

Chapter 6 – Communication

PAST COMMUNICATION QUESTIONS

<p><u>2019 IMPORTANCE OF EFFECTIVE COMMUNICATION</u></p> <ol style="list-style-type: none"> 1. Productivity Increases 2. Better Industrial Relations 3. Encourage Intrapreneurship 4. Team Approach 5. Clear Goals Established 6. Greater Trust 7. Better Decision Making 	<p><u>2019 BARRIER TO EFFECTIVE COMMUNICATION</u></p> <ol style="list-style-type: none"> 1. Language 2. Listening 3. Lack of Trust 4. No feedback 5. Wrong method 6. Information overload 7. Timing 	<p><u>2016 (ABQ) IMPACT OF NEW TECHNOLOGIES OF BUSINESS COST AND OPPORTUNITIES</u></p> <table border="0"> <thead> <tr> <th><u>Costs</u></th> <th><u>Opportunities</u></th> </tr> </thead> <tbody> <tr> <td>Impact on Finance</td> <td>Impact on Marketing</td> </tr> <tr> <td>Impact on Production</td> <td>Impact on Sales</td> </tr> <tr> <td>Impact on Staff</td> <td></td> </tr> <tr> <td>Impact on Security</td> <td></td> </tr> </tbody> </table>	<u>Costs</u>	<u>Opportunities</u>	Impact on Finance	Impact on Marketing	Impact on Production	Impact on Sales	Impact on Staff		Impact on Security											
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<p><u>2014 DEVELOPMENT IN ICT BENEFIT A BUSINESS</u></p> <ol style="list-style-type: none"> 1. E-mail/texting 2. Internet 3. Intranet 4. EDI 5. Video Conferencing 6. Robotics 7. CAD/CAM 	<p><u>2013 IMPORTANCE OF EFFECTIVE COMMUNICATION</u></p> <ol style="list-style-type: none"> 1. Productivity Increases 2. Better Industrial Relations 3. Encourage Intrapreneurship 4. Team Approach 5. Clear Goals Established 6. Greater Trust 7. Better Decision Making 	<p><u>2013 IMPLICATION WHEN DEVELOPING A WEBSITE</u></p> <ol style="list-style-type: none"> 1. Communication - instant communication 2. E-business - customer can buy and sell online 3. Reputation - positive image, increase sale, 24/7 4. Growth in customers - Global advertising 5. Staff training 6. Capital investment 																				
<p><u>2012 DISTINGUISH BETWEEN THE DUTIES OF A CHAIRPERSON AND SECRETARY</u></p> <table border="0"> <thead> <tr> <th><u>Chairperson</u></th> <th><u>Secretary</u></th> </tr> </thead> <tbody> <tr> <td>Opens Meeting (Quorum)</td> <td>Sends of notice and agenda</td> </tr> <tr> <td>Minutes read and adopted</td> <td>Arranges Venue</td> </tr> <tr> <td>Follow agenda</td> <td>informs of correspondents</td> </tr> <tr> <td>Guide discussion</td> <td>Take minutes and write them up</td> </tr> </tbody> </table>	<u>Chairperson</u>	<u>Secretary</u>	Opens Meeting (Quorum)	Sends of notice and agenda	Minutes read and adopted	Arranges Venue	Follow agenda	informs of correspondents	Guide discussion	Take minutes and write them up	<p><u>2012 FACTORS A BUSINESS NEEDS TO CONSIDER WHEN COMMUNICATING WITH VARIOUS STAKEHOLDERS</u></p> <ol style="list-style-type: none"> 1. Appropriate language/ Clarity 2. Confidentiality 3. Cost 4. Urgency 5. Feedback 	<p><u>2011 DISTINGUISH BETWEEN DIFFERENT MEETING AND THE BENEFITS OF MEETINGS</u></p> <table border="0"> <thead> <tr> <th><u>Types of meetings</u></th> <th><u>Benefits</u></th> </tr> </thead> <tbody> <tr> <td>AGM</td> <td>Clarity</td> </tr> <tr> <td>EGM</td> <td>Rapport (Departments)</td> </tr> <tr> <td>Board</td> <td>Speed</td> </tr> <tr> <td>Ad hoc</td> <td>Feedback</td> </tr> </tbody> </table>	<u>Types of meetings</u>	<u>Benefits</u>	AGM	Clarity	EGM	Rapport (Departments)	Board	Speed	Ad hoc	Feedback
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<p><u>2010 (ABQ) IMPACT OF INVETMENT IN ICT</u></p> <ol style="list-style-type: none"> 1. Advertising - promote facilities, Global advertising, databases (Mailing List) 2. ICT - Instant communication (e-mail), Video Conferencing 3. E-Business - EDI, Booking online 4. Competitive advantage - Up-to date technologies 5. Training Staff - up-to-date skills, training (on the job and off the job) 6. Customer Services - efficiencies, customer support 																						

