



# Unit 3: Chapter 7

MANAGEMENT SKILLS:  
COMMUNICATING

# Learning Outcomes from this chapter

*On completion, you should be able to:*

- Explain the central role of communications in business and management
- Distinguish between the methods of communication
- Discuss the importance of general communication skills
- Identify and explain the main barriers to effective communications
- Demonstrate business data in written forms, including business letters, reports and memos
- Draft a visual presentation from data
- Identify the duties of a chairperson and secretary, and draft an agenda and minutes of a meeting
- Illustrate the impact on business due to changes in ICT
- Understand what 'GDPR' is and the role of the Data Protection Commission in data protection in Ireland

# Communication

**Communication** is the transferring of information from the sender to the receiver through a medium.

## **Internal communication**

This is the transfer of information between staff in a workplace.

## **External communication**

This the transfer of information from the business to its stakeholders.

Stakeholders include: investors, suppliers, interest groups, customers, government and society.

# Elements that help make communication effective

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**The right duration: no overload**

**Accurate message: clear and structured with expected outcomes**

Language: appropriate terms/jargon to ensure message is understood

Visual aids: clear charts, graphs and summaries

Confidentiality: ensure any sensitive information is secure

Feedback: allow/encourage feedback

Timing: instant interaction for urgency

A record: easily retrievable messages containing data, details, etc.

# How effective communications can help a business

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- Improved employee morale
- Improved accuracy
- Better decisions
- Quicker decision-making
- Lower staff turnover



# Removing barriers to effective communication with stakeholders

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Noise: Choose a quiet setting.

Lack of accuracy: Upskill staff.

Timing: Use face-to-face for urgency.

Information overload: Give clear and concise instructions.

Lack of clarity: Ensure the message is clear; use professionals.

Language: Adapt the language to suit the recipient.

Wrong medium: Host confidential meetings where necessary.

Technology: Invest to upgrade systems and apps.

Sports Plus Limited  
67 High Street  
Anytown  
Telephone: (01)1234567

Date 14/06/19

*David Sheridan*  
258 Clontarf Park  
Dublin 3

Re: *Returning a faulty pair of trainers*

Your Reference: Order number 91891  
Customer Reference: EK-248

Dear Mr Sheridan,

I am writing in response to your letter dated 12 June 2019.

In your letter you claim, 'I only used the trainers to go on runs up to 10 kilometres, and after eight runs the sole has become loose at the toe of the shoe'. Under the Sale of Goods and Supply of Services Act 1980, the trainers are not 'fit for purpose' i.e. they do not do what they were intended to do. We would be delighted to offer you a refund or replacement.

# Elements of a business letter

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- Letterhead (company name, address, contact)
- Reference (customer no./order no.)
- Date: Use today's date, if asked.
- Subject (Re:)
- Introduction
- Main body
- Conclusion
- Salutation:  
    'Yours sincerely' (if you know their name) OR  
    'Yours faithfully' (if you don't know their name).

# Important elements of a report

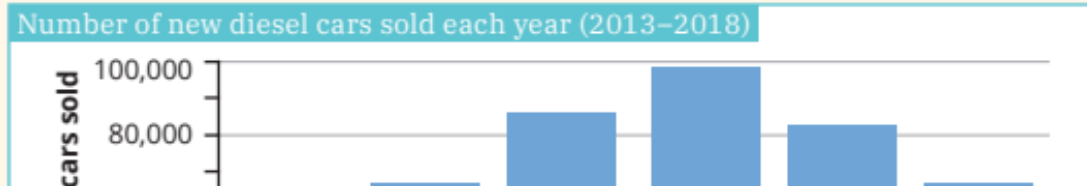
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**REPORT TITLE:** Recent trends in private car sales in Ireland  
**PREPARED BY:** Rita Davies, Product Development Manager  
**PREPARED FOR:** Stephen Miller, Managing Director  
**DATE:** 10/03/2019  
**TERMS OF REFERENCE:** To analyse recent trends between diesel and electric cars for new private car sales in Ireland

## MAIN FINDINGS:

### 1. Diesel car sales have declined recently

Diesel sales peaked in 2016 but since then have fallen. Sales of diesel cars still heavily outweigh those of electric cars in Ireland - 65,814 compared with 1,222 respectively in 2018.



