



Communication in a Business Setting

Dave Tofanelli

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In the 1970s, employees worked in offices. Communication was primarily face-to-face, by telephone, and through the mail. In the 1980s, we moved out of offices and into cubicles, and began using computers. As we entered the 1990s, computers became more portable, PDAs were born, and we began working from home. By 2008, 60 percent of the world's population had a mobile device capable of voice and data communications. The future of business communications is a fully interconnected world where every employee will access, create and use content from anywhere. Mobile communications is the fastest growing technology in history and is also the most effective technology known to enable individuals to participate in the global economy. There are cell phones, PDAs, e-mail, instant messaging, virtual meetings, text messaging, and now even digital video. At the same time, companies want to keep their employees connected anytime or anywhere. This requires interoperation with various wireless devices. Employees are no longer tied to their desktops, and they want the same communications options on the road or from home that they have in the office. Face-to-face communication is quickly becoming a lost art in this age of e-mail, texting and voicemail. But ultimately, when it comes to engaging an audience or making a compelling sales presentation, business is still driven by personal communication. High technology sets the stage, but speaking face-to-face seals the deal. Lack of communicative ability plagues many corporations, and the professionals that rise to the top are overwhelming those that develop communication approaches that achieve results. But, communicating with influence takes work and requires constant attention. This text will assist you in defining business communication, examine types of communication, explain how successful communication takes place, and suggest ways of improving communication in the business.

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