

GEB 3213  
Mid Term  
Test Date 3/4/15

Chapters 1, 2, 3, 5, 6, 7, 8, 10, 16

### **Chapter 1: Establishing Credibility.**

**Credibility** = your reputation for being trustworthy; the degree to which others believe or trust in you.

**Post-Trust ear** = the public overwhelmingly view businesses as operating against the public's best interests, and the majority of employees view their leaders and colleagues skeptically.

**Competence** = refers to the knowledge and skills needed to accomplish business tasks, approach business problems, and get a job done.

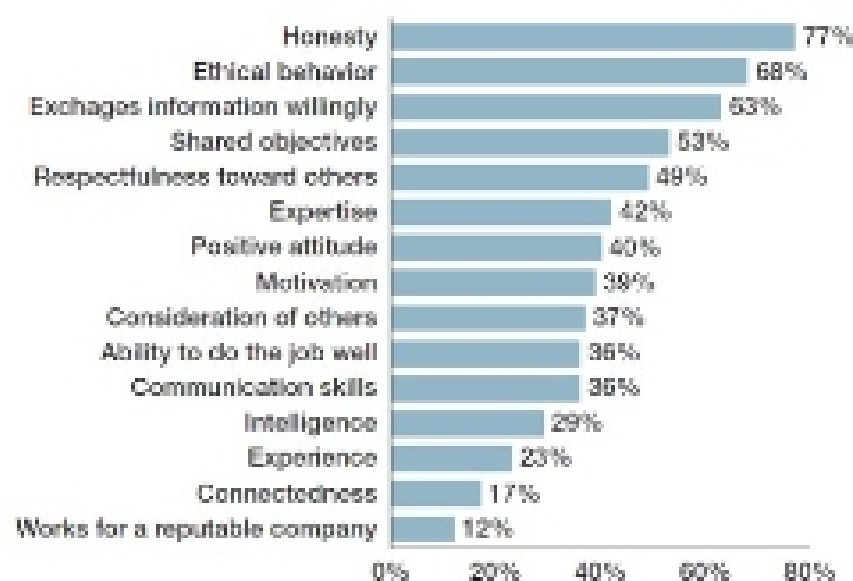
**Caring** = implies understanding the interests of others, cultivating a sense of community, and demonstrating accountability

- Once an individual is perceived as unconcerned about the interests of others or disinterested in causes above and beyond himself, others distrust such a person.

#### ***Accountability:***

- A **sense of accountability** involves a feeling of responsibility to stakeholders and a duty to other employees and customers
- By placing a rationale for accountability in your communications, you will generate **substantial trust** and goodwill from others

#### ***What Determines Trust in Individuals in the Workplace?***



**Business ethics** = the commonly accepted beliefs and principles in the business community for acceptable behavior

**Transparency** = involves sharing all relevant information with stakeholders

The dominant business ethic in recent years is transparency. You can create a transparent workplace by being accessible, acknowledging the concerns of others, and following through when you don't have immediate answers.

**Corporate values** = the stated and lived values of a company

**Personal values** = those values that individuals prioritize and adhere to.

Aligning personal values—those values that individuals prioritize and adhere to—with corporate values is an important element of character. After all, if one is living corporate values that do not match one's personal values, then there is a lack of integrity.

**Are Your Communications FAIR?**

**Facts** (How factual is your communication?)

- Have you presented the facts correctly?
- Have you presented all the relevant facts?
- Have you presented any information that would be considered misleading?
- Have you used the facts in a reasonable manner to arrive at your conclusions and recommendations? Would your audience agree with your reasoning?

**Access** (How accessible or transparent are your motives, reasoning, and information?)

- Are your motives clear or will others perceive that you have a hidden agenda?
- Have you fully disclosed how you obtained the information and used it to make your case?
- Are you hiding any of the information or real reasons for making certain claims or recommendations?
- Have you given stakeholders the opportunity to provide input in the decision-making process?

**Impacts** (How does your communication impact stakeholders?)

- Have you considered how your communication impacts all stakeholders?
- Have you thought about how your communication will help or even hurt others? How could you learn more about these impacts?

**Respect** (How respectful is your communication?)

- Have you prepared your communication to recognize the inherent dignity and self-worth of others?
- Would those with whom you are communicating consider your communication respectful?
- Would a neutral observer consider your communication respectful?

### ***Open and Honest Communication:***

- By avoiding open and honest communication of business problems, employees doom a business to poor financial performance
- Dishonesty is among the primary reasons for lower employee morale
- Dishonesty can be reason for dismissal.

### **The Fair Test (Facts, Access, Impacts, Respect)**

**Facts**- how factual is your communication ?

**Access**- How accessible or transparent are your motives, reasoning, and informational?

**Impacts**- How does your communication impact stakeholders.

**Respect**- How respectful is your communication ?

Q: The FAIR (Fair, Access, Impacts, Respect) test is intended to evaluate: the credibility of your business communication.

### Chapter 2: Interpersonal communication

Interpersonal communication process:

- the process of sending and receiving verbal and nonverbal messages between two or more people.
- involves the exchange of simultaneous and mutual messages to share and negotiate meaning between those involved

Noise: causes distortion to or interruption.

Types:

- Physical: External noise, difficult to hear.
- Psychological: hearing problems, illness, memory loss, so on.
- Semantic: apply different meanings to the same word or phrase.
- Psychological: interference due to attitudes, ideas, and emotions, experienced.

Emotional intelligence: involves understanding emotions, managing emotions to serve goals, empathizing with others, and effectively handling relationships with others.  
 Emotional hijacking: a situation in which emotions control our behavior causing us to react without thinking.

Self-awareness: foundation for emotional intelligence; understanding your emotions as they occur and how they affect you.

Self-management:

- the ability to use awareness of your emotions to stay flexible and to direct your behavior positively
- involves responding productively and creatively to feelings of self-doubt, worry, frustration, disappointment, and nervousness.

Empathy: ability to accurately pick up on others emotions.

Communication channel: The medium through which a message is transmitted example: emails, phone conversations, and face-to-face dialogue

Communication channel	Business socials, grapevine	Social networking, phone calls, IM, texting	Presentations, scheduled meetings	Emails, letters, speeches
Relationship	lateral	Downward	Upward	External
Familiarity	Longtime friends	Longtime associates	Short-term associates	New acquaintances
Company size	Family-owned	Small	Midsize	Large



Richness: involves the level of immediacy and number of cues available.

Immediacy: relates to how quickly someone is able to respond and give feedback.

Permanence: refers to the extent to which the message can be stored and retrieved, and distributed to others.

Constraints: practical limitations of coordination and resources.

Coordination: the effort and timing needed to allow all relative people to participate in a communication.

Resources: Financial, space, time and so on.

Synchronous: occurs in real time: examples, Phone calls, conference calls, videoconferences, webinars.

Asynchronous: does not occur in real time. ex: email, texting, blogs, wikis, social networking.

Factors Impacting the Formality of Business Communication: