



# Effective Business Communication

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**PLEASE  
SILENCE  
YOUR PHONE**





Communication skills.. is it important?





# Communicating in the Real vs. Virtual World

- does it make any difference?





We have entered an age of «Virtual Communication».

... and the effects of the COVID-19 pandemic has boosted «virtuality» – the new form of reality?!

Much of the business operations has lifted towards having some level of virtual components (mostly communication)





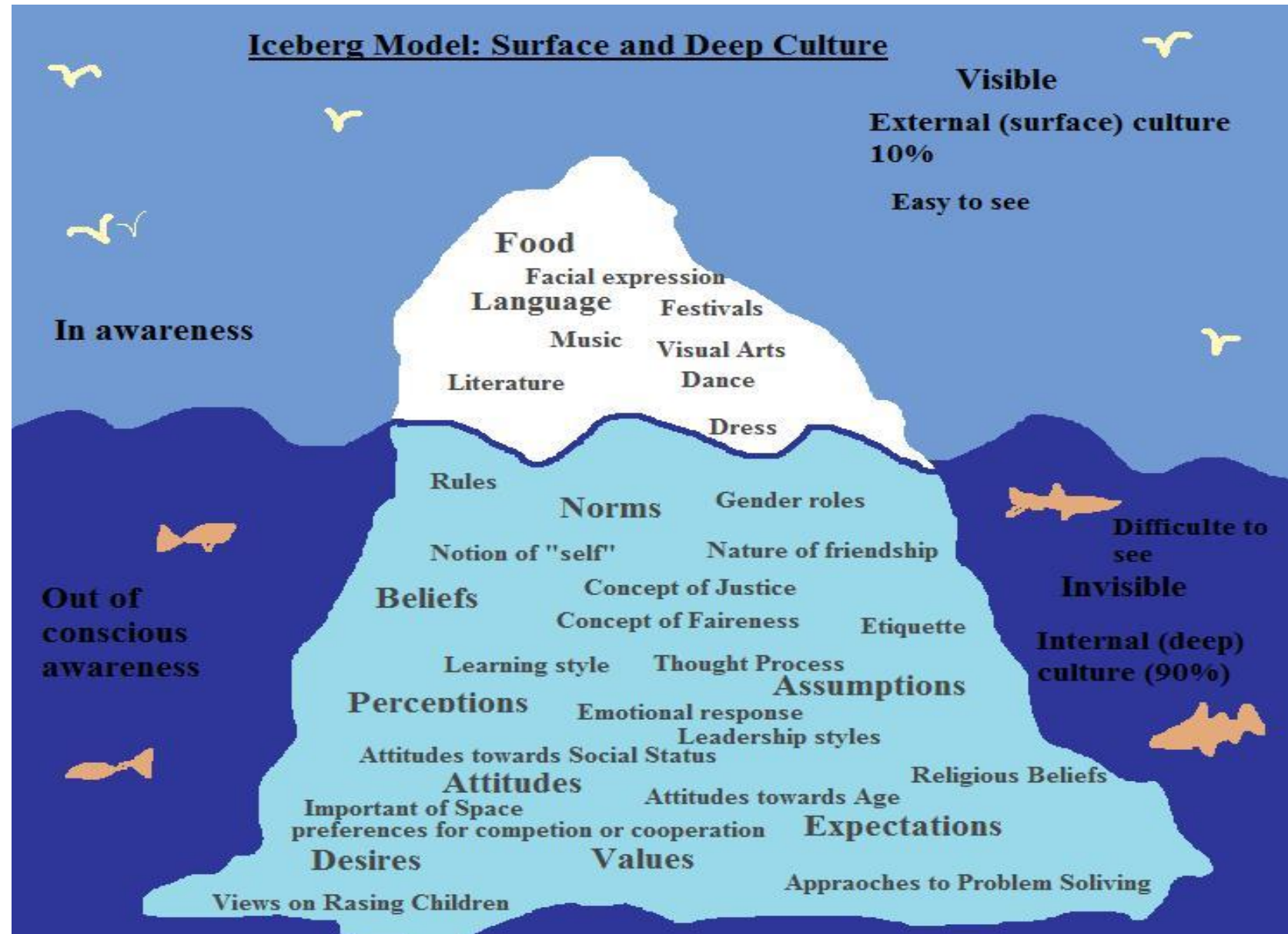
Fully virtual / digital communication?

