



Managing People

Unit Three

Course Unit Structure

- ▶ Managing People Course Structure
 - ▶ Unit 1: Individual Behavior
 - ▶ Unit 2: Motivation
 - ▶ **Unit 3: Business Communication**
 - ▶ Unit 4: Managing Human Capital
 - ▶ Unit 5: Leadership
 - ▶ Unit 6: Managing Groups and Teams
 - ▶ Unit 7: Create a Winning Organizational Culture
 - ▶ Unit 8: Power, Politics and Change



Unit Learning Objectives



- ▶ identify the appropriate method of communication like email and memo, based on factors such as the communicator's role, intended audience, organizational culture, and organizational goal
- ▶ explain practices in daily interactions, selection of communication channels, approaches to the direction of the communication, and levels of authority that build rapport with personnel to foster leadership in organizations
- ▶ use communication strategies and frameworks to affect business strategy
- ▶ classify audience traits such as beliefs, ethnicity, language, values, psychological attributes and demographics to ensure effective message delivery
- ▶ determine how the audience and the communicator are affected by perception, interpretation, and the organization of communications

Unit Vocabulary

- decoded
- demographic characteristics
- downward communication
- encoded
- environment
- feedback
- geographic characteristics
- horizontal communication
- interaction involvement
- interactive model of communication
- interpretation
- linear model of communication
- noise
- perception
- physical characteristics
- psychographic characteristics
- social influences
- transaction model of communication
- upward communication



Overview: Unit Three Topics

- ▶ Influences on communication
- ▶ Communication directions
- ▶ Communication channels
- ▶ Communication models
- ▶ Audience traits
- ▶ Perception as an influence on communication



