

the
ARISTOCRAT
International

Internship Report

On

**Effective
Communication
Process**

Letter of Transmittal

December 8, 2010

Mr. Mahmudul Haq
Senior Lecturer
BRAC University
66, Mohakhali, Dhaka

Sir,

In compliance with the fulfillment of the requirements on the subject “Effective Communication”, I would like to present the proposal entitled “Effective Communication Process in The Aristocrat Ltd.”, in accordance with your instructions.

The main purpose of the document is to focus on the effectiveness of communication among the business stakeholders of the Aristocrat Ltd. and analyze them by selecting close end questionnaire method to track down if the organization is following the proper channel of commutation.

This was made through the help of my colleagues in the Aristocrat Ltd.

I hope this survey will be of value to you.

Respectfully yours,

Kazi M Noor

ID: 05104074

Executive Summary

The report is about the effective communication in the different business sector of an organization. To get the most practical and ensure the quality of the report I have chosen “**The Aristocrat Ltd.**” - the organization I have been working with. At first I have introduced different Strategic Units of the main organization. I have briefly described the functions of the organizations. After that I have described the different theories and functions of effective communication process in the business organization. In this course I have prepared a questionnaire to find out if the communication process of the strategic business units of the Aristocrat Ltd. are maintained by the theories of effective communication process in the business organization. I have taken 100 sample questionnaires and analyzed the trends and found out the problems of the communication method of these SBU's. In the end of the report I have recommended some effective communication process so that SBU's of The Aristocrat Ltd. can be benefited by our observation.

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1. Company Profile

The Aristocrat Ltd. was founded in 1997 and its main office located in Gulshan, Dhaka, Bangladesh. Also it operates business national and international sectors. **The Aristocrat Ltd** has 6 sister concerns. These are: “**The Aristocrat Foods Ltd.**”, “**ASTEROID System Ltd.**”, “**The Aristocrat Trading Ltd.**”, “**The Aristocrat Builders Ltd.**” “**The Aristocrat Agro Ltd.**”, **The Aristocrat Filling Ltd.**” and “**The Aristocrat International Ltd.**”.

The Aristocrat Foods Ltd. was founded in August 1997. The company won the heart of our clients by serving them delicious hygienic and halal foods at Sirajgoang, Rajshahi, Chittagoang & Dhaka. Beside these, the company has honorable business clients like **British American Tobacco Bangladesh (BATB)**, **Banglalink**, **UNDP**, **UNICEF** & also various financial institutes.

ASTEROID System Ltd. was founded in September 2001. In this section the company develops office and business related software, webs deign & develop. It has also the largest web portal for providing services of tender information through the web site.

The Aristocrat Trading Ltd. was founded in July 2008. This is another new section where the company gave attention on fisheries export of sea fish, jute and paper bag.

The Aristocrat Builders Ltd. was founded in March 2009. At this section the company shows ultimate dimension among all the business. It has projects at Dhaka and Cox's Bazar. It has already completed 1 project and 3 projects are running successfully.

The Aristocrat International Ltd. was founded in June 2009. The purpose of the organization is to communicate with the foreign organization and introduce products and services to our country for the benefit of the people. First “**The Aristocrat International Ltd**” introduced the services of “**Peerless Hospital**”. The Aristocrat International refers patients to the hospital and ensures proper treatment and safe return to the Bangladesh. Other than that The Aristocrat Ltd imports world class drinking water “**Azzurra – A drinking water brand from Italy**” to our country. The water contains balanced mineral

which gives the client the pleasure of drinking **spa** water. The other sector of this business includes importing airline equipments to the national carrier.

Another part of the project is to promote foreign education. The purpose of the organization is to help the students of Bangladesh to choose the right career path and help them to fulfill their desire to complete their higher education from foreign reputed educational institutions. The main features of the organization includes giving solution and assist to choose the right career path, assist to select proper foreign institution, assist with VISA processing etc. Aristocrat Int. Ltd. first worked with India, then gradually with United Kingdom, United States of America, Sweden, Switzerland etc.

All operations, from administration to marketing strategies, take place at this leased office location. **The Aristocrat Ltd.** strategy is to aggressively develop and market a full range of services to its target market. The company intends to market its line as an alternative to existing product lines and differentiate itself through its marketing strategies, exclusiveness, and brand awareness. **The Aristocrat Ltd.** intends to build on its core portfolio of products and overcome any obstacles by using the company's expertise in all service industry.

2. Effective Communication

Communication is the integral part in the business organization. And only the effective communication can only be the solution to maintain balance and co – ordination among the business stakeholders of an organization. Through out the report I have discussed about the theories, barriers and other important terms of communication process, which is followed by an analysis of a questionnaire where I have analyzed effective communication checklist with the practical business organization.

What is Communication?

Communication is a process whereby information is enclosed in a package and is channeled and imparted by a sender to a receiver via some medium. The receiver then decodes the message and gives the sender a feedback.

But all communication is not effective communication. In business arena the communication must be precise and direct. So that the receiver can understand what the

sender has to communicate. Only then communication in business will be effective communication.

Follow ups for Effective Communication:

Effective communication is an important part of business success. To establish good business communication, it helps to have a blueprint of the 7 C's of effective communication. I have used a list of communication "C" words to create efficient communication at all levels of the company, and to help make interactions with customers more effective as well.

- Concise

In business it pays to get to the point quickly. Effective business communication uses concise and straightforward language that gets the point across completely and in a manner that encourages efficient action.

- Complete

One has to plan business communication carefully so he could get all of the information to the recipient the first time. If one leaves out important information in initial correspondence that will cause a series of problems that will take time to repair.