- not probably possible in the near future..
- the socio-cultural factors will be there





# Cultural factors.. Still there.





# Precise communication at the right place and the right time can save your life!

- A guide to result driven communications - cartoon

# Chinese whisper (or Telephone Game).. Remember?!

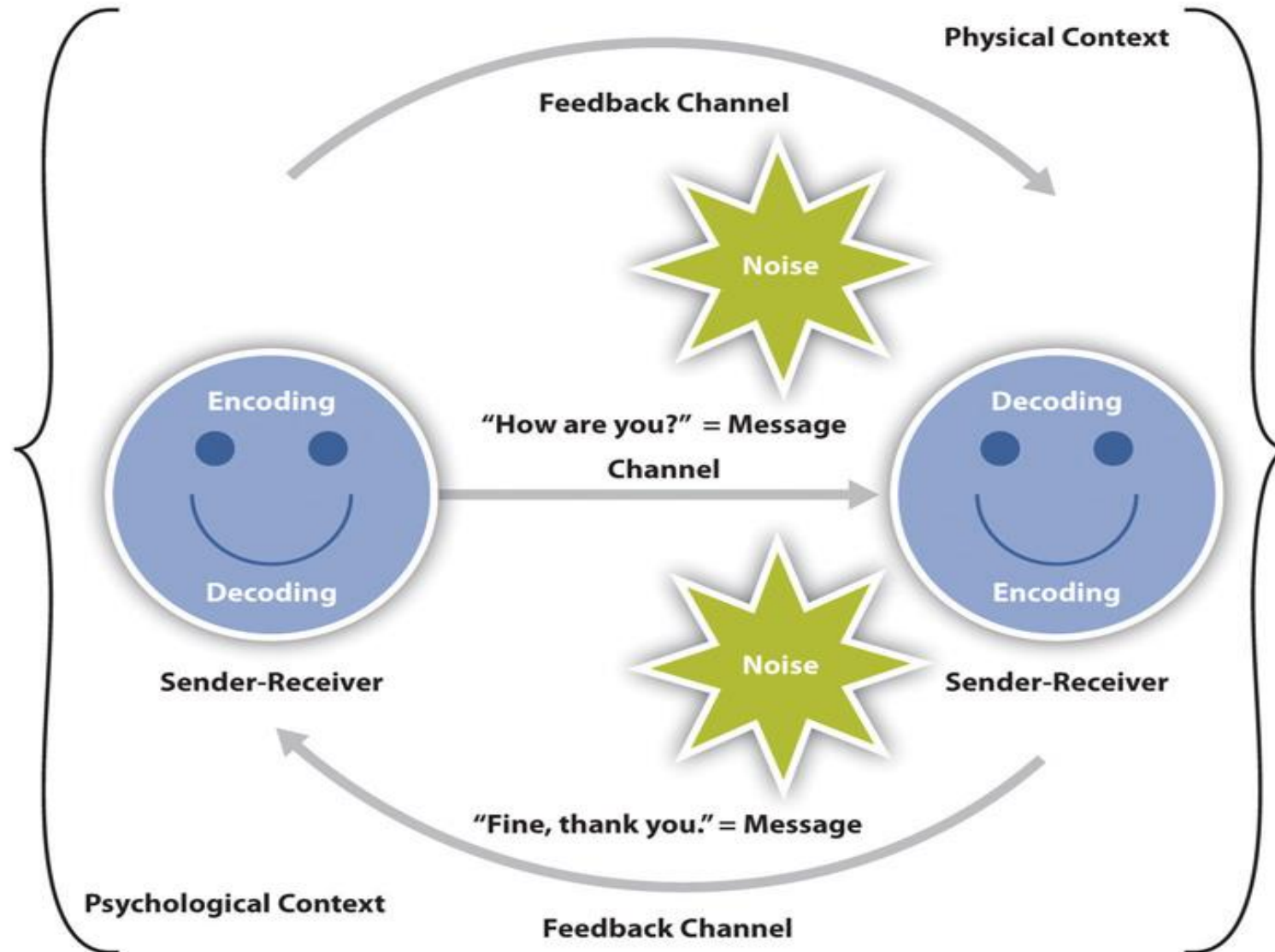
The rules of the game:

- The word or phrase can only be **whispered** once, so players must pay close attention.
- **No repeating** of the word or phrase.
- Only one player – the first – should know what the word or phrase is.