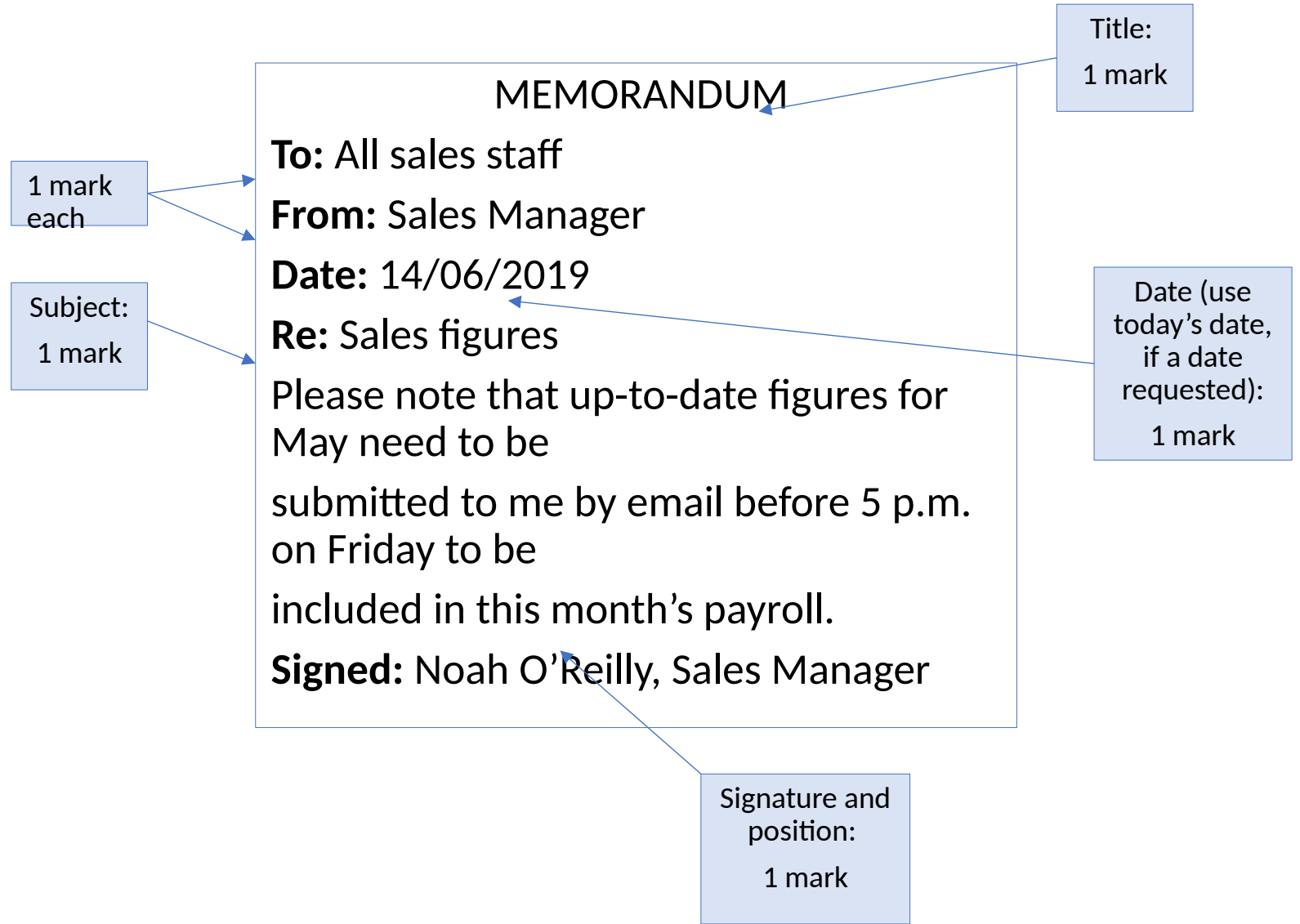
- Report title
- Prepared by
- Prepared for
- Date
- Terms of reference
- Main findings
- Recommendation/conclusion
- Signature/job title



# What a memo looks like and what is needed

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- In the 2009 exam, 6 out of 10 marks were for layout of the memo.



# Types of business meetings

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Annual General Meeting (AGM)	Mandatory yearly gathering of shareholders
Extraordinary General Meeting (EGM)	Urgent gathering of shareholders to vote
Board meeting	Monthly meeting of board of directors
Ad hoc meeting	Unplanned meeting for issues that arise suddenly
General meeting	Regular meetings (e.g. staff meetings)

# Duties of the secretary and chairperson

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## Secretary

- Sends notice and agenda to all who should attend
- Arranges venue, facilities, ICT, etc.
- Deals with correspondence
- Records the minutes and types them up after the meeting
- Aids the chairperson in the smooth running of the meeting

## Chairperson

- Sets the agenda for the meeting
- Ensures a quorum (minimum no. of attendees needed to start)
- Reads/adopts minutes of previous meeting
- Manages the meeting (timing, fair speaking time for all attendees)
- Calls for votes and has the casting vote in the event of a tie

# Notice and agenda for a meeting

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**Notice** Sent out to everyone due to attend a meeting; outlines what the meeting is, who it is for, where it will be, and when it will start/end

**Agenda**  
**Business meeting:** Review of previous meeting's minutes, chairperson's report, auditor's report, declaration of dividends, election of directors, and any other business (AOB)  
**Club meeting:** Review of previous meeting's minutes, chairperson report, secretary's report, treasurer's update, sub fees for next year, elections, and any other business (AOB)

# The developments of ICT and its impact on business

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Cloud storage: Internet security needed

E-commerce: Over-reliance on internet

Networking: Resources in to non-sales

Videoconferencing: Saves time and travel costs

Cyber crime: Hackers/disruption

Regulations: GDPR compliance costs

Apps/websites: Investment required

CAD: Harder to control spread of designs

# General Data Protection Regulation (GDPR)

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<b>Business responsibilities</b>	Use for specified purpose, keep data secure, obtain fairly, provide copy
<b>Individual rights</b>	Copy in 30 days, can have data erased/corrected, can obtain info on processing
<b>Data Protection Commission (DPC)</b>	National independent body to uphold personal data rights
<b>Implications of GDPR</b>	Higher standards, transparency, data breach fines, compensation