- Conversational

According to communication coach Ric Phillips, writing on the Evan Carmichael website, it is important to present the information in a conversational tone that invites interaction, rather than a confrontational tone that can cause an argument. Effective communication presents the information in a manner that is not emotional but instead professional.

- Clear

With a business communication, we may sometime get only one chance to make

our point. If the information is misunderstood, we may not have the opportunity to correct it before it escalates into a problem. When one presents information, the person has to be sure to do so in a clear voice that allows every word to be understood.

- Considerate

When speaking to business associates or customers, one has to always open the conversation to questions and clarifications. When finishes a statement, one has to allow a moment for the other person to ask a question before going on to your next part. When answering a question, one has to be sure the answer is understood before moving on in the conversation.

- Confidence

An air of confidence in conversation helps add credibility to the information. By presenting data with a clear and commanding tone that indicates that the speaker knows the subject the person is speaking about and that the information being presented is valuable.

- Check

One has to always check data and facts before giving a business presentation of any kind. One may have many useful ideas, but if they are accompanied by incorrect information, the power of the true ideas is lost.

- Overview

Organizations with effective business communications can weather even tough economic environments. What it takes is a commitment to openness and honesty, opportunities for two-way communication, multiple channels of communication, a focus on the manager/employee relationship and a commitment to face-to-face communication whenever possible. Companies that can follow these hallmarks will boost their communication effectiveness significantly.

- Openness and Honesty

Gone, for the most part, are the days when businesses tried to keep important information close to the chests of the senior business leaders. Today's business leaders understand the need for transparency in communication to establish an environment of trust and loyalty, and to take advantage of the contributions that employees can make when they're kept well informed. As Robert Kent, former dean of Harvard Business School has said, "In business, communication is everything."

- Two-Way Communication

It is not enough for business leaders to convey messages down from the top to the employees at the front lines. Channels for two-way communication can ensure a dialogue between all levels of the organization. Business leaders benefit when they encourage open, two-way communication between employees and their managers, and between each other.

- Multiple Channels

Just because an organization has a website and puts information there, doesn't mean that all employees will access that information. Even in a technology-driven world, it pays to use multiple channels for communication including the intranet, email, telephone, print newsletters, posters, bulletin boards, meetings. Messages should be sent multiple times in multiple ways to ensure that all employees have the opportunity to be exposed, says Lin Gensing-Pophal, author of "Employee Management for Small Business."

- Manager/Employee Communications

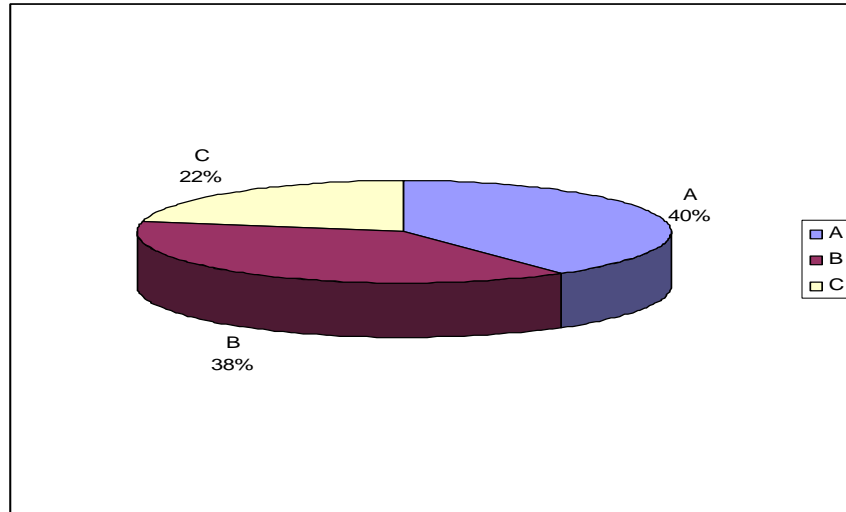
The most critical communication that occurs in organizations occurs between employees and their direct supervisors or managers. That means that managers need to have the tools, resources and training they need to serve effectively in this key role.

- Face-to-Face

Technology makes it common for people to hide behind their computer keyboards and over-rely on email communication, sometimes even when communicating with a person across the hallway. Face-to-face communication, whenever possible and practical, is still the best way to make an effective business communication connection.