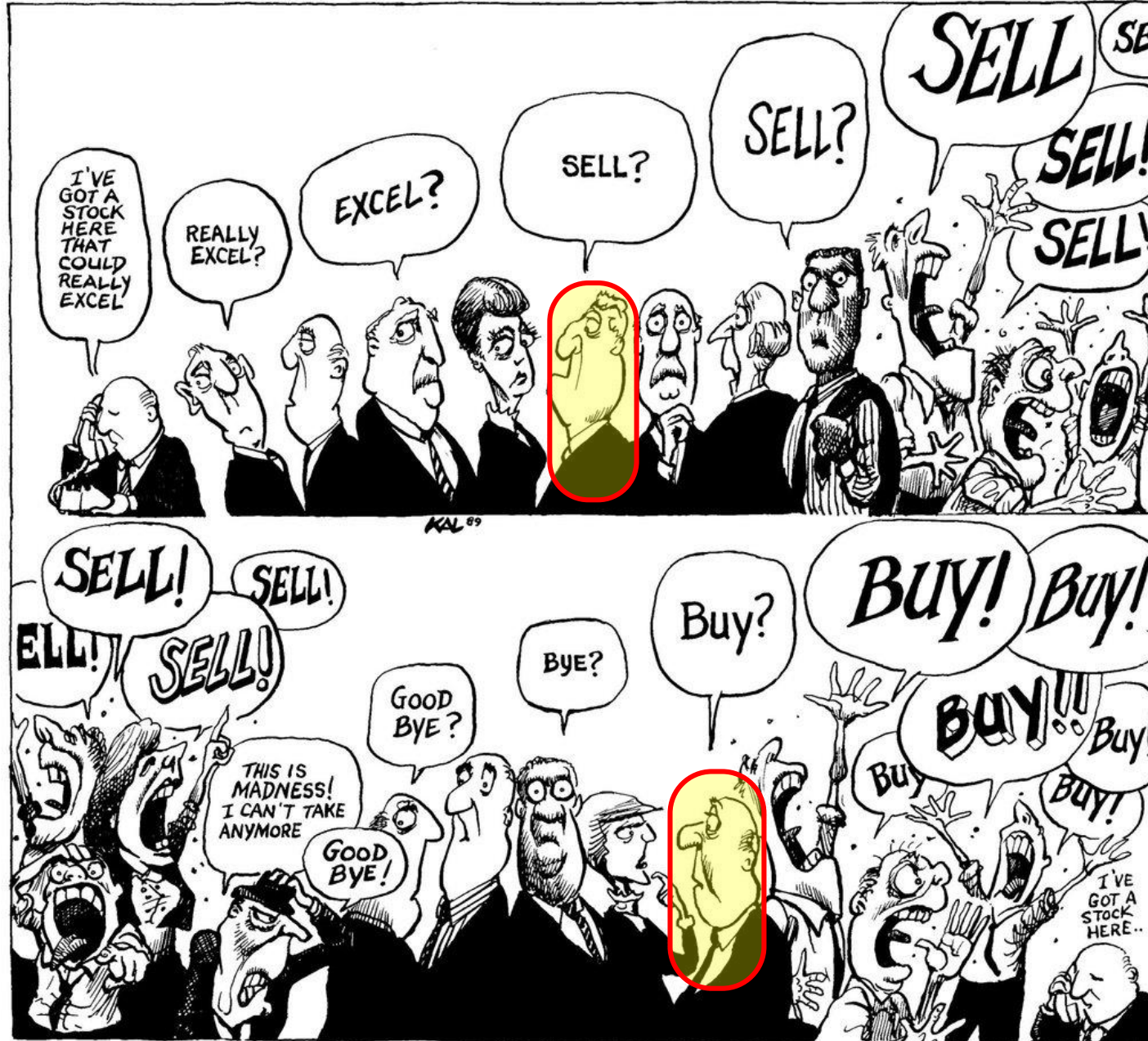


"Starting here, each person whisper to your neighbor the purpose of this meeting and we'll see what we end up with."

# The interactive model of communication



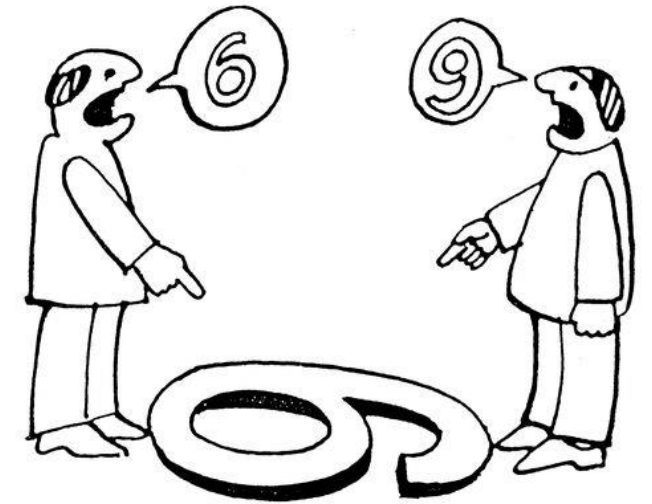
JUST A NORMAL DAY AT THE NATION'S MOST IMPORTANT FINANCIAL INSTITUTION...





