

Communications workshop essay

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



WORKSHOP SUMMARY

The main objective of the workshop is to teach the participants effective communication in the business environment. Internal and external communication is vital to the success or failure of every business. Therefore, anyone entering the business world, like business students, should develop his communication skills. According to the workshop that Professor Dean presented to us, there are four things involved in effective business communication: knowing your audience, knowing your purpose, knowing your message (the main point) and knowing your delivery. Knowing your audience involves knowing some personal background about them (e. g. age, interest, profession, etc.) This would enable you to identify the best approach and communication style that would suit your audiences' preference. Knowing your purpose would guide the direction of your content. Knowing your message would help you recognize which points are more important and should be emphasized in the message. Lastly, knowing your delivery is the part where all the factors are considered. This ensures that the message is sent through and means that the message is sent in the clearest, most effective way possible.

PRACTICAL APPLICATION

The guidelines covered in this workshop, when connected with communication via business writing, are vital to remember in every dealing with the public. Advertising is just one example of business writing in which communication needs to be effective. In today's world, people are busy. They are often too busy to read long amounts of copy, especially when they

haven't planned to do so or haven't sought out the information themselves. Therefore, in an advertisement, every word is vital. Messages must be simple, short and straight to the point. Professor Dean said: "in business writing, our job is to express not impress." It is crucial that the combination of words used are informative and not unnecessarily colorful. If these rules are adhered to, the advertisement has the highest likelihood of being read from start to finish, and being remembered, by the reader. Not only is it the job of the advertisement to attract the attention of people initially, but to hold their attention for the duration it takes them to read. Knowing where the advert is likely to be placed will affect your choice of writing. For example, if a potential customer is on the subway, they may not have long to read and will notice the advert by looking idly around the train. Therefore, the advert needs to grab their attention and then make them want to find out more, for example, by looking up the company website when they get home. An advertisement is a good example of applying the lessons learned in the workshop. Ads are often suited to a target market and have a purpose to promote something, a particular message and a specific medium. In this way, through advertising and copy, you can make clear how the message can be used in the real world.

PERSONAL IMPACT

It is not only in the field of business that communication skills are relevant. In all human activity, communication occurs. It is a basic function that a person develops through time. But there is a difference between knowing how to communicate and being an effective communicator. In my experience I was hardly able to understand my manager when he sent a new mission to

me via email. Why? Because of the main point!! He wrote a lot, but he did not mention the main point. Every time I received an email directed from him, I had to go to, or call, his office and ask him to clarify the message. The benefits from this workshop are a lot. In my future career I will be able to communicate with my colleagues/customers in the right way like Professor Dean taught us. I will improve my knowledge and skills needed in whatever career I may later pursue.