The Nine Rules of Effective Communication

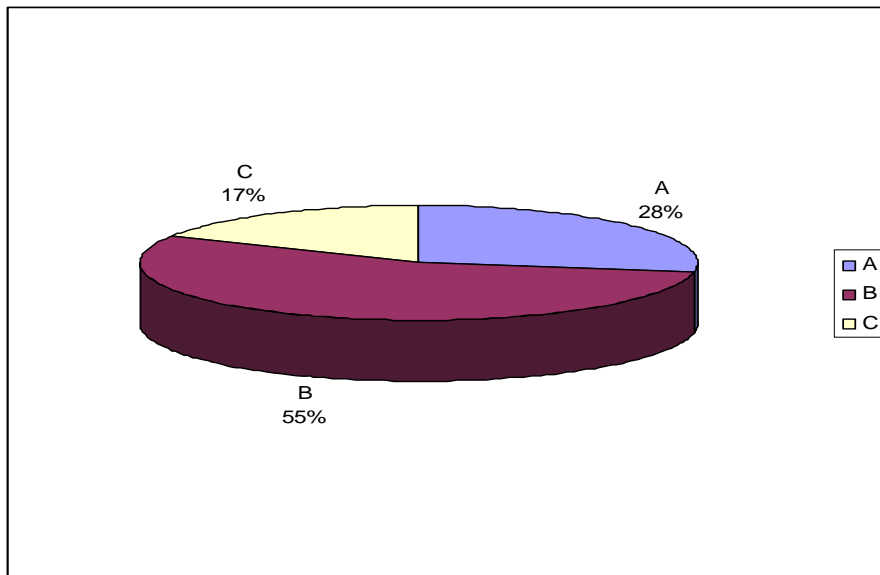
1. **Look for common ground:** The goal of communication is to connect with another person. To do so means that you must know where that person is and where they're coming from. One has to accept the fact that everybody has his or her own agenda and there is little you can do to change it. Talk to them on their own level and watch the effectiveness of your conversation skyrocket.
2. **Listen:** the goal of conversation is not to deliver a service ace, but to keep the other person engaged by keeping the ball in play. That means one has to concentrate totally on what the other person is saying verbally, physically and emotionally.
3. **Really listen:** Taking a page from Stephen Covey's bestseller, *The Seven Habits of Highly Effective People* seek first to understand, then to be understood. Get rid of the personal filters, assumptions, judgments and beliefs that color what you hear and the way you hear it.
4. **Avoid distractions:** To really hear what the other person is saying takes discipline. One must avoid interrupting and let the other person finish their thought. One has to be patient and show genuine respect for them and avoid the temptation to give unwanted advice. That can be perceived as patronizing and will stifle the flow of conversation. There will be a time to share perspective.
5. **Clarify:** There are numerous ways to tactfully keep the conversation moving. Reframe the speaker's content to ensure that one must hear what the speaker has delivered. One has to ask broad, open-ended questions that will elicit more



Analysis with the Best Answer:

The best answer is C. Conversations should be a balanced two-way flow of dialogue. As in the case of The Aristocrat Ltd. 20% of the people usually do the most of the talking. 19% of the people let the other person do the most of the talking. Only the rest 11% of the people is engaged in the effective communication. So the communication of the organization should have to be improved in this case.

Question - 02.

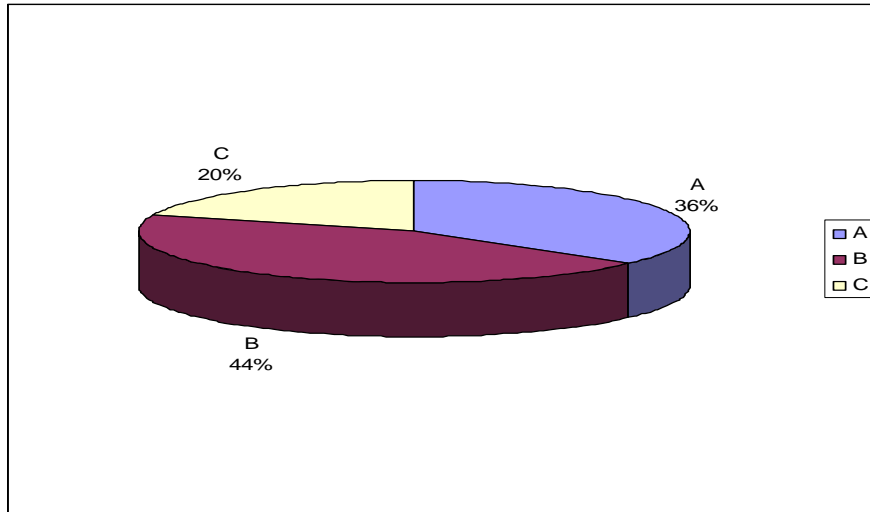


Analysis with the Best Answer:

Best answer is B. It's good to initiate the introduction and introduce with someone with a handshake and smile. Initiating the introduction with a smile and handshake (or head nod) helps build rapport. As from the analysis, 28% of the people wait till the other person is introducing himself/herself first. 55% of the people introduce himself/herself. And only 17% of the people are deviant from the other two groups. So the

communication method of the organization is quiet good.

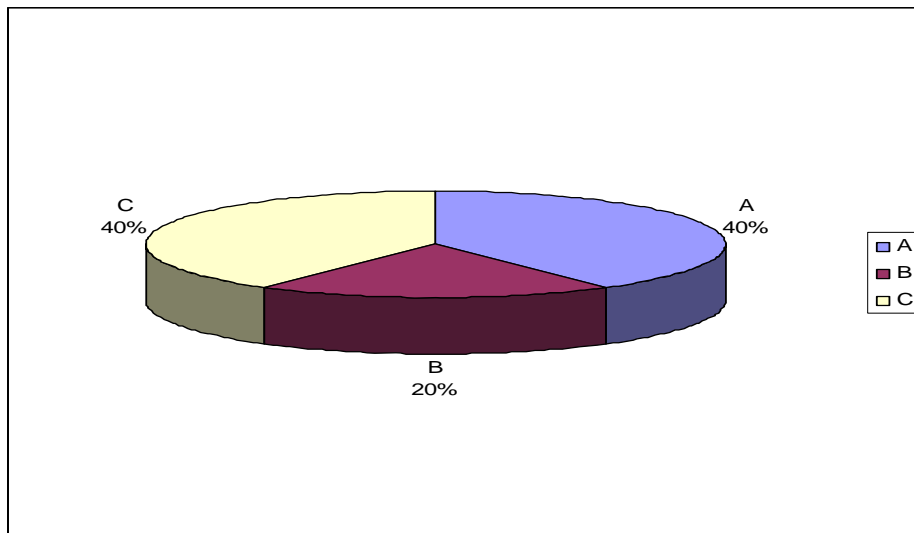
Question - 03.



Analysis with the Best Answer:

Best answer is A. It's good to initiate conversations with small talk. Topics to warm-up the conversation might include a chat about the weather, news of interest, or impressions about the current activity. But it seems that the majority portion want to jump into more important matters. Here communication effectiveness is needed.