## Communication in any form should be:

- Respectful.
- Clear.
- Timely.
- Courteous.
- A model.





## Telephone

- Answer your phone whenever possible.
- Return calls the same day.
- Do not eat or drink while on the phone.
- Do not type / watch something / etc. while talking.
- Ask, “Is now a good time to talk about...”
- Schedule phone calls just like a meeting.
- Avoid cell phones, etc. in meetings.
- Do not mumble.
- Determine your greeting.



## Cell Phones

- Turn off or mute your cell phone while in common areas.
- Use the vibrate feature if you are expecting a critical call.
- When possible, leave public places when answering a call.
- Respect other people's rights not to hear your conversation.
- Notify others at the beginning of a meeting when expecting a critical call.





## Voice Mail

- Short
- Accurate
- Positive messages only
- Record with caution
- Be ready
- Mind your surroundings





# Identify Your Audience

Supervisors

Subordinates

Coworkers

Consumers





# Written Communication

## Reasons for effective written communications

- To provide information
- To request or persuade
- To document

## Advantages

- Establish a permanent record
- For proof of agreements
- Encourage accuracy and logic
- Convenience





# Written Communication

## Preparing to Write

Before you create a written message, consider the following questions to help organize your thoughts:

- What is my purpose?
- What does my reader need to know about the topic?
- How do I get the audience to take action?
- What is the one key point I want my reader to remember?



# E-mail Etiquette

## E-Mail

- Written communication
- Grammar, spelling, and punctuation are important
- Confidentiality concerns
- Be mindful of content
- Use “out-of-office rules”
- Alternate contact
- Short and sweet
- Don't forget the **subject, greeting, goodbye**

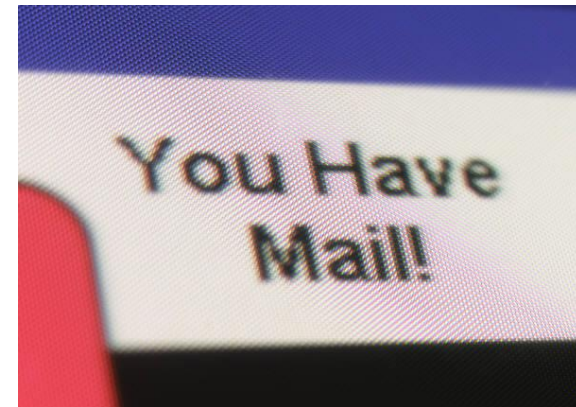




# E-mail Etiquette

## **Other E-mail Considerations**

- Not secure
- Sometimes unreliable
- Good e-mail habits
- Think before you send





## Communication Styles





# Understand Your Communication Style

Blue	Red	Green	Yellow
Daring	Enthusiastic	Satisfied	Diplomatic
Determined	Convincing	Good-natured	Cautious
Outspoken	Friendly	Conventional	Accurate
Decisive	Talkative	Moderate	Controlled
Adventurous	Outgoing	Gentle	Insightful
Dominant	Persuasive	Modest	Conscientious
Impatient	Expressive	Agreeable	Observant
Insistent	Inspiring	Kind	Tactful
Strong-Willed	Cheerful	Obliging	Reserved
Independent	Joyful	Considerate	Private
Firm	Playful	Obedient	Introspective
Stubborn	Charming	Loyal	Logical
Persistent	Animated	Even-Tempered	Well-Disciplined
Argumentative	Optimistic	Sympathetic	Precise
Direct	Extroverted	Easygoing	Systematic
Assertive	Impulsive	Helpful	Introverted





# Yellow

## Style Strategies

**May want personal autonomy, opportunity for careful planning, exact job descriptions, precise expectations.**

- Take time to prepare your case in advance.
- Provide straight pros and cons of ideas.
- Support ideas with accurate data.
- Provide reassurance that no surprises will occur.
- Provide exact job description with precise explanation of how it fits into the big picture.
- Review recommendations to them in a systematic manner.
- If agreeing, be specific. If disagreeing, disagree with the facts rather than the person.
- Be prepared to provide explanations in a patient, persistent, diplomatic manner.

