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Public Relations and Networking Strategies as a tool to enhance Business Communication

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Abstract

“A vision without a strategy remains an illusion.”

~ Lee Bolman

Effective strategies and proper planning are the key instruments to achieve our goals. Strategic planning is important to any organisation because it provides a sense of direction and outlines measurable goals. This tool is useful for taking decisive measures and evaluating progress. Hence, sketching proper strategies for successful business development and career growth is very important. In the Corporate World, communication is one of the essential building blocks of success for a Company and hence planning strategies for enhancing Business Communication is very essential for the growth of the business. Effective business communication is how employees and management interact among each other to reach organizational goals and be more aligned with the core company values. Its main purpose is to improve organizational practices, keep employees informed and reduce errors. Enhancing business communication is very important as it develops the Company as a whole and throws light on various scopes of achieving success. Public Speaking Skills and Networking Skills are the two most important weapons for Business Communication and Corporate Development. Sketching effective public relations and networking strategies is, therefore, very essential and will help in the growth of one's career. In this paper, various PR and Networking Strategies have been discussed, which aims at enhancing Business Communication and hence will lead to effective business development and career growth.

Keywords : strategies, communication, career growth, business development, networking

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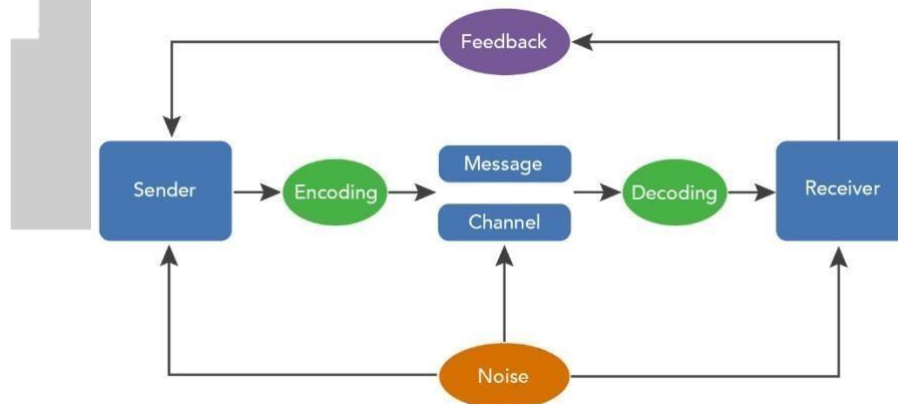
Effective communication skills is one of the most essential skills required to achieve success in the Corporate and Business World and hence it is very important for the employees and professionals to be trained in this field. Effective Communication improves relationships at workplace and society strengthens connections and enhances teamwork.

Communication in the Corporate World

What is Communication?

Communication is the process of sharing information or message from a single person / entity or group to another through mutually understandable language, sign or medium.

The process of communication is as follows :



Business Communication

Business Communication is the process of sharing information and conveying messages in order to achieve the company goals and objectives, promote the business and grow its reach. It is an effective way of sharing business ideas.

Business Communication includes communicating with the clients and customers, interacting with the employees, coordinating with your teammates and building connections with various corporate professionals.

Importance of effective communication in the Business World

In order to achieve the aim, goal and objectives, it is very essential to have a good communication and co-ordination with the teammates. Effective Communication Skills enhances teamwork and helps to convey your messages and ideas effectively. It helps you to connect with your clients and customers, explain them your business policies and build a rapport with them. Without proper and effective communication, it is very difficult to achieve success and grow one's company. That is why Effective Communication Skills have become one of the most essential soft skills in today's World.

Elements of Effective Communication Skills

The essential elements of effective communication are as follows :

- Active listening : In order to understand a message, convey it's meaning and decode it properly, it is very important to actively listen to the message. Active listening builds trust and confidence, avoids misunderstanding and allows smooth functioning of the team.
- Effective Speaking : In order to convey messages and ideas, it is very important to acquire effective speaking skills. It helps to convey messages with better clarity and understanding, motivates the listener to understand the speaker's view point and reflects the speaker's confidence. To be understood is as important as to understand.

- Body Language : One's body language reflects his character and shows his personality. An attractive body language grabs the attention of the audience and hence helps the person to keep his view points more effectively.