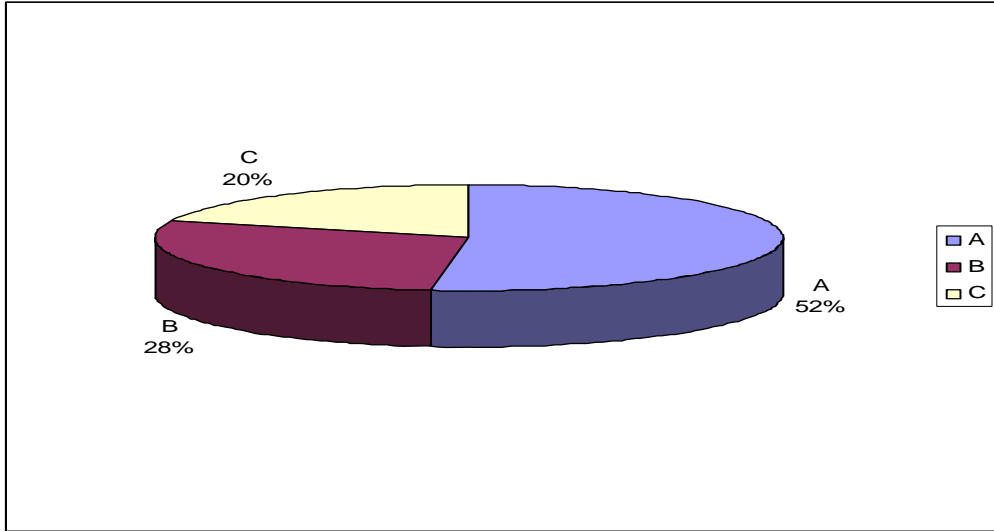
Question - 04.



Analysis with the Best Answer:

Best answer is A. It's good to call people by name whenever possible. It makes a good, lasting impression, and it makes the other person feel important and special. From the analysis we can see that the communication system of the organization is quiet good.

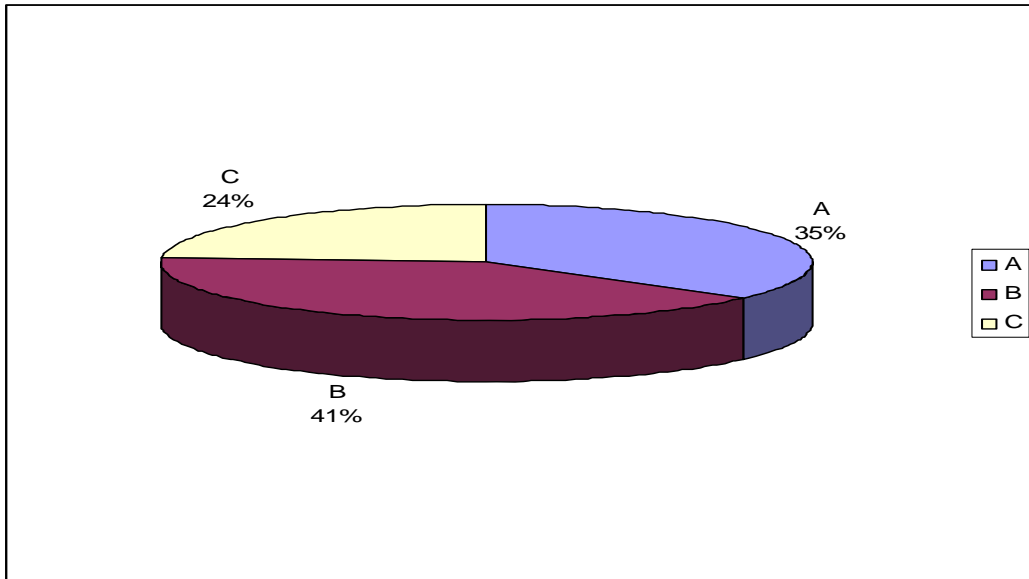
Question - 05.



Analysis with the Best Answer:

Best answer is A. Regular use of these courtesy words and phrases is important to show politeness and build rapport. From the analysis we found that 52% of the people in the organization is maintaining the right way of communication.

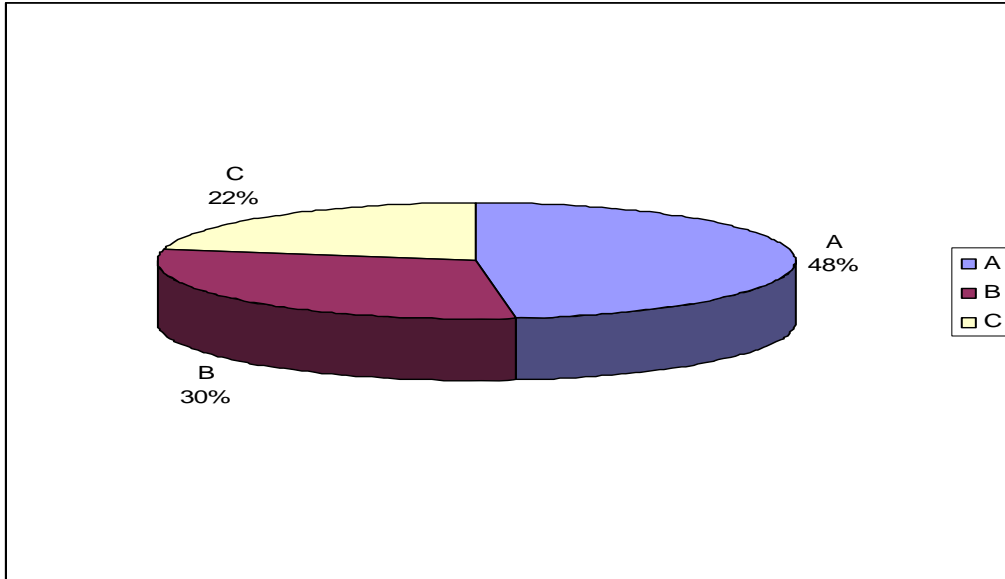
Question - 06.