Chapter 6 – Communication

ELEMENT OF EFFECTIVE OF COMMUNICATION

- Timely** - The sender must send the message at the right time. Sending an important message on a Friday before an employee goes home will not be welcomed
- Accurate** - The message should be accurate. Information that is not accurate can lead to misunderstanding and work not getting done. Written and face to face communication is better than telephone.
- Brief** - The message should be to the point. It should give the information that the person needs and less jargon.
- Clear** - The information should be clear to the receiver. It should be in easy to understand
- Appropriate** - The way you give the message is important. Sensitive and private information should use a secure medium. For example, if you are contacting the fire brigade you would use a phone not an email.
- Fast** - If speed is important then a telephone conversation may be appropriate for example booking a travel ticket.
- Low Cost** - The method of communication can vary in cost. For example, writing a letter can take time where a phone call would be quicker.
- Provide a Record** - It is important to keep a written record. This can avoid conflicts and misunderstandings later on if there is a disagreement about what was agreed
- Receiver** - The receiver should always communicate back what was said. This means that any misunderstanding can be cleared up before the leave

BARRIERS TO EFFECTIVE OF COMMUNICATION

- Language** - if too much jargon is used the message might get misunderstood.
- Listening** - if the receiver is not listening/concentrating the message might be lost
- Relationships** - if the relationship between the sender & receiver is poor, communication may be ineffective.
- No feedback** - getting no confirmation the message was received
- Wrong method** - for example using the phone when a letter would be more appropriate.
- Lack of planning** - the message & the reasons for sending the message were not planned in advance

CHOOSING THE METHOD OF COMMUNICATION

Cost	Speed	Secrecy	Record
Distance	Urgency	Recipient	

BENEFITS AND RISK OF ICT

Benefits	Drawbacks
Faster Communication	Security
Advertising 24/7	E- Crime
Enhances shareholder relationship (Email)	Business Disruption (Internet Down)
Reduced Marketing costs	Expensive
Reduces Travel Costs	
Staff Motivation (Teleworking)	

ICT IN BUSINESS

- Information Communication Technology** - This refers to the use of computers telecommunication and electronics to gather, store, process and distribute information
- The Internet** - This is an international network of computers connected through the telephone network
- E-mail** - This allows documents to be sent quickly over the internet
- Intranet** - This is an internal computer network. There are networks of computers within the business. They are known as LAN - Local Area Networks. It is an internal internet for a business
- EDI** - This is known as Electronic Data Interchange. It is an automatic stock ordering system. It allows stock to be reordered automatically from one computer to another
- Video Conferencing** - This is like a virtual meeting. People can see and hear each other. an example would be google hangouts or skype
- Word processing** - This allows the creation of professional looking reports, letters and other relevant documents
- Data bases** - This allows business to store huge amounts of data electronically that can be easily accessed

DATA PROTECTION ACT

This requires that any organisation storing information on other people on computer or in manual files must ensure that the information is accurate and kept up to date.

DATA PROTECTION ACT

DATA CONTROLLER (ORGANISATION)

1. collect no more data than is necessary from an individual for the purpose for which it will be used
2. obtain personal data fairly from the individual by giving them notice of the collection and its specific purpose
3. retain the data for no longer than is necessary for that specified purpose
4. to keep data safe and secure,
5. provide an individual with a copy of his or her personal data if they request it.

DATA SUBJECT (INDIVIDUAL)

1. obtain details about how their data is processed by an organisation or business,
2. obtain copies of personal data that an organisation holds on them,
3. have incorrect or incomplete data corrected,
4. have their data erased by an organisation, where, for example, the organisation has no legitimate reason for retaining the data,
5. obtain their data from an organisation and to have that data transmitted to another organisation (Data Portability),
6. object to the processing of their data by an organisation in

DATA PROTECTION COMMISSION (DPC)

1. to impose sanctions including the power to impose fines.
2. the DPC will be able to fine organisations up to €20 million (or 4% of total global turnover) for the most serious infringements.
3. permit individuals to seek compensation through the courts for breaches of their data privacy rights, including in circumstances where no material damage or financial loss has been suffered.

