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## ***Program Support Notes***

# **Effective Communication in Business**

**20** mins

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# Effective Communication in Business

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## For Teachers:

### Introduction

Businesses rely on communication – particularly in the information age of the 21<sup>st</sup> century. It is necessary to share information with suppliers and customers, and communication is essential within the business between managers and employees.

This program explores concepts such as the differences between formal and informal, verbal and non-verbal communication and ethics in communication. It looks at why communication blockages and barriers can occur and the possible detrimental effects of these blockages.

Effective Communication in Business brings these concepts to life by following Pyjama Man (an insurance company employee) as his day goes from bad to worse as the result of a series of communication blunders.

### Program Timeline

00:00:00	Introduction
00:01:46	Communication – What is it?
00:04:19	Communication – What stops it?
00:07:01	B2B – Communication between businesses
00:09:42	Communication within businesses
00:12:13	Communication with customers
00:15:30	Ethics in business communication
00:18:51	Conclusion
00:19:27	Credits
00:20:09	End program

### Website References

- [www.business.vic.gov.au](http://www.business.vic.gov.au)
- [www.worksite.actu.asn.au/fact-sheets/default.aspx](http://www.worksite.actu.asn.au/fact-sheets/default.aspx)

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### Student Worksheet:

#### **Before Viewing the Program**

1. Brainstorm what you think communication means then write a concise definition.
2. Think of examples of communication that your school engages in:
  - a) List five groups with which the school communicates.(e.g. parents, local council, bus companies, uniform providers, education department etc)
  - b) What methods of communication would be used with each of these groups?
  - c) Finally, select two of the groups from (a) and note what could go wrong if the communication sent by the school was incorrect, incomplete or unclear.
3. Go for a walk around the school. Make a list of all of the signs and symbols that you encounter. Are the messages really clear from these signs? Re-design one to more clearly send the correct message.
4. With a sheet of newspaper make a boat (or hat). Then write down step-by-step instructions (no pictures or illustrations) for how to make your boat. Swap you instructions with a classmate and try and make the boats following the instructions. Compare them with the originals when they are finished. De-brief at the end. What would have happened if these were real boats? Is it difficult to impart some knowledge purely using words?

# Effective Communication in Business

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## While Viewing the Program

1. Define the term communication.

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2. What does the term “verbal communication” mean?

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3. List two examples of verbal communication.

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4. List two examples of non-verbal communication.

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5. What is the difference between formal and informal communication?

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6. List three ways in which communication may breakdown.

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7. Why should jargon be used selectively?

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8. State two different types of noise in communication.

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## Effective Communication in Business

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9. List four organizations that most businesses would need to communicate with.

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10. Why is record-keeping important in business?

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11. List two different types of information that need to be communicated to employees.

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12. Should communication within a business be formal or informal?

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13. Why is effective communication with customers important?

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14. List four methods of communication to customers.

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15. Why are logos important?

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## Effective Communication in Business

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16. Why should businesses ensure that their communication is always ethical?

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17. What is spam? (Not the meat product!)

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18. Can ethics in communication be enforced?

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### *After Viewing the Program*

Congratulations! You have been appointed as a consultant for the retail chain Good Sports which has 25 stores and sells sporting equipment and clothing. There are a few tasks that you need to complete as part of your new job:

1. Design a logo and a jingle for Good Sports that convey the image the store wants to present.
2. Design a uniform for the floor sales staff to wear. Annotate your design with information that shows how the uniform can be used to communicate a message to customers.
3. List five other organizations that Good Sports will need to communicate with in order to run effectively. Next to each organization, suggest the most appropriate method of communication and why you selected it. For example, you may list running shoe suppliers and suggest that on-line orders and email are most effective because they are fast and records are easily kept for accounting and tax purposes.
4. List five different types of information that may be communicated between the 25 stores on a regular basis. Why would this information need to be accurate?

## Suggested Student Responses

### While Viewing the Program

1. Define the term communication.  
**Communication is the process of effectively sending and receiving information.**
2. What does the term “verbal communication” mean?  
**Verbal communication is communicating using words.**
3. List two examples of verbal communication.  
**Examples of verbal communication can include such things as letters, slogans, speeches, annual reports or emails.**
4. List two examples of non-verbal communication.  
**Examples of non-verbal communication can include such things as symbols, logos and body language.**
5. What is the difference between formal and informal communication?  
**Formal communication tends to be planned and structured, whereas informal communication is often impromptu and flexible.**
6. List three ways in which communication may breakdown.  
**Communication breakdowns can occur when information is misheard, misunderstood or misread.**
7. Why should jargon be used selectively?  
**Jargon assumes that people have knowledge of the specific language and terminology associated with the topic. To outsiders it can be incomprehensible.**
8. State two different types of noise in communication.  
**There can be literal noise, such as in a factory that uses machinery, or it can be figurative, such as when too many messages are sent at once, confusing the receiver.**
9. List four organizations that most businesses would need to communicate with.  
**Examples of organizations could include banks, advertising or recruitment agencies, internet service providers, phone and utility companies and suppliers.**
10. Why is record-keeping important in business?  
**Records can be valuable if questions arise about what was communicated. These can be things such as the accounts or copies of emails that have been sent.**
11. List two different types of information that need to be communicated to employees.  
**Employees need to know about their pay rates and work conditions, such as the health and safety policies.**

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12. Should communication within a business be formal or informal?  
**Communication within a business can be either formal or informal. There is a place for both, as long as it is appropriate for the given situation.**
13. Why is effective communication with customers important?  
**If communication to customers is not clear or is misleading, they are unlikely to return for future business.**
14. List four methods of communication to customers.  
**Businesses can communicate with customers through radio, television, websites, sponsorship deals, direct mail, text messaging and person-to-person customer service.**
15. Why are logos important?  
**Logos provide a business with instant recognition, often leading to brand loyalty.**
16. Why should businesses ensure that their communication is always ethical?  
**Purposely misleading customers, employees or other businesses is illegal.**
17. What is spam? (Not the meat product!)  
**Spam is unsolicited and unwanted marketing material in the form of emails or text messages.**
18. Can ethics in communication be enforced?  
**Yes, businesses acting unethically and misleading customers can be prosecuted by bodies that exist in most countries.**