

# Leadership and business communication skills essay examples

[Business](#), [Marketing](#)



## **Cover letter**

I hereby wish to express my interest for this position of Assistance manager at Café Nero, Newbury which was posted on the Daily Echo website on Thursday 19th January 2012.

A have a working experience in the wholesale and retail industry both as an employee and part of the marketing management team. I have also worked in several other organizations under different capacity. During my summer internships, I have worked in the marketing department of a few companies. Currently am pursuing business management in my first year. However, I have also completed other relevant English and business courses that have given me a vast knowledge in the world of business (see CV attached).

I intend to bring important skills that are in line with the organizational goals and roles of the position. These skills include:

### **Time management and organizational skills**

Quality customer care services

Employee motivation

I would appreciate if a get an opportunity to talk with you more about this position, and how I could be of any benefit to the organization through the use of my qualification and skills.

Thank you for considering my application. I look forward to hearing from you.

## **Position: Customer care representative**

Roles: answering calls

Duration: Summer of 2008

2. Organization: Samba (Saudi American Bank)

## **Position: Marketing**

Roles: Marketing of credit cards

Duration: Summer of 2007

3. Organization: Nestle Company

## **Position: Marketing assistant manager**

Roles: creation of a marketing campaign and management of the marketing team

Duration: Summer of 2009

Additional courses

Currently taking a Project management course at a city college in Southampton

First aid course in 2009

Microsoft office course in summer of 2011

Communication skills course in 2008

Professional skills

Communication skills: fluent in both written and oral communication with a neutral accent

English language: Expert in speaking and writing

Computer skills: Expert in using office packages, internet, and emailing services

Problem solving skills

Organizational skills

Leadership skills

Team work and fast learning skills

Hobbies and interests

Water polo, skydiving, and football

Commercial and publicity assistant

Assistant Manager, Newbury

Admin Assistant

Application of Numeracy

I have the equivalent of A level in Math

I have always shown excellent grades in mathematics.

I have always shown excellent grades in mathematics.

## **Team working**

I enjoy working as a team member and have produced good results on each of the opportunities where I have had to work in a team

I have worked in several instances as a team member. In all these instances

I have found the experience of working along with other people very

enjoyable. In Nestle, I was part of the managing group for the marketing

team and I enjoyed working in the team. In 2008 I took a communication

skills course that has improved my interpersonal communication skills.

I prefer to do team working rather than work alone, so I think this position will be suitable for me.

## **Self Management**

As an international student I have learnt how to manage my workload in England.

One of my greatest personal skills is the ability to control myself and manage myself. I very discipline when it comes to setting time for doing important things in my daily life. I set the time and honor it. Also as a foreign person in a different country I have come to understand how to mix with people of different culture without causing any conflict.

I can manage what I have to do and what I have to say. I very discipline when it comes to setting time for doing important things in my daily life. I set the time and honor it. Also as a foreign person in a different country I have come to understand how to mix with people of different culture without causing any conflict.

## **Employability skill 4**

Business and customer awareness

I have experience and academic skills in business and customer awareness. I have worked as customer care representative in South Arabia at a telecommunication company

I have experience and academic skills in business and customer awareness. I have worked as customer care representative in South Arabia at a telecommunication company. I have also worked in the marketing department at Nestle and Samba, a Saudi American Bank. At the bank I was involved with marketing of credit cards while at Nestle I was involved in the marketing management team of the company.

I have experience and academic skills in business and customer awareness. I have worked as customer care representative in South Arabia at a telecommunication company

## **Employability skill 5**

### Application of IT

I have excellent IT skills and am familiar with Excel, I worked in excel more than 6 months I did for. I am also familiar with the entire Microsoft office package such as word, excel, access, power point, and outlook.

I love information technology. I am a comfortable user of computers and other technological IT devices. I am also familiar with the entire Microsoft office package such as word, excel, access, power point, and outlook.

I spend most of my time surfing on the internet and using its programs, and I run my own business through the social network (Facebook)

## **Employability skill 6**

### Problem Solving

With the communication skills course I took in 2008, I also developed other related skills including problem solving. Communication is a good aspect that is used to solve conflict and problems when they occur.

With the communication skills course I took in 2008, I also developed other related skills including problem solving. Communication is a good aspect that is used to solve conflict and problems when they occur.

I have learnt how to solve my issues by myself without asking for help from someone else. With the communication skills course I took in 2008, I also

developed other related skills including problem solving. Communication is a good aspect that is used to solve conflict and problems when they occur.

## **Employability skill 7**

Communication and literacy

I have excellent communication skills both in written and spoken English. I have a good communication on presentations.

I have impressive and impeccable performance in English ever since I began studying it as a second language. I have done PASSWORD TEST which I scored 6 out of 7, I have also done IETLS and scored a highly. My accent is also neutral; I can easily be understood when I communicate.

I have had a course in this skill, and I had an excellent result on my communicating. Also I communicate with people from different country through Face book and Skype to discuss about something and running my own business.

## **Other categories in which you could assess yourself, such as:**

Since I am an enthusiastic person, I can make my colleagues

Since I am an enthusiastic person, I can make my employees in the Newbury store enthusiastic as well.

