

# Important Business Communication Skills

Business communications are crucial soft skills throughout the workplace landscape.

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# Active listening skills

The ability to listen to and incorporate **other views** in your communication.

**Listening** shows you value opinions outside of your own and are open to new concepts.

As a result, your audience views you as an equal partner and you can come to a solution that benefits the greater good.

An active listener will allow **pauses** for **interjections**, repeat other people's words and **ask questions** to affirm his or her engagement in a conversation.



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# Writing skills

Using specific data and examples in written communication to make a solid case, and communicating proposed action items.

Written communication for business should be brief but informative, and helps an audience focus on only the most important points.

Good written communication also includes adequate follow-up, which closes the **communication loop** and shows **proactive** activity towards goals



# Verbal skills

The ability to communicate information (ideas, thoughts, opinions and updates) in a clear manner verbally.

Like good written communication, good verbal communication in the workplace is also concise and specific (researchers have found that [today's attention span amounts to only 8.25 seconds](#)).

Verbal communication allows employees to engage with one another in-person and come to a mutually agreeable consensus



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# Interpersonal communication skills

Building **trust** and strong **relationships** with key stakeholders in a business.

Another “**soft skill**,” successful interpersonal communication allows employees to find common ground, display empathy and build bonds with one another.

Interpersonal communication means connecting on more than business level, but a personal level as well.



# Teamwork skills

Effectively communicating with others who may have different opinions and skill sets.

In a business setting, this means putting aside personal differences and **working toward a common goal**.

For teamwork to be successful, all parties must recognize that combined efforts are worth more than individual contributions.



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# Presentation skills

Presenting information and ideas to an audience in a way that is engaging, motivating, and effective

This method of business communication allows one individual, or a group of individuals, to share evidence to support an idea or argument.

A good presenter is also a good **storyteller**, **using data, stories** and examples to influence an audience to act toward a desired outcome.



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# Selling skills

Persuading stakeholders to pursue an **idea, decision, action, product** or **service**.

Selling skills extends beyond just those whose jobs fall under the sales department.

Employees with selling skills can use these skills to influence other employees to buy into a project, team members to choose a side, or executives to offer new products or services.

Ex: pitch an new idea to manager





# Negotiation skills

Reaching a **mutually** beneficial solution by understanding and leveraging the other side's motivations.

A mutually beneficial or “win-win” solution is one that both sides finds favorable, and maintains positive relationships for future interactions.

In order to achieve this outcome, you'll need to discover what factors would be most influential and agreeable for the other side.



# Networking skills

Displaying **business value** and encouraging others to enter into your business network.

In order to network successfully, you'll need to be interesting enough that others desire to partner with you in some way. A large business network can also be a safety net, and means you have more people to rely on when you require help, information or services.



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