Analysis with the Best Answer:

Best answer is C. Smiling when greeting people and at appropriate times greatly helps build rapport. But in case of The Aristocrat Ltd. Only 24% of the people maintain such communication method. In this case the organization must improve their communication skills

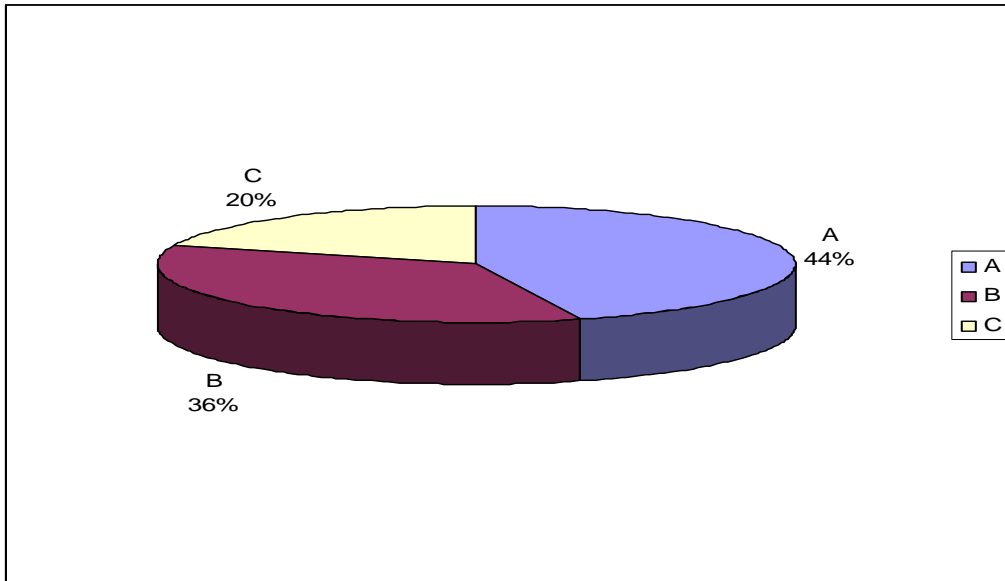
Question - 07.



Analysis with the Best Answer:

Best answer is A. Making eye contact is important. It gives the impression you're interested and engaged in the conversation, and you have good self-confidence. Here the majority portions of the people maintain this effective communication method.

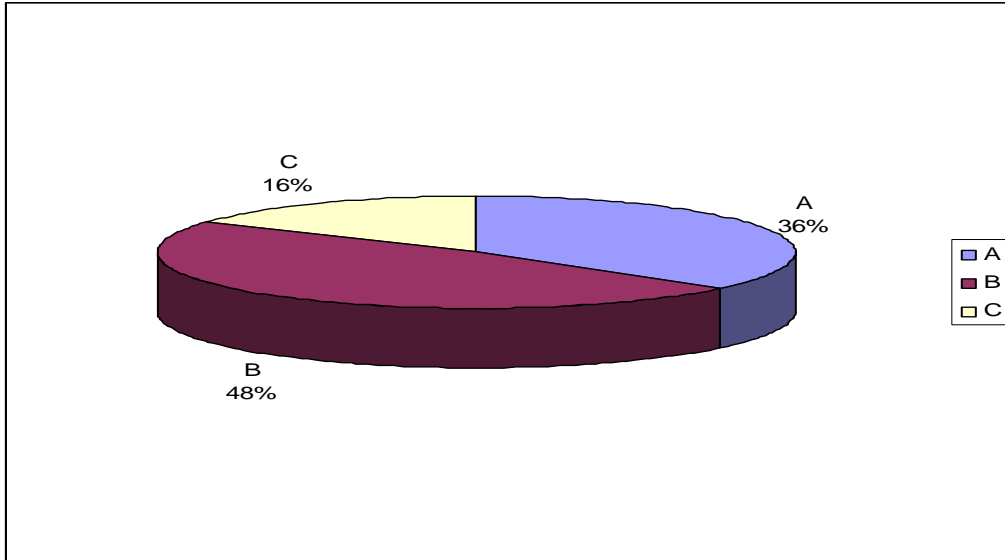
Question - 08.



Analysis with the Best Answer:

Best answer is B. Occasionally nodding your head to indicate you agree or understand helps build rapport. Again, it shows you are interested and engaged in the conversation. But according to the analysis 44% of the people hold his/her head still at all the time. This not the correct way of communicating with the people. The organization should definitely work on this issues.

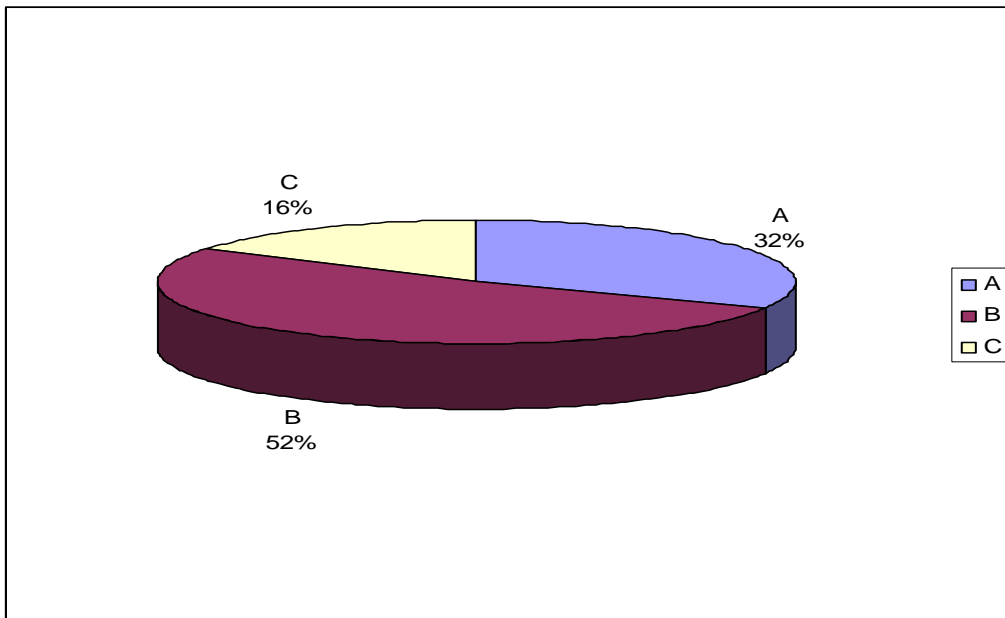
Question - 09.



Analysis with the Best Answer:

Best answer is B. A person's arm's length is the appropriate distance (between two- to three-feet). Standing closer than arm-length makes the other person feel uncomfortable (or feel threatened). Standing further distance away breaks down rapport. As the majority voted on this issue, the communication system is in right track.

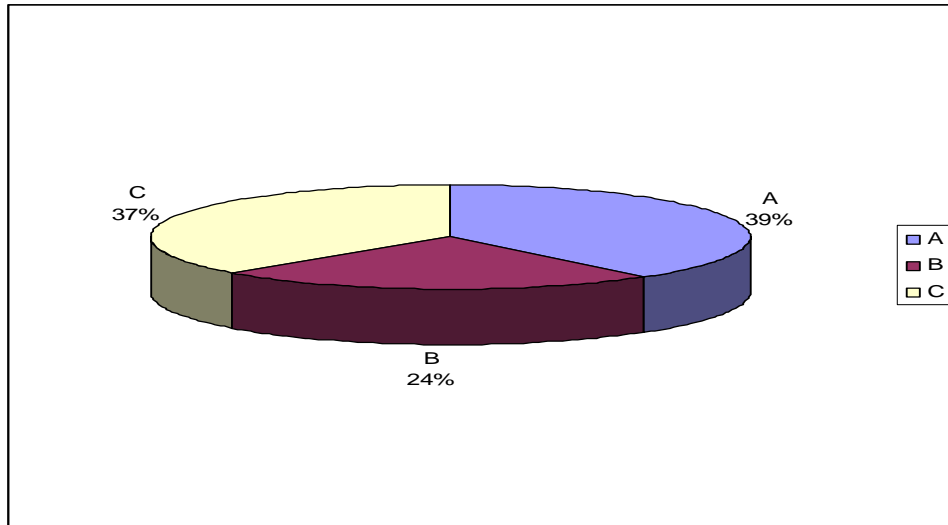
Question - 10.



Analysis with Best Answer:

Best answer is B. Communicating at eye level helps build rapport. So, if the person is sitting and a chair is available, one should take a seat! There's one exception - If someone walks into the supervisor's office, it's best to ask the supervisor if he/she can sit down first. From the analysis we can say that the organization is maintaining effective communication method.

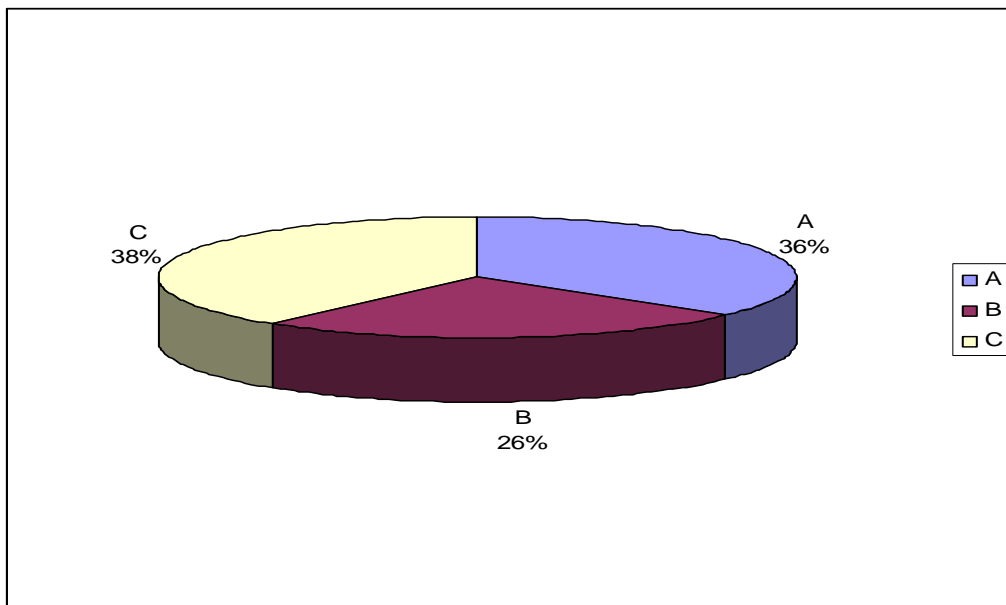
Question - 11.



