

"Communication is a major and essential part of business."

Overview

- The importance of communication in business
- Current challenges
- Three main categories of business communication
- Formal and informal communication networks
- Business communication as a form of problem solving
- The contexts for each act of business communication
- The business communication process

The Importance of Communication Skills

 Ninety-four percent of over 2,000 surveyed executives ranked "communicating well" as the most important skill for success.

--NFI Research

 Companies included in BusinessWeek's list of best places to work cited communication skills the most important trait in a job candidate—more desirable than any other trait besides college major.

--BusinessWeek

Even More Evidence of Importance

- Employers surveyed for the Job Outlook 2009 cited communication skills along with related traits such as a strong work ethic, ability to work in a team, and initiative as highly prized qualities in job applicants.
 --National Association of Colleges and Employers
- Recruiters who assessed MBA programs gave "communication and interpersonal skills" more ratings of "very important" than any other attribute.

--The Wall Street Journal

Current Challenges for Business Communicators

- Ongoing development of new information technologies
- Increasingly global nature of business
- Growing diversity in the workplace and in types of workplaces

Main Forms of Communication

in Business

John Deere Online

Operational

- Internal
- External
- Personal

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Updated 01/20/2009 12:27 PH EST (Detayed at least 20 min.) DE Lest 38.09 Change 1:79 H/Low 39.85 / 36.92 Volume 2,433,790 S1-WK High/Low 94.89 / 26.50 DIA 0.075.33 -205.89 S&P 500 621.01	Highlighting Women in Operat Jan. 16 - One of the messages of Team E groups of people bring the richest set of i ideas, ensuring the strongest John Deere A new report on John Deere Journa's Onlin highlights one of the many dimensions of report, four women who work in historica John Deere operations around the compa experiences.	Arrow Terrester Credit	
-29.13 NASDAQ 1.474.53 54.80 NYSE 5,197.53 -299.97 All Quetes from CCBW WW Security News WW Security News Security News Emenancy, Preparedness	Knowing the business, delivering results, going the extra mile, and supporting and guiding teams are some of the things required for women to attain operational leadership positions, say the four women interviewed in the report. Kim Beardaley, Becky Guinn, Mariana Karam, and Luann Rickert agree that planning and building a strong foundation, earning respect, and building relationships and networking are among the strategic activities common among women who aspire to be leaders in operations.	What's a John Deere Journal Online Report? John Deere Journal Online Reports is a communications channel for presenting on the intranet the in-depth reporting and information collection that employee magazine John Deere Journal is known for. Read More dership	Around the Enterprise TV show to feature CBCE Division John Deere maintains in Demans GreenStar to be featured on John Deere Live Growing a Besiness as Great as Our Products
Quick Links 4011kl Options Act Senices Arthoes Art Collection Aviation Business Intelligence Business Objects Compliance Hotline	USCAP Releases "Blueprint fo Jan. 15 - The U.S. Climate Action Partners for legislation, "Blueprint for Legislative A federal government can take to help slow of greenhouse gas emissions. "To effectively address climate change int a leading role," said Bob Lane, Deere & C Executive Officer. Members of USCAP include 26 companies Deere & Company joined the organization formed. The Blueprint was announced at Washington, D.C.	hip has published a framework ction," that outlines actions the r, stop, and reverse the growth vernationally, the U.S. must play ompany Chairman and Chief and five environmental groups. h in 2007, the year it was	Business. Conduct Guidelines SVA. Charts. Stefated Through Q4: 2003 2009. Enterprise Directions Directions Strategy Investor. Relations Chairman's: Message to Stockholders
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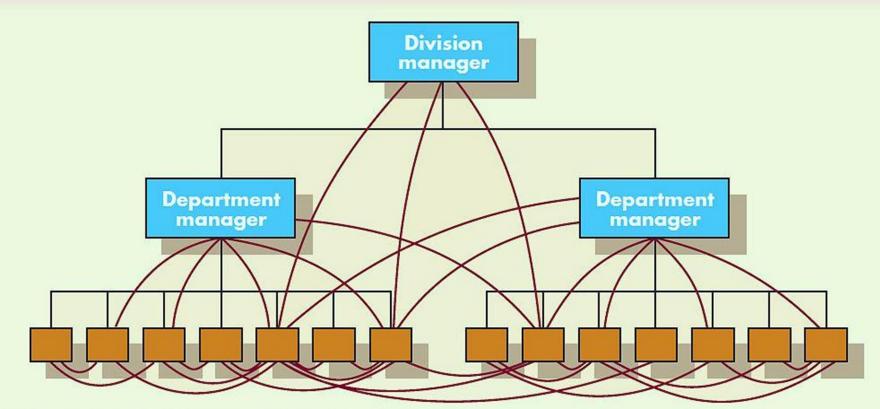
Companies often use portals or Intranets, such as this one at John Deere to communication with their employees. *Courtesy of Deere & Co.*

JOHN DEERE

Communication Networks

- Formal Network
 - Well-established, usually along operational lines
 - Depends on certain established forms or "genres" in the company
 - Planned and managed
- Informal Network
 - Complex
 - Ever changing

The Communication Networks in a Division of a Small Manufacturing Company



Black lines = Formal network Red lines = Informal network (at a moment in time, for they change often)

Factors Affecting the Communication in a Business

- Nature of the business
- Operating plan
- Business environment
- Geographic dispersion
- People
- Company culture

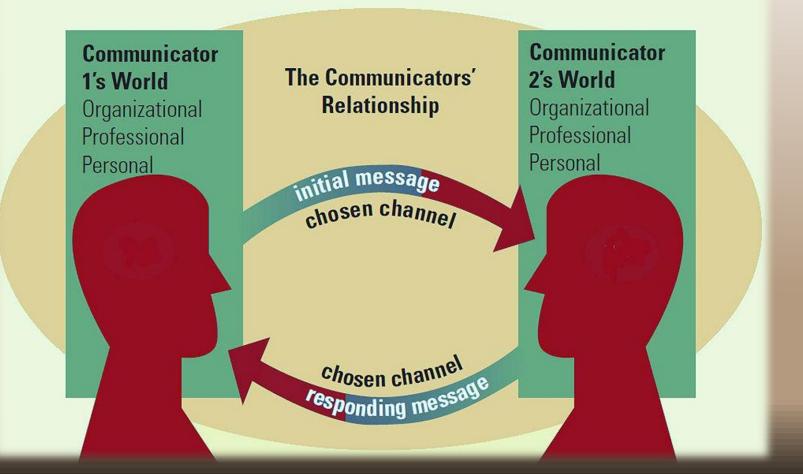
Business Communication as Problem Solving

- Problems are simply a gap between where you are and where you want to be.
- Problems range from the well defined to the ill defined.
 - Well defined problems can be solved by formulas
 - Most business-communication problems are illdefined problems requiring analyzing a unique configuration of factors to arrive at a somewhat unique solution.

The Business Communication Process

The Larger Context

Business-Economic, Sociocultural, Historical



The Contexts for Communication

- The larger context
 - Business-economic
 - Sociocultural
 - Historical
- The relationship of the communicators
- The communicators' particular contexts
 - Organizational
 - Professional
 - Personal

The Bottom Line

"The goal of business communication is to create a shared understanding of business situations that will enable people to work successfully together."