

Business Communication Scenario

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### Business Communication Scenario

In Scenario Two, a communication problem exists between employees at a central office, a satellite office, and external clients involved in a public relations campaign for a health services company. The primary challenge is ineffective communication via email, which has led to insufficient detail in responses, misunderstandings, and incomplete tasks, affecting the project's productivity and ability to meet deadlines.

The internal communication problem stems from the reliance on email, which has proven inadequate for managing the complexity and fast pace of the project. Externally, the clients' minimal and often vague email replies have led to a lack of clarity and alignment on project goals and tasks.

#### **Communication Process Model Challenges**

This scenario primarily faces challenges in the feedback component of the communication process model. The feedback received from the clients is frequently unclear or incomplete, making it difficult for the internal team to proceed with accurate revisions or fully understand the client's needs. This lack of adequate feedback hampers the communication flow, leading to project delays.

#### **Best Practices in Business Communications**

- 1. Enhanced Digital Communication Tools:** Transition from email to more sophisticated project management and communication platforms like Slack or Microsoft Teams (Montrief et al., 2021). These tools support better tracking of conversations, tasks, and document revisions.
- 2. Regular Virtual Check-ins:** Implement weekly virtual meetings via video conferencing to discuss project updates, clarify misunderstandings, and ensure all team members, including clients, are aligned with the project's progress and deadlines.

**3. Clear and Structured Communication Protocols:** Establish standard protocols for communication, such as requiring more detailed responses, setting clear expectations for feedback turnaround times, and using structured formats for email responses to ensure all necessary information is covered.

### **Developing Effective Messaging Strategies**

Internally, foster open communication by encouraging team members to share challenges and solutions during regular meetings. Externally, develop clear, concise, and compelling key messages that address the client's needs and expectations, ensuring these are communicated consistently across all interactions. This strategy will help in setting a standard for how information should be shared and discussed.

### **Conclusion**

Adopting these strategies will likely improve communication efficiency and effectiveness, both internally among team members and externally with clients. By implementing advanced communication tools, establishing regular check-ins, and adhering to structured communication protocols, the team can enhance collaboration, reduce misunderstandings, and meet project deadlines more effectively. This approach addresses the immediate communication challenges and sets a foundation for sustained improvement in future projects.

Reference

Montrief, T., Haas, M. R., Gottlieb, M., Siegal, D., & Chan, T. (2021). Thinking outside the inbox: Use of Slack in clinical groups as a collaborative team communication platform. *AEM Education and Training*, 5(1), 121.