Since I am an enthusiastic person, I can make my colleagues

What would make you ideal for the job

I would be ideal for this job as I am intelligent. I express myself very well and I am an extremely friendly and outgoing person.

Based on my personal skills, academic qualifications and work experience, I can make a good store manager in the assisting capacity. I understand the

business environment as well as good customer service.

I am ideal for this job because I have all the necessary skills it requires.

### **What areas do you think you are either lacking skills in / need to improve etc**

I definitely need to improve in terms of communication. I really need to be more effective in business related communication.

I definitely need to improve in terms of communication. I really need to be more effective in business related communication.

I definitely need to improve in terms of communication. I really need to be more effective in business related communication.

Other sections that you may wish to provide evidence for each job

Since I have very good communication skills, I can get an upper hand in favor of this job. I can easily express myself professionally and fluently in public without fear

Management can occur in several other life situations, it does not necessarily have to be in the professional world. I get opportunities to manage people at home in my family, in school, and with my friends.

### **Experience from daily opportunities for managing people.**

Job posting number 2: Assistant managers found at <http://www.dailyecho.co.uk/jobs/advert/JHS4V9634RPN8S7WN3C/>

#### Section 2

Discussion topic: The use of social media in business can be said to improve the potential profitability of a business

Beer (2008, p. 34) says that “ since social media became a global hype,

<https://assignbuster.com/leadership-and-business-communication-skills-essay-examples/>



there has been a lot of value and benefits that has come with it". Businesses that take advantage of these opportunities may benefit and improve on their potential productivity. Beer (2008, p. 45) further says that " In almost the same way that people can use social media to benefit their lives in a good is the same way that businesses can employ the social media". This is of course to increase the potential of their productivity.

" A common trend that has now taken over the corporate culture today is the use of social media for marketing of their products". It is common to find " businesses advertising their products on social media more often than on traditional forms" of media. As a platform for marketing it actually cost cheaper to use social media for marketing than to use other traditional forms of media.

In terms of reaching greater audience, " social media provides a good platform for marketing of products"; they further say that " it is easier for a company to target a specific segment of the market" when marketing using the social media and rest assured that the information would reach this group. Marketing through social media does not only entail advertising of products but also involves " promotion of other forms of marketing in the marketing mix".

Businesses can also use " social media for public relation purposes" where they connect with their customers. Sometimes when advertising budgets become impractical, it is easy to continue to connect with loyal customers through social media business communication.

In line with customer-business connection, social media can improve the potential of business profitability through online customer relation. This is

gradually becoming a common trend among corporate and small business as they have an online platform where customers can ask questions regarding management, operations and products through social media such as Facebook and Twitter.

If the information posted on social media sites can generate conversation with customers and general fans then most likely “ it is possible for companies and businesses to determine their customer base as well as figure out ways in which they can grow their brand in these social media sites”.

### **Section 3: Reflection statement**

The portfolio developed in section has offered a great opportunity for me to develop important business communication as well as develop different skills under different capacity. There was a great need for me to be engaged in creativity in my thinking and development of the first section of this assignment. Creating a portfolio requires a lot of creativity where I was expected to make my CV suit differently for each of the job postings. For instance, the skills that the first job posting required were a little unique to the position. I therefore was expected to ensure that my personal and professional skills suit with the need of each position.

Preparing a cover letter also meant that it had to be appropriate for the identified position. I had to assess my skills and qualifications to identify how they fit into the job description. This is the only way in which the employer can see that I have interest and can be useful to their company. The employability skills were useful to conduct the assessment of my skills in

each of the job postings. Writing about employability skills and Resources to do effective research is important. This is because it emphasizes the importance of skills for each person when looking for a business job and by honing this skill I will feel more confident in expressing my ideas. The overall employability skills section has made me aware that I may have more chance of finding a suitable job which could apply to me in the future once I clear my studies. I feel that such subjects encourage students to use his or her own creativity to a considerable extent, not withstanding how to stay apace with the development of the technology for example using a project to present a presentation which is important for the students to be familiar with it.

Section two of the assignment was necessary for development of research skills that is important for any business. Sometimes businesses can fail to identify a trend that is viable for their potential profitability because of lack of market research.

## **Reference list**

Beer, D. 2008. Social networking sites revisiting the story so far: A response to danah

boyd & Nicole Ellison. Journal of computer mediated communication , 13, 516 – 529.

Bhatia, T. K. 2000. Advertising in Rural India: Language, Marketing Communication, and Consumerism. Tokyo: Tokyo Press.

Buhring-Uhle, C., & Kirchhof, G. L. 2006. Arbitration and Mediation in

International

Business.

Cambria, E., Grassi, M., Hussain, A., & Havasi, C. 2011. Sentic Computing for

Social

Media Marketing. Multimedia Tools and Applications Journal , 50-62.

Carstensen, T. 2010. How Baby Boomers Are Embracing Digital Media.

Retrieved 2 4,

2012, from <http://mashable.com/2011/04/06/baby-boomers-digital-media/>

Hotels. 2011. Kimpton stays true to its brand in social media. Retrieved

2011, from

<http://www.hotelsmag.com/>