

## Types of Business Communications

Business communication is an integral part of running and managing an organization. **Owners, managers and employees** must be able to effectively convey their thoughts and ideas to other individuals working in the company or outside business stakeholders. Fortunately, several types of communication methods are available for individuals working in the business environment. Each method offers individuals an opportunity to choose how they will convey their message and create specific communication styles for various receivers.

### Verbal

Verbal communication is a **common way** individuals transfer their message to other individuals and businesses. Verbal communication methods may include meetings, in-person interviews, telephones and video conferencing. Verbal communication may be the best communication method because it allows people to assess the verbal or nonverbal inferences by individuals giving a message. It may also create a more comfortable environment for receivers to ask questions and **get feedback** from individuals giving the message. The increasing use of global business operations has created challenges for verbal communication. These challenges may include language barriers, cultural or social barriers, and time differences when giving messages. These challenges must be overcome for verbal communication to present a clear-cut message that receivers can act on quickly with little to no confusion.

### Written

Written communication includes internal business memos, formal letters, bulletin boards or posters and other various written communication forms. Individuals may choose to use written communication if they need to reach multiple individuals at different locations with a similar message. This communication time may also help senders convey technical messages that have several instructional steps individuals must follow or diagrams and charts needing to be reviewed for receivers to understand the message. Written communication also creates **a paper trail** for important messages. Individuals may be required to acknowledge receipt of the message or respond within a limited time frame. Organizations often use written communication to ensure they have documentation when correcting an issue or dealing with **important legal** situations.

### Electronic

Business technology has opened up new types of business communications. New communication methods **include email**, web conferencing, **social networking**, company websites, and online chat and text messages. Electronic communication allows companies to **send mass** messages to several individuals quickly and at a low business cost. Electronic communication methods are often used to reach outside business stakeholders or the general public. Organizations may create several different electronic communication channels to reach different target markets or demographic groups with their message. Electronic communication is also used to communicate with international organizations or individuals the **time efficient** manner.