



# Business Communication Interpersonal Communication, Decision Making and Leadership Skills, Negotiation Skills.

Santosh Kumar Lal

Name

# Interpersonal Communication

## ◇ Meaning

Interpersonal communication is the exchange of information, ideas, feelings, and meaning between two or more people through verbal and non-verbal methods.

## ◇ Key Features

- Involves face-to-face interaction
- Includes verbal + non-verbal cues
- Dynamic and two-way process
- Influenced by perception, emotions, and context

# Elements & Types

## ◇ Elements

- Sender – initiates the message
- Message – content being communicated
- Channel – medium (spoken, written, digital)
- Receiver – interprets the message
- Feedback – response
- Noise – barriers/disturbances

## ◇ Types

- Verbal communication (spoken words)
- Non-verbal communication (body language, gestures, tone)
- Listening communication (active listening is critical)

# Importance & Barriers

- ◇ Importance in Business
  - Builds relationships and trust
  - Enhances teamwork and collaboration
  - Helps in conflict resolution
  - Improves productivity and morale
- ◇ Barriers
  - Psychological (stress, emotions)
  - Cultural differences
  - Language issues
  - Poor listening skills

# Improvement Strategies

- ◊ Improvement Strategies
  - Practice active listening
  - Maintain clarity and conciseness
  - Develop empathy
  - Use appropriate body language

# Decision Making and Leadership Skills

## ◇ Decision Making

### ✓ Meaning

Decision making is the process of selecting the best course of action from available alternatives.

### ✓ Types of Decisions

- Programmed decisions – routine, repetitive
- Non-programmed decisions – complex, unique

# Steps in Decision Making Process

✓ Steps in Decision Making Process

- Identify the problem
- Gather information
- Identify alternatives
- Evaluate alternatives
- Choose the best option
- Implement decision
- Review outcomes

# Factors affecting decisions, Techniques

## ✓ Factors Affecting Decisions

- Information availability
- Risk and uncertainty
- Time constraints
- Organizational goals

## ✓ Techniques

- SWOT Analysis
- Cost-benefit analysis
- Brainstorming
- Decision tree

# ◇ Leadership Skills

## ✓ Meaning

Leadership is the ability to influence, guide, and motivate individuals or teams to achieve goals.

## ✓ Key Leadership Skills

- Communication skills
- Emotional intelligence
- Decision-making ability
- Problem-solving
- Motivation and inspiration

# Leadership Styles, Importance in Business

## ✓ Leadership Styles

- Autocratic – leader makes decisions alone
- Democratic – participative decision-making
- Laissez-faire – minimal supervision

## ✓ Importance in Business

- Drives organizational success
- Encourages innovation
- Builds team spirit
- Ensures effective change management

# Qualities of a Good Leader

✓ Qualities of a Good Leader

- Visionary thinking
- Integrity
- Confidence
- Accountability
- Adaptability

# Negotiation Skills

## ◊ Meaning

Negotiation is a process in which two or more parties discuss and resolve differences to reach a mutually acceptable agreement.

## ◊ Types of Negotiation

- Distributive negotiation (win-lose)
- Integrative negotiation (win-win)

# Process of Negotiation, Key Skills Required

## ◇ Process of Negotiation

- Preparation – understand needs, goals
- Opening – set tone and agenda
- Bargaining – discussion and compromise
- Closing – agreement and commitment
- Implementation – execution of agreement

## ◇ Key Skills Required

- Communication skills
- Persuasion
- Problem-solving
- Emotional control
- Active listening

# Strategies, Barriers to Effective Negotiation

## ◇ Strategies

- Know your BATNA (Best Alternative to a Negotiated Agreement)
- Focus on interests, not positions
- Use facts and logic
- Maintain flexibility

## ◇ Barriers to Effective Negotiation

- Lack of preparation
- Poor communication
- Emotional reactions
- Unrealistic expectations

# Importance in Business

- ◊ Importance in Business
  - Helps in conflict resolution
  - Improves business relationships
  - Leads to better agreements
  - Enhances organizational success

## ✓ Quick Summary

### ✓ Quick Summary

- Interpersonal Communication → Builds relationships and ensures effective interaction
- Decision Making → Choosing the best alternative for problem-solving
- Leadership Skills → Guiding and motivating teams toward goals
- Negotiation Skills → Achieving mutually beneficial agreements