

FIVE COMMUNICATION CHALLENGES EVERY ENTREPRENEUR FACES,

by KATRINA MANNING

An entrepreneur is a leader. And to be a great leader, you must become an effective **communicator**. Yet, this is sometimes easier said than done. Often, it can be difficult to discern if your communication skills could use **improvement**. As an entrepreneur, learn that great communication starts with a focus on others.

If you find that your needs aren't being met, perhaps you are plagued with this five communication **challenges** every entrepreneur faces.

Turning a blind eye to reputation

You must have a reputation of **trustworthiness**. Not to mention, you need to have a reputation of someone who actually takes time to listen and show you care.

Using too much technical speech and jargon

Perhaps you're a genius, but most people like clear and **concise** language. Humans are not robots or machines. They don't understand abbreviations used only in specific work circles.

Withholding information

People understand that with power comes responsibility. Sometimes, you can't share every detail of a business merger or legal case. Try to be **transparent** as much as possible with honest disclosure at all levels.

Too much ego and too little empathy

The worst possible mistake you could make is letting your ego get in the way of communicating with others. Don't hide behind a fragile ego. The last thing you want is to anger people. Become an **empathetic** communicator to build trust.

Not understanding your topic of discussion

The quickest way to ruin effective lines of communication is acting like you know something when you don't. If you are intending to join a conversation, email **chain**, meeting or something else, make sure you add value.

1. Read the text and match the meaning of the words written bold in the text.

- a. Someone who is able to talk about their ideas and emotions in a way that other people understand: *communicator*.
- b. A set of connected or related things: *Chain*
- c. Able to be trusted: *trustworthiness*

- d. An occasion when something gets better or when you make it better:
improvement
- e. Short and clear, expressing what needs to be said without unnecessary words:
concise
- f. Something that needs great mental or physical effort in order to be done successfully and therefore tests a person's ability: *challenge*
- g. Open and honest, without secrets: *transparent*
- h. Having the ability to imagine how someone else feels: *empathetic*

2. Read the text again and answer the questions.

1. The writer emphasizes that...

- a. The main thing in entrepreneurship is not only communication but also making benefits available.
- b. Being a great leader may be hard to recognize if your communication skills are not improved.
- c. Focusing on others might be exaggerated.

2. It is stated in the passage that...

- a. There are some challenges every entrepreneur may face.
- b. Challenges are hard to cope with as leaders mostly ignore them.
- c. Someone as a leader must focus on the company before employee.

3. The writer's main idea is that...

- a. If you face the five challenges mentioned means you should close the company.
- b. A leader's trademark is being egoistic.
- c. As a leader of entrepreneurship, someone should be more humane

Module 3, Kit 5

My Solution to Communication

1. Watch [the video](#) about business communication and name the methods of professional communication.

- ✓ *Web-Based Communication*
- ✓ *Video Conferencing*
- ✓ *Reports*
- ✓ *Presentations*
- ✓ *Telephone Meetings*
- ✓ *Face-To-Face Meetings*

2. Read the given situations below. Write which method you prefer to use in these situations.

- a. Your company hires an employee. When you are skimming through CV, one of the attendant's info arouses your interest; but the person lives in another town. Which communication method do you use to interview?

Students' own Answers

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Your company is very active lately. However you are very busy about other personal things and not being able to follow what is happening. Which communication method do you use to catch up?

Students' own Answers

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- b. You've interviewed one of the applicants and you think it went well. On the other hand, you believe that meeting someone on the phone may not give you the correct assumptions. Which communication method do you use to gather more information?