Chapter 6 – Communication

KEY WORDS

Communication - This is the transfer of information between people. It involves sending messages through a channel to a target group then Receiving some feedback from the recipient that the message has been understood & acted on. It can visual, written or physical
Formal - This communication that is passed through approved channels. For Example, meetings.
Informal - his is also known as the grapevine and is communication that doesn't have a formal setting and exist in every organisation and industry. For example, chats in the canteen.

WHY IS COMMUNICATION IMPORTANT

<u>Internal</u>	<u>External</u>
Employers - Correct work in completed Prevents confusion	Customers - Info about product (builds loyalty)
Managers - To make good decisions	Suppliers - Know about needs and delays
Investors - Accurate information else they won't invest	Government - Applying for grants and reporting breaches of laws

METHOD OF COMMUNICATION

External communication -This takes place between a business and other parties outside the business. This also includes, banks, suppliers, customers, insurance companies, interest groups, revenue commissioners, and Government depts.
Internal communication - This Is communication between the people in the organisation.
Downward -This is Communication between managers dealing with workers. It occurs when communication is sent down the chain of command in the organisation Chart
Upward - This Communication is between workers dealing with supervisors/manager. It occurs when employees are reporting up the chain of command in the organisation chart
Horizontal - This is communication between managers dealing with managers. It is communication that occurs between managers of the same rank and authority in the organisation chart

TYPES OF MEETINGS

Ad hoc meetings -This is a once off meeting to help discuss & solve immediate problem that has arisen.
AGM - This is a meeting held once a year involving directors, shareholders of a firm discussing events of the previous 12 months & future plans. Annual General Meeting
EGM (extraordinary general meeting) - This is a meeting of shareholders to discuss important matters that cannot wait until next AGM
Formal meeting - This is a meting such as a staff meeting, meetings of BOD's, this type of meeting is pre - planned
Informal Meeting - This meeting takes place regularly as staff members bounce ideas off each other & listen to each other's views

SKILLS FOR EFFECTIVE COMMUNICATION

1. Speak clearly
2. Listen Carefully
3. Give/receive feedback
4. Write clearly
5. Read/understand
6. Select best medium
7. Use ICT

MEETINGS

Meeting -This is a gathering of two or more people to exchange ideas and make suggestions, enabling collective decision - making.
Reasons for holding meetings
 -Provide information - To give information about decisions
 -Discuss an issue - To receive - people's opinions
 -To make decisions
 -To achieve co-ordination between different departments

DOCUMENT FOR A MEETING

Notice - This is a document that is sent to the member before a meeting is to take place. IT contains the following information the type of Meeting, Place, Date & Time of meeting in question
Agenda - This is the programme for the meeting, that is, the list of matters to be discussed and the order in which it will be discussed (Need to know between 5-7 motions). It is sent with the notice to the members
Minutes of a meeting - This are a brief & accurate record of the business transacted at a meeting. It should contain details of proposals and decisions made
 NOTE - Must be able to draft a set for each - including a new club and business

ORGANISING A MEETING

Chairperson - They are responsible for the running of a meeting.
Secretary - They are responsible for all administration work in the company

Chairperson duties

Plan the meeting time and date
 Run the meeting - Quorum. maintain order
 Ensures previous minute are read and adopted
 Follow agenda
 Allow member to speak
 Put motion to the members
 Use casting vote

Secretary Duties

Write up the agenda (with the chairperson)
 Send out notice and agenda
 Read the minutes of previous meeting
 Write up minutes of meeting
 Keep a record of members/shareholders

BENEFITS AND DRAWBACK OF MEETINGS

<u>Benefit</u>	<u>Drawback</u>
Clarity - promote understanding	Cost - Time involved in organising and attending
Rapport - Develops relationship (Depts)	Record - harder to remember if no record
Speed - Instead of sending emails	Accuracy - if the speaker is unclear it may be hard to understand
Feedback - Easier to get	

REPORTS

Memo - This is short for memorandum. This is a short-written note about a particular problem
Business Letters - These are used in important situations where a written record of communication is required. They are used for making enquiries, requesting payment and disciplining employees,
Reports -This is a formal presentation of written information about a specific topic sent to a particular person or group (NOTE - Need to know layout of each)