encourage open, trusting environment for interaction and feedback.
- Provide more information through formal channels.
- Train managers and employees to improve communication skills.
Group Activity

- Divide into groups of four.
- Go to Monster.com and find a job ad.
- Print it.
- Highlight communication skills.
- Share findings with class.

End