Students' own Answers

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Module 3, Kit 5

Communication Pyramid¹

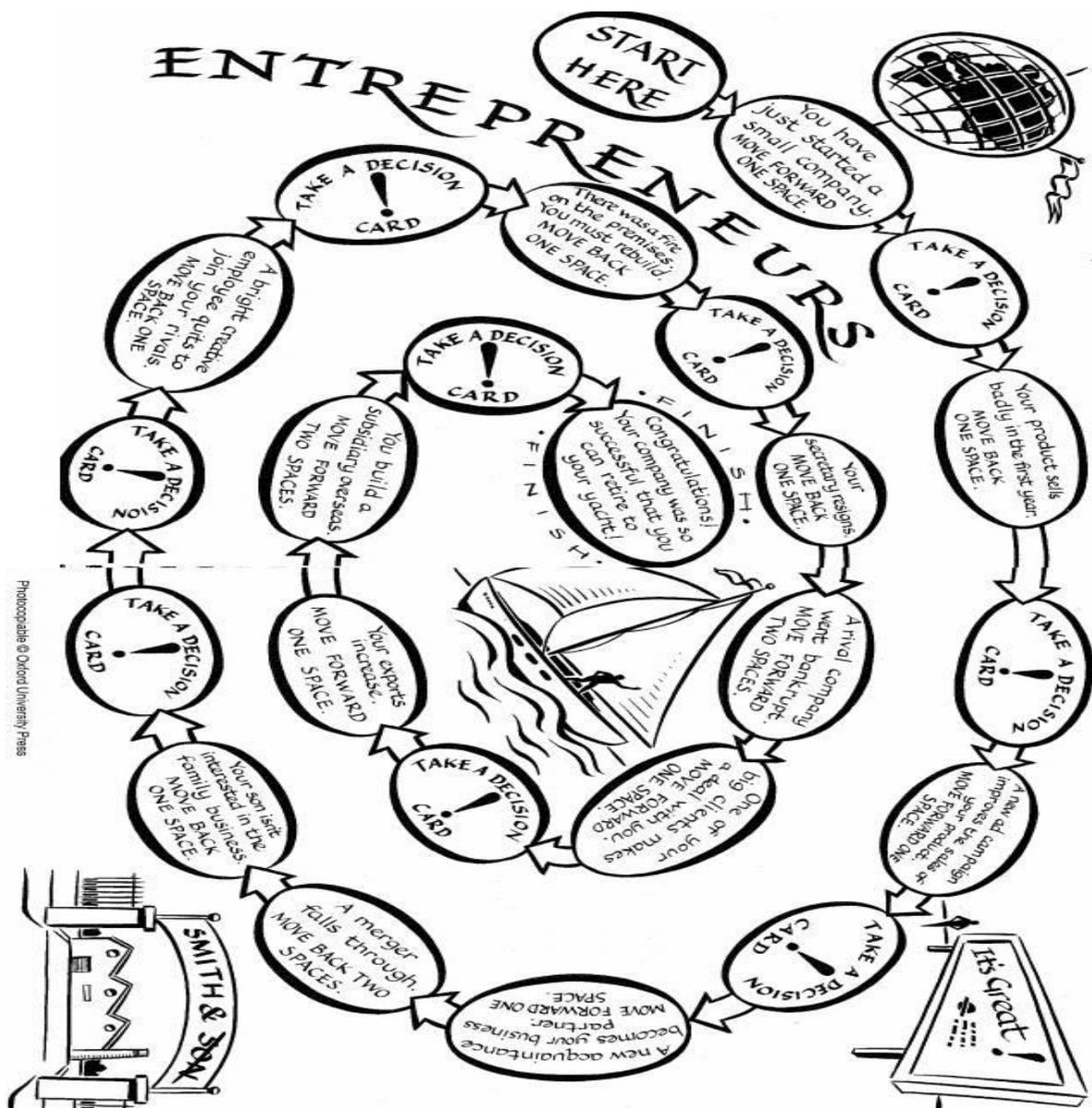
1. Divide into several groups with 3 to 5 classmates. One of your classmates in the front, the other directly behind the first and 3 - 5 people in the back row.
The front student is the CEO, the second student is the middle manager and the back rows of students are the workers. This hierarchy must be followed.

You are setting up a new company.

First, you must decide what your product is going to be; this can also be a service, such as insurance. The decision you will make throughout the game relate to company policy.

Each time you land on a space labeled “Take a decision card”, you must choose a card from the pile, read it out, and then make a decision and justify it to the group.

Board Game:



Decision Cards:

<p>Will you pay higher than average salaries or will you introduce a profit-sharing scheme? Defend your decision.</p>	<p>Will you send your senior managers to expensive training seminars to improve their performance? Why or why not?</p>
<p>Will you limit smoking on your company's premises to one smokers' lounge, or will you permit it in all rooms? Defend your decision.</p>	<p>Will you spend a large amount of money on long-term research and development projects? Why or why not?</p>
<p>Will you offer in-company language training for staff during working hours? Defend your decision.</p>	<p>Will you give your Sales Reps company cars to drive or will you reimburse them for the kilometres they drive in their own cars? Defend your decision.</p>
<p>Will you send your managers to anti-stress seminars at company expense? Why or why not?</p>	<p>Will you ask bosses to write yearly appraisals of their subordinates before pay rises and promotions are given? Why or why not?</p>
<p>Will you have a dress code at your company? What kind of clothes will be expected and why?</p>	<p>Will your company give public support and company money to environmental organizations? Why or why not?</p>
<p>Will you make most of the decisions or will you have a team-style management? Defend your decision.</p>	<p>Would you consider hiring someone for a responsible job who has not had a traditional academic education? Why or why not?</p>
<p>Will you add a second product line after a few years or will you improve the quality of the first product instead? Defend your decision.</p>	<p>Will you make a long-term or a short-term plan for your company's growth and development? (3, 5, or 10 years?) Defend your decision.</p>
<p>Will you turn the basement into a company fitness room for the staff to use during lunch-break and after hours? Why or why not?</p>	<p>Will you have one large yearly party for all the employees and their partners or encourage departments to organize their own celebrations? Explain.</p>
<p>Will you make your staff travel economy class rather than business class to save money? Defend your decision.</p>	<p>Will you allow everyone interested to attend international conferences or only those giving presentations? Defend your decision.</p>
<p>Will you hire teleworkers or 'mobile employees' (people who work at home and stay in touch by phone and computer)? Why or why not?</p>	<p>You call yourself an 'Equal Opportunities' employer. What measures would you introduce for employees who are older, disabled, or have young children?</p>