

PROLOGUE

Communication is a management tool integral to operational effectiveness of organizations. Lack of communication and consultation invariably lead to problems, catapulting, at times, even minor issues into catastrophic situations. Communication is vital not only in business but in all kinds of human relationships. The seemingly simple concepts of Communication, at times, receive less attention in management practice compared to other areas. NHDC, a premier Govt. of India PSU recognized the need to expose their Executives to some basic concepts of Communication in a two day programme organized by Lucknow Management Association.

The expert faculty for the programme has been drawn from the rich resource base of LMA membership. This document compiled from different sources is meant for supplementary reading by the participants. It is hoped that participants will find it as a useful reference while following up various takeaways of the programme.

Lucknow
August 2, 2013

A.K. MATHUR
Sr. Vice President LMA

CONTENTS

	Page
1.00: Importance of Communication in an Organization	2
2.00: Components of Communication Process	2
3.00: What is Business Communication?	3
4.00: Oral Communication - Meaning, Advantages and Limitations	4
5.00: Written Communication - Meaning, Advantages and Disadvantages	4
6.00: Non Verbal Communication - Actions Speak Louder than Words	5
7.00: Effective Listening Skills - An essential for good communication	6
8.00: Communication Flows in an Organization	7
9.00: Grapevine Communication (Informal Business Communication)	8
10.00: Feedback Communication	9
<hr/>	
11.00: Communication Barriers - Reasons for Communication Breakdown	10
12.00: Effect of Communication Barriers in Business Communication	11
13.00: Overcoming Communication Barriers	12
<hr/>	
14.00 Emotional Intelligence (EQ)	13
15.00: Corporate Meetings	16
16.00: Effective Report Writing	18
17.00: Effective Presentation Skills	18
18.00: Intercultural Communication	19
19.00: Business Negotiations	20
<hr/>	
20.00: Persuasive Communication	20
21.00: Conflict Resolution Skills	21
22.00: Attitude	24
23.00 Perception	28
24.00: Seven C's of Effective Communication	33
25.00: Tips for Professionals to Improve Communication	35
26.00: Guidelines for Effective Communication	36
<hr/>	
27.00: New Communication Technologies	36
28.00: Human Element in Administration by Mr. R.K. Mittal IAS	42