3a The Communication Process

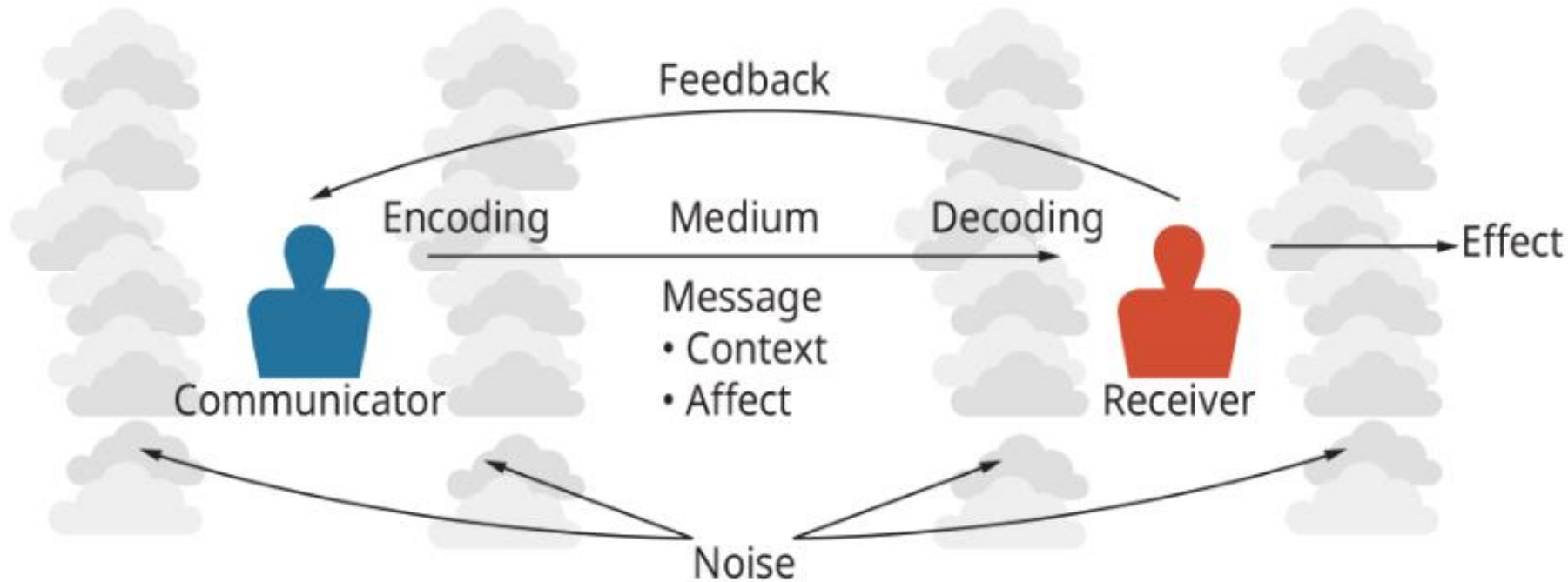


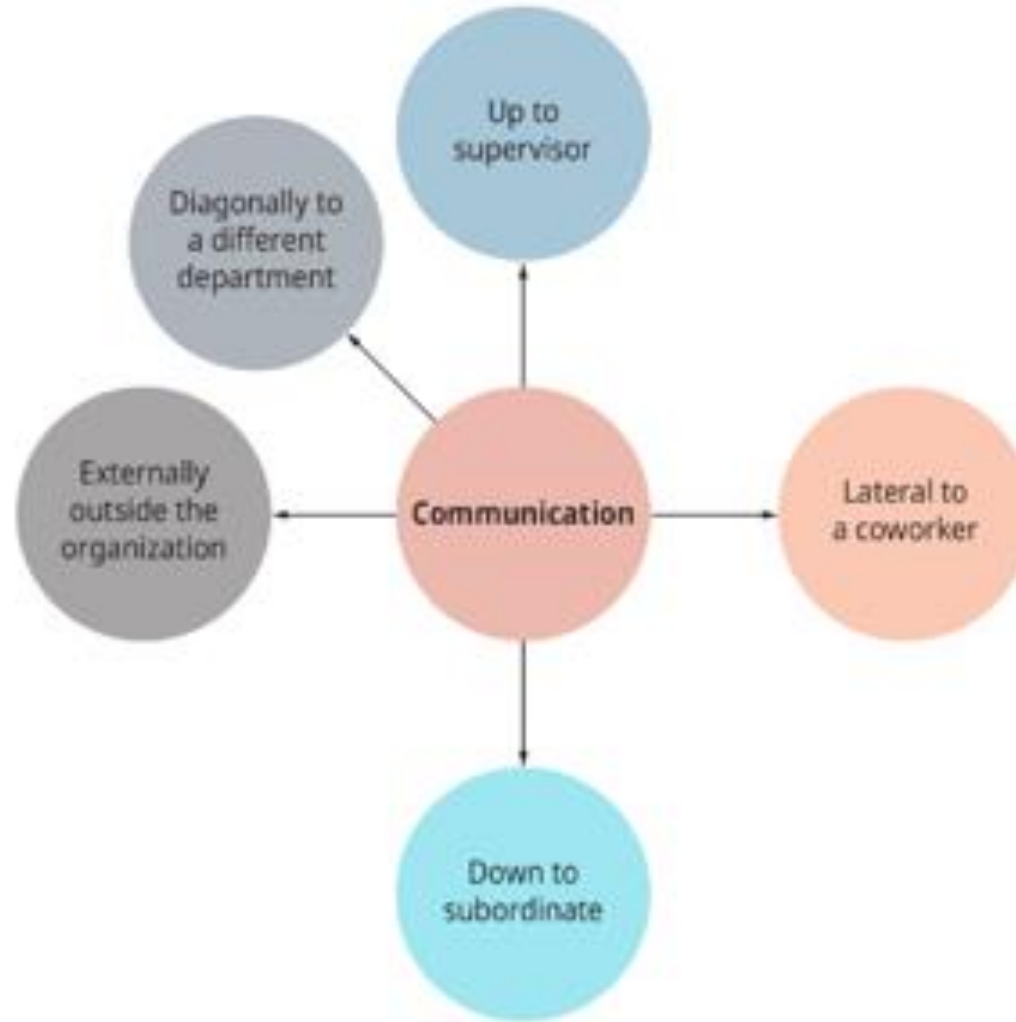
Exhibit 11.2 The Basic Communication Model (Attribution: Copyright Rice University, OpenStax, under CC-BY 4.0 license)

3a Non Verbal Communication

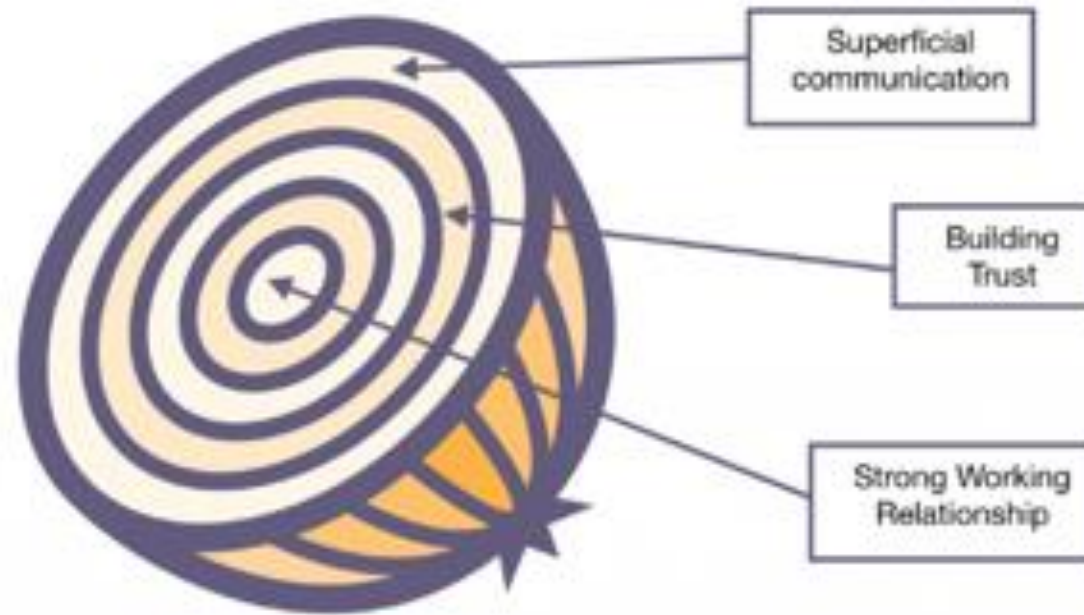
Adaptors	Help us feel comfortable or indicate emotions or moods
Affect displays	Express emotions or feelings
Complementing	Reinforcing verbal communication
Contradicting	Contradicting verbal communication
Emblems	Nonverbal gestures that carry a specific meaning, and can replace or reinforce words
Illustrators	Reinforce a verbal message
Masking	Substituting more appropriate displays for less appropriate displays
Object-adaptors	Using an object for a purpose other than its intended design
Regulators	Control, encourage or discourage interaction
Repeating	Repeating verbal communication
Replacing	Replacing verbal communication
Self-adaptors	Adapting something about yourself in a way for which it was not designed or for no apparent purpose



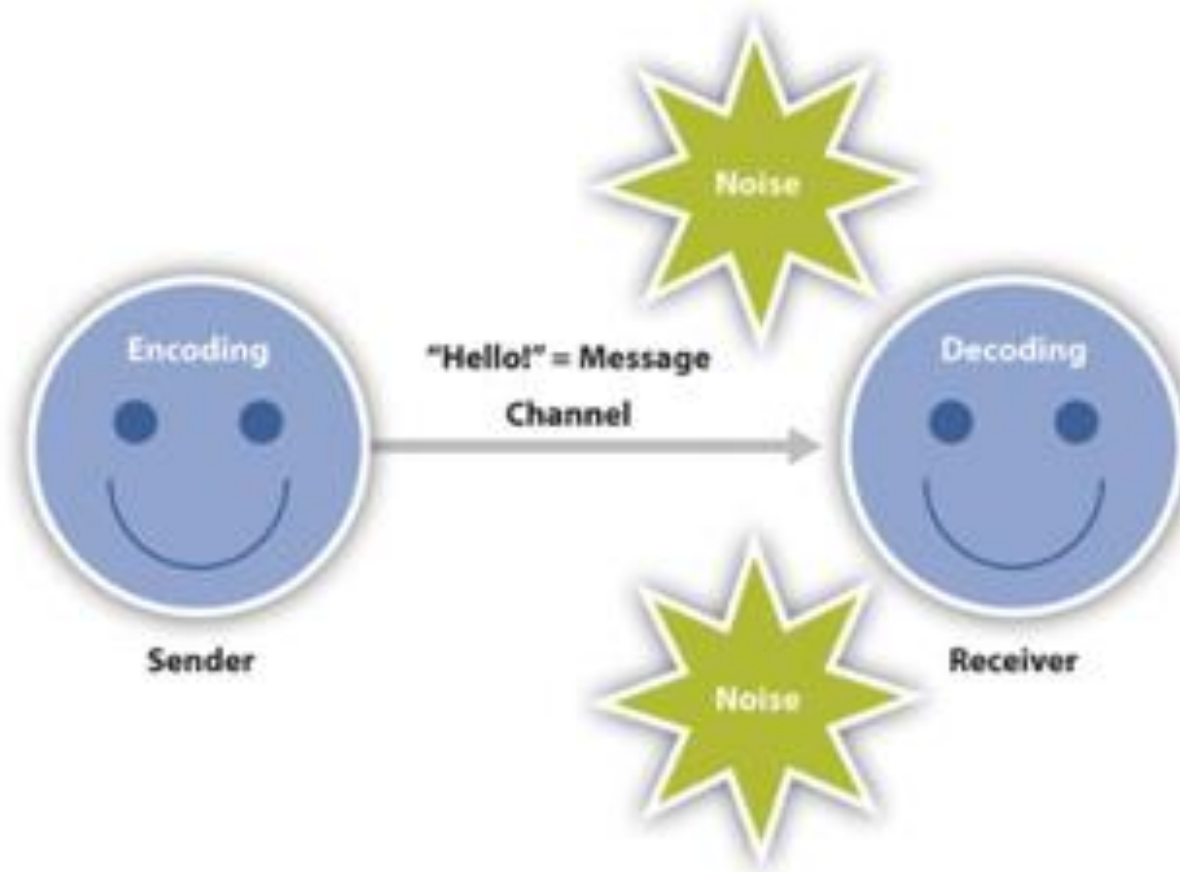
3b Communication Directions



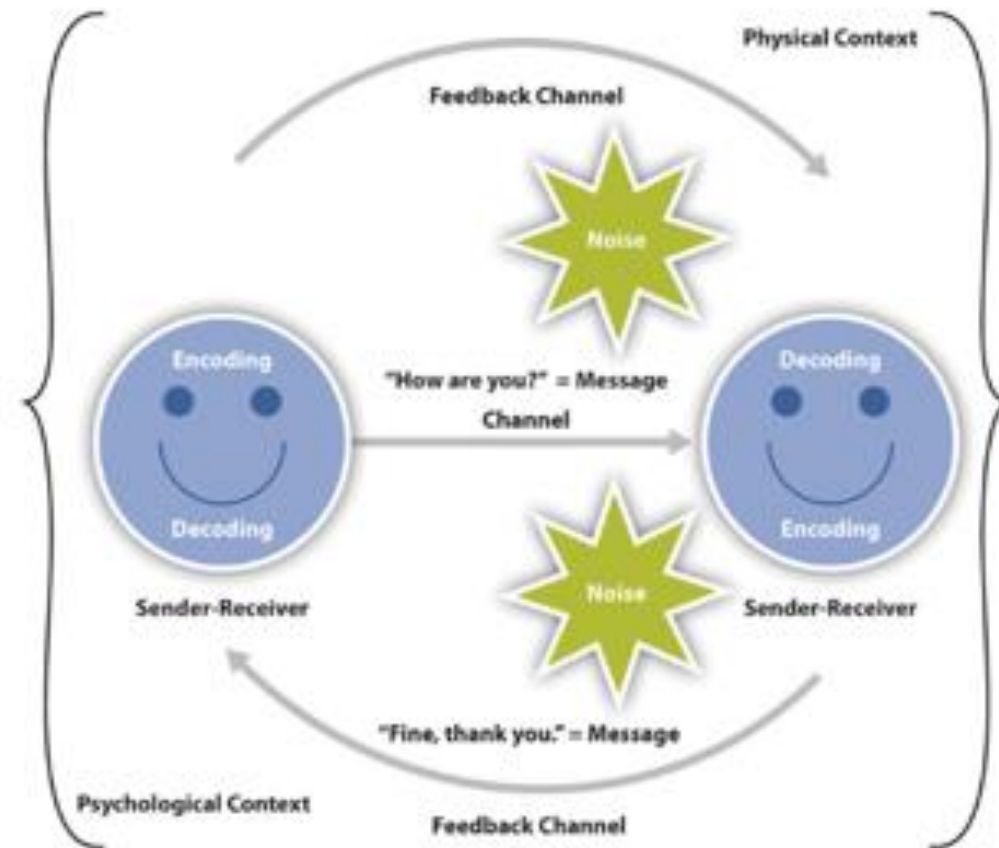
3c Frameworks for Communication



3c Frameworks for Communication- Linear Model



3c Frameworks for Communication-Interactive Model



3c Frameworks for Communication-Transaction Model



3d Audience Traits



- ▶ Consider the...
 - ▶ Demographic characteristics
 - ▶ Geographic characteristics
 - ▶ Psychographic differences
- ▶ As we prepare a message, we should always gather information to ensure we meet our audience's wants, needs, desires and expectations

3e Perception



- ▶ Organization of data around us
 - ▶ Sights
 - ▶ Sounds
 - ▶ Smells
 - ▶ Other stimuli
- ▶ Interpretation
 - ▶ Consider how we think about what we are seeing
- ▶ Perception is influenced by
 - ▶ 5 senses, hunger, age, mood, self-concept, social influences

Conclusion

- ▶ Here's what you learned:
 - ▶ identify the appropriate method of communication like email and memo, based on factors such as the communicator's role, intended audience, organizational culture, and organizational goal
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What's Next?

- ▶ To prepare you for the practice exam, consider one more review of the study guide and course materials.
- ▶ Good luck on the practice exam!