Barriers faced in Business Communication

1. Inattention and perceptual barrier : It is one of the main psychological barriers. Different individual have different areas of interest and hence might display lack of interest in certain messages which leads to ineffective communication.
Hence, it is very important to sketch effective PR strategies to focus on the target audience for effective business development.
2. Status Relationship and Organisational rules : Different status and position in the Office creates a gap of communication among the employees of a Company.
This is why, it is very essential for every professional to develop good communication and public speaking skills to be able communicate effectively in the workplace.
3. Ethnocentrism and Language Barrier : Language Barrier is one of the major issues which leads to communication gap. English is the language which is used world wide for business

communication. Hence, it is very important to develop good English Communication and Public Speaking Skills.

Public Relations Strategies

Importance

For successful business and development of the Company, Public Relations plays a key role. An effective PR Strategy throws light on all the aspects of communicating an idea or a message in the best possible way. Effective PR Strategies helps to increase the reach of the Company, build a better rapport with the clients and customers, increase the sales and production with effective promotion and eventually helps to develop the business.

Public Speaking & Communication Skills – two main elements of PR Strategies

For successfully implementing PR Strategies, the two most important skills required are : Public Speaking and Communication Skills.

Public Speaking Skills helps to communicate the business ideas and plans effectively to the mass audience. Helps to connect with more customers and increase the reach of the Company.

Communication Skills provides the scope of understanding the demand of the Clients and

Customers and hence helps the PR Officers plan, formulate and execute accordingly.

Effective PR Strategies

Devising effective PR Strategies and Tactics is one of the major task of a PR Officer to ensure proper business development. Some of the effective PR Strategies are as follows :

1. Defining goals and objectives and identifying target audience.
2. Building a relationship with Clients and Customers
3. Taking feedback and engaging the audience
4. Understanding the need and responding accordingly
5. Collaborating with Influencers and other Professionals
6. Creating key messages and campaigns

Networking Strategies

Understanding the Importance

In today's job sector and business world, building a strong network and connecting with various professionals all around is very important and vital. Through networking, one gets to connect with a lot of people which provides him better scopes and opportunities, as he is able to share his ideas and display his skills to a broader strata of society. For a Businessman, networking helps him reach out to more clients and customers. For employees and corporate professionals, effective networking provides the scope of connecting with various professionals and hence it provides them deeper insights about further job and project opportunities. Hence, effective networking skills are very essential for one's career development.

Effective Networking Strategies

Sketching effective strategies and plans for connecting to people is very important to build a strong and effective network. Some of the effective networking strategies are as follows :

1. Growing Relationship Database : Taking part in various networking events and conferences provides the chance of getting to know new people and connect with them. Hence keeping a contact with those people builds the network.
2. Communicate effectively : Communicating effectively with the people, one gets to meet helps to connect to the people and build a rapport with them. Without proper communication, network cannot be grown.
3. Setting Goals : One must have a clear set of goals. Knowing the target audience and the set of people one needs to connect with helps to develop an effective network. A short but effective network is more useful than a broad but ineffective network.
4. Building rapport : It is very important to build a strong rapport with the people one wants to connect.
5. Giving time and space : It is very important to dedicate time to the people with whom a person connects. Accepting invitations, providing feedback, maintaining a professional relationship is very important in order to build a strong and effective network.
6. Building networking family : Building a strong network and connections helps to get referrals at various professional levels.

English Communication in the Corporate World

In more than 70 countries, English is the official language. More than 1.7 billion people communicate in English. Hence, it has become one of the most essential language to communicate in the Corporate World. Hence enhancing English Communication and Public Speaking Skills is very important. Often Ethnocentrism and language barrier leads to communication gap. Hence, it gets very important to have a common language of communication for worldwide business, and this role has been taken by the English Language. Being one of the mostly used languages in the World, English has become the medium of communication all over the Corporate World. That is why, it is very important to enhance

English Communication and Public Speaking Skills for effective Business Communication.

A Case Study

Toshiba America Business Solution(TABS) is a company which manages and handles product management, marketing, sales and distribution for Toshiba products in the United States, Latin America, South America and the Caribbean. Eventually, their traditional communication tools became ineffective and static as it was unable to match the current pace of business. They decided to rethink on their strategies and tools. They used the simple mantra : “Need to think differently”. They started a case-by-case analysis of their marketing tools and hence came to the decision of adopting new communication tools and adopt effective networking and PR strategies. And their new plan was responsive. They were able to easily make their consumers and clients understand their goals and objectives and this step changed their market status.

Conclusion

Therefore, it is clearly evident how PR Skills and Networking Skills have become one of the most essential skills for successful career development in today's business world and how English Communication Skills helps to enhance the above skills. Devising effective PR and Networking Strategies is very vital for the development of business. Great communication skills, effective PR and Networking Strategies not only helps in the development and growth of business but also provides the scope of individual career development.

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