



# SMME Clinic Masterclass

## Business Communication Skills Raksha Mahabeer

Sponsored by



BROUGHT TO YOU BY



# Lets Talk!

- Manage communications better
- Run a more efficient and professional business
- Set standards for communication and service in your business



Please keep open for the Video  
that Zoom places here  
when recording



Comms  
Challenges?

BROUGHT TO YOU BY



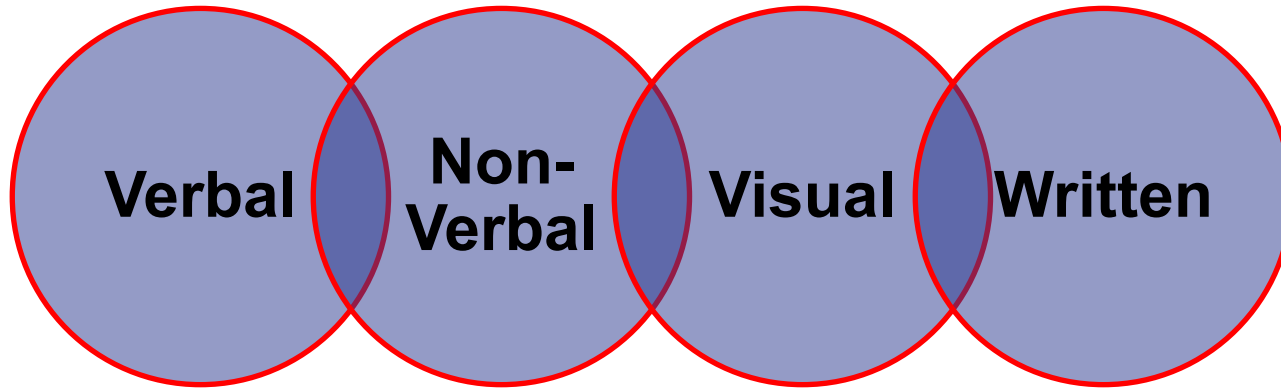
Sponsored by



## 4 Key Types of Communication



Please keep open for the Video  
that Zoom places here  
when recording



BROUGHT TO YOU BY



Sponsored by



# 7-38-55 RULE OF COMMUNICATION



**7%**  
**SPOKEN**  
**WORDS**



**38%**  
**VOICE**  
**TONE**



**55%**  
**BODY**  
**LANGUAGE**

How Many Of Us Know the 7-38-55 Rule of Communication?



Please keep open for the Video  
that Zoom places here  
when recording

BROUGHT TO YOU BY



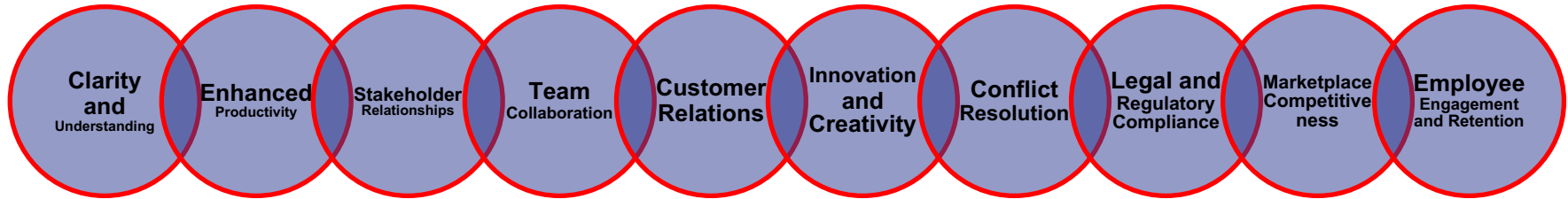
Sponsored by



# The Importance of Effective Business Communications



Please keep open for the Video  
that Zoom places here  
when recording



BROUGHT TO YOU BY



Sponsored by



# Practical Tips to help you Navigate & Enhance Communication within your Small Business



Please keep open for the Video  
that Zoom places here  
when recording

Define Clear  
Communication  
Goals

Know Your  
Audience

Establish a  
Consistent Brand  
Voice

Use a Mix of  
Communication  
Channels

Use Technology  
Wisely

Encourage Open  
Communication

Clarify Roles and  
Responsibilities

Provide Training  
in  
Communication  
Skills

If needed, create  
a Crisis  
Communication  
Plan

Promote Cross-  
Functional  
Collaboration

Simplify Complex  
Messages

Encourage  
Employee  
Advocacy

Stay Responsive  
and Adaptive

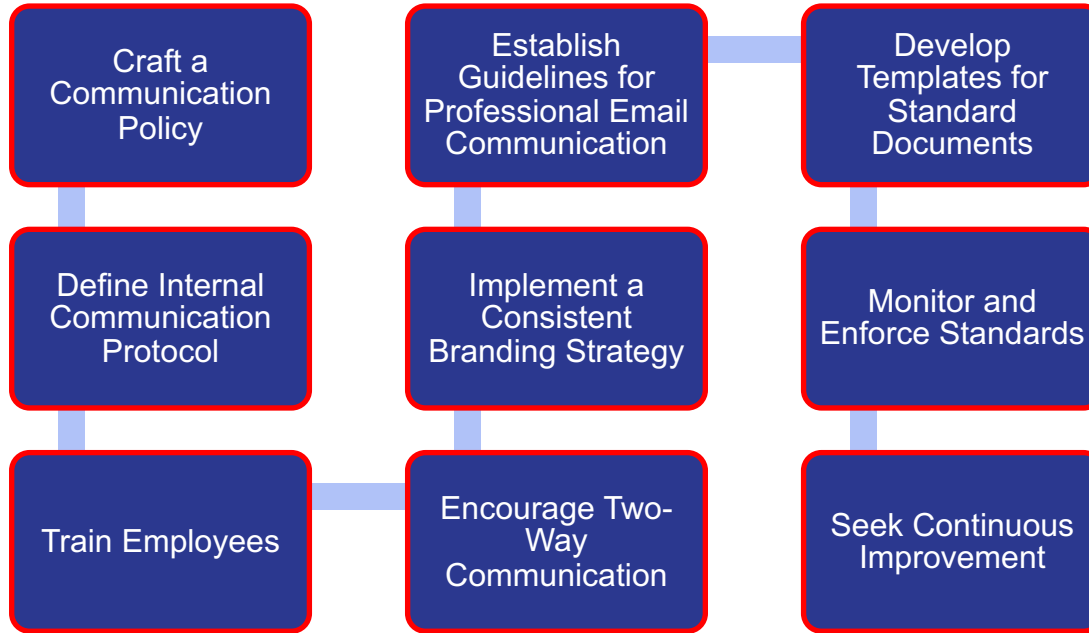
BROUGHT TO YOU BY



Sponsored by



# Set Communications Standards for your Small Business



Please keep open for the Video  
that Zoom places here  
when recording

BROUGHT TO YOU BY



Sponsored by



# Thank You



Brought to you by



*Practical Business Remedies*