## Style Limitations

**Under pressure, people with strong characteristics of this style may:**

- Seek feedback and direction from coaches.
- Be hesitant to act without precedent.
- Be bound by key procedures and methods.
- Get bogged down in the decision-making process.
- Resist delegating tasks.
- Want full explanation before changes are made.
- Yield their position to avoid controversy.
- Avoid involvement when threatened.
- Focus exclusively on their own tasks and accomplishments.



# Blue

## Style Strategies

**May want authority, challenges, prestige, freedom, varied activities, growth assignments, “bottom-line” approach, and opportunity for advancement.**

- Provide direct answers, be brief and to the point.
- Ask “what” questions, not “how.”
- Stick to business and results they desire.
- Outline possibilities for the person to get results, solve problems, and be in charge.
- Stress logical benefits of featured ideas and approaches.
- When in agreement, agree with facts and ideas rather than the person.

## Style Limitations

**Under pressure, people with strong characteristics of this style may:**

- Overstep prerogatives.
- Act restlessly.
- Stimulate anxiety in others.
- Overrule people.
- Be blunt and sarcastic with others.
- Sulk when not in the limelight.
- Be critical and fault finding.
- Be inattentive to details and logic.
- Be dissatisfied with routine work.
- Resist participation as part of a team.



# Green

## Style Strategies

**May want security of the situation, time to adjust to change, appreciation, identification with group, limited territory, and areas of specialization.**

- Provide sincere interest in them as a person; provide a sincere, personal, and agreeable environment.
- Focus on answers to “how” questions to provide them with clarification.
- Be patient in drawing out their goals.
- Present ideas or departures from current practices in a nonthreatening manner; give them a chance to adjust.
- Clearly define goals, roles, or procedures and their place in the overall plan.
- Provide personal assurances of follow-up support.

## Style Limitations

**Under pressure, people with strong characteristics of this style may:**

- Insist on maintaining status quo.
- Take a long time to adjust.
- Have trouble meeting multiple deadlines.
- Need help getting started on new, unstructured assignments.
- Have difficulty with innovation.
- Be content with things as they are.
- Continue to do things the way they were always done.
- Hold onto past experiences and feelings.
- Wait for orders before acting.



# Red

## Style Strategies

**May want social recognition, popularity, people to talk to, freedom from control and detail, favorable working conditions, recognition of abilities, a chance to motivate people, and inclusion by others.**

- Provide favorable, friendly environment.
- Provide chance for them to verbalize about ideas, people, and their intuition.
- Offer them ideas for transferring talk into action.
- Provide testimonials.
- Provide time for stimulating, sociable activities.
- Provide details in writing, but do not dwell on these.
- Provide a participative relationship.

## Style Limitations

**Under pressure, people with strong characteristics of this style may:**

- Be more concerned with popularity than tangible results.
- Oversell.
- Act impulsively—heart over mind.
- Reach inconsistent conclusions.
- Make decisions solely on gut feelings.
- Be unrealistic in appraising people; trust people indiscriminately.
- Be inattentive to detail.
- Have difficulty planning and estimating time expenditure.
- Perform superficial analysis.



# Verbal vs. Non-verbal Communication

It's not  
***WHAT***  
you say...



It's  
***HOW***  
you say it.





# Tone of Voice

- Pitch
- Volume
- Emphasis
- Enthusiasm



"If you want someone to believe what you say  
always whisper it..."



# Facial Expressions





or this!







# Listening and Effective Communication





# How Well Do You Listen?

## Listening Skills

- Hear the message.
- Interpret the message.
- Evaluate the message.
- Respond to the message.
  
- **But, do not listen to respond!**





1 – 2 – 3 clap your hands!





# Communicate with Influence

## **Some ways of influencing others include:**

- Leading by example.
- Looking at the big picture and sharing that vision with others.
- Watching your own biases.
- Looking, listening, and watching.
- Practicing good communication skills.
- Stepping out-of-the-box and being creative.
- Creating an environment that supports team members.
- Maintaining a positive attitude.
- Consistently striving for improving yourself.
- Working on building trust with individuals.
- Getting others involved.
- Giving individuals the benefit of the doubt.
- Being proactive.
- Not backing down quickly when challenged.



# Communicate with Diplomacy

**Get your message heard  
without  
damaging a relationship.**



- Learn to flex your communication style.
- Choose your words carefully.
- Listen, think, and be open.
- Relax your body and face.



... and don't forget the power of participation.

**We will rock you!**





... and don't forget: Communication is a two-way street. Make sure you have participation.

- the making & performing of We will rock you!



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