Analysis with the Best Answer:

Best answer is C. It's best to bring the conversation to an end by making a polite closing comment or gesture. From the analysis we found out that 39% of the people just leave after the conversation, whereas 37% of the people end the conversation with polite gesture. Though the difference is very small, but the people of the organization should maintain courtesy to give a polite closing comment after the end of conversation.

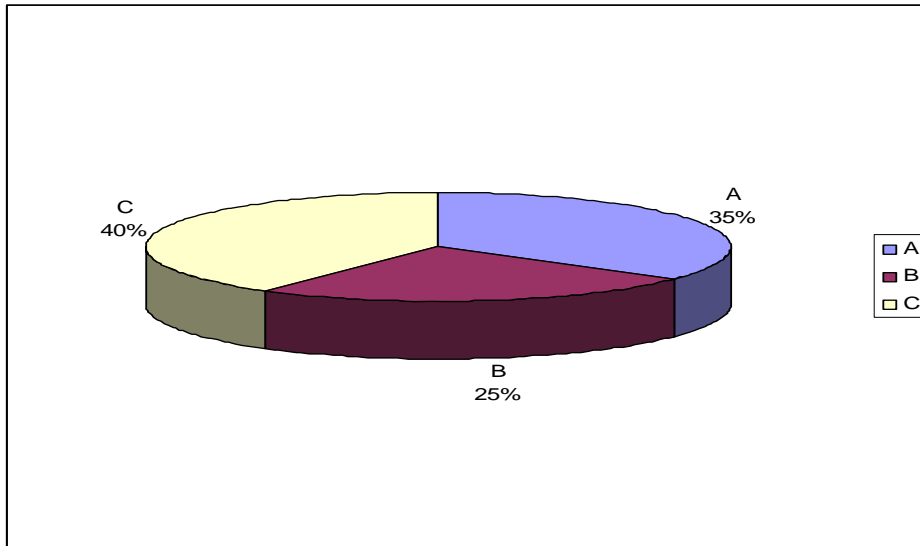
Question - 12.



Analysis with the Best Answer:

Best answer is A. It's best to say nothing. One should never say anything that might hurt or offend the person. But if there is a good bond between the co-workers then they can comment on each others physical appearance. Then again it's not appropriate to say anything about the physical appearance.

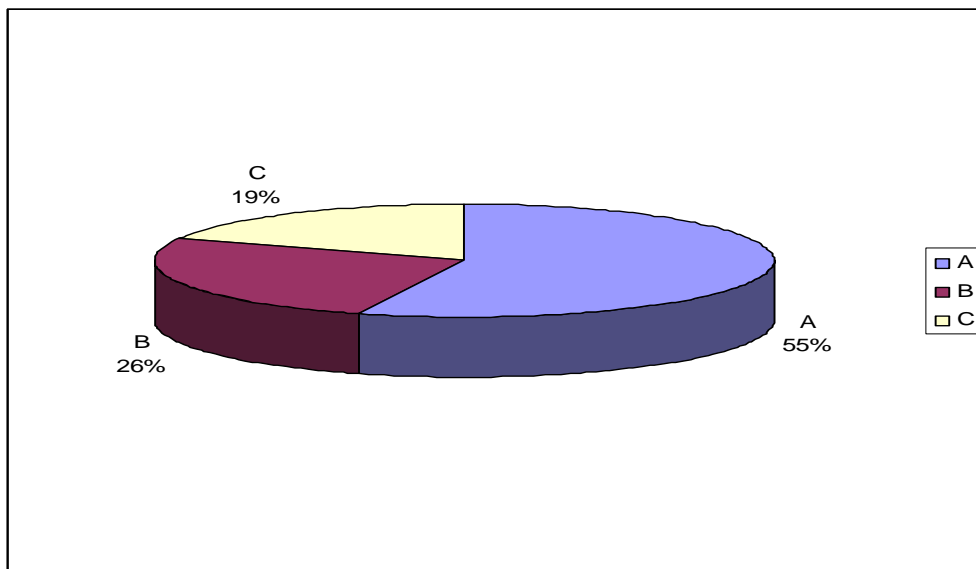
Question - 13.



Analysis with the Best Answer:

Best answer is C. Leaning slightly forward and facing the speaker shows the listener is interested, and it helps build rapport. Sitting with the arms crossed over the chest gives the message the listener is defensive. Leaning back with the body or turning the body away from the speaker gives the message that the listener is bored, disinterested, or feel in charge. Such body language breaks down rapport. From the analysis we found that the communication method is good.

Question - 14.

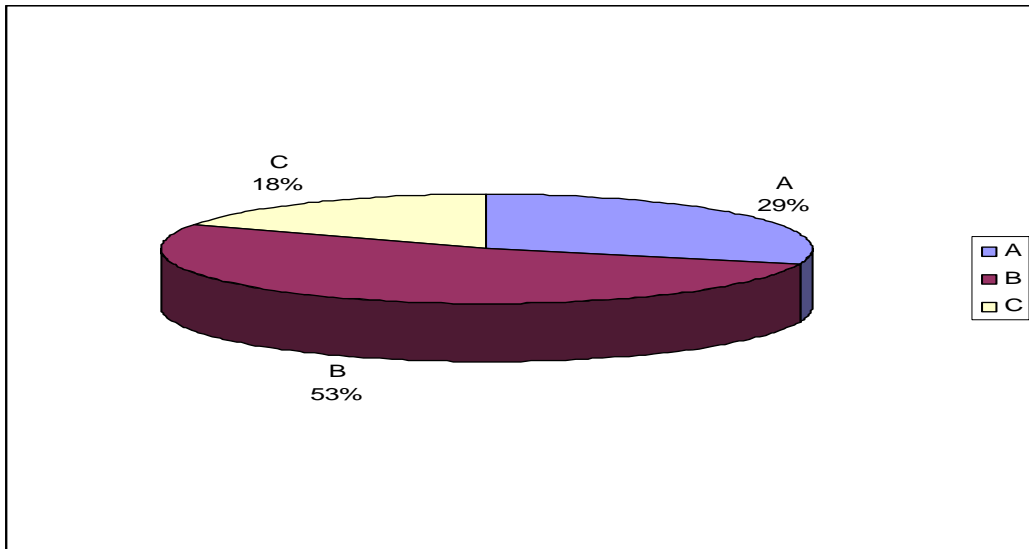


Analysis with the Best Answer:

Best answer is A. Crossing the leg toward the speaker shows the listener is interested, and it builds rapport. Crossing the leg away from the speaker gives the message that the listener is defensive, disinterested, or feels in charge. In essence, he/she is putting up a subtle barrier. And if the person bob or swing his/her foot, he/she sending the

message that he/she is anxious or nervous! From the analysis we found that the communication method of the organization is good.

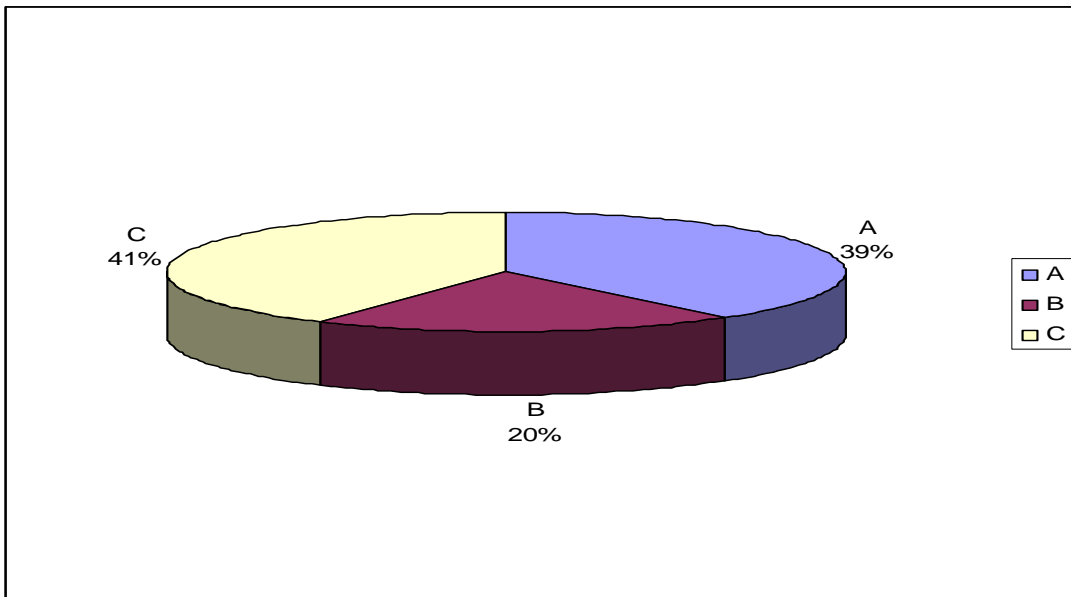
Question - 15.



Analysis with the Best Answer:

Best answer is B. If a person is a good listener, he/she keeps him/ herself mentally busy searching for meaning in the message, and ask questions. This mental "search for meaning" helps keep him/her focused, attentive, and engaged. From the analysis we found that the communication method of the organization is good.

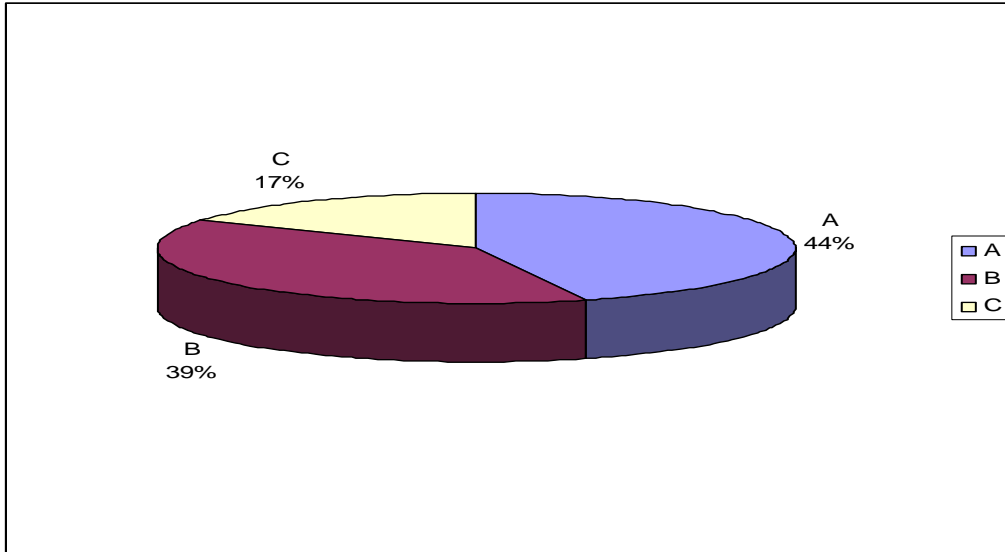
Question - 16.



Analysis with the Best Answer:

Best answer is C. Showing empathy (sensitivity) to another person's feelings helps build rapport. It's called "reaching out to people." Here 41% of the people of the organization show sympathy to his/her co-workers or clients. It is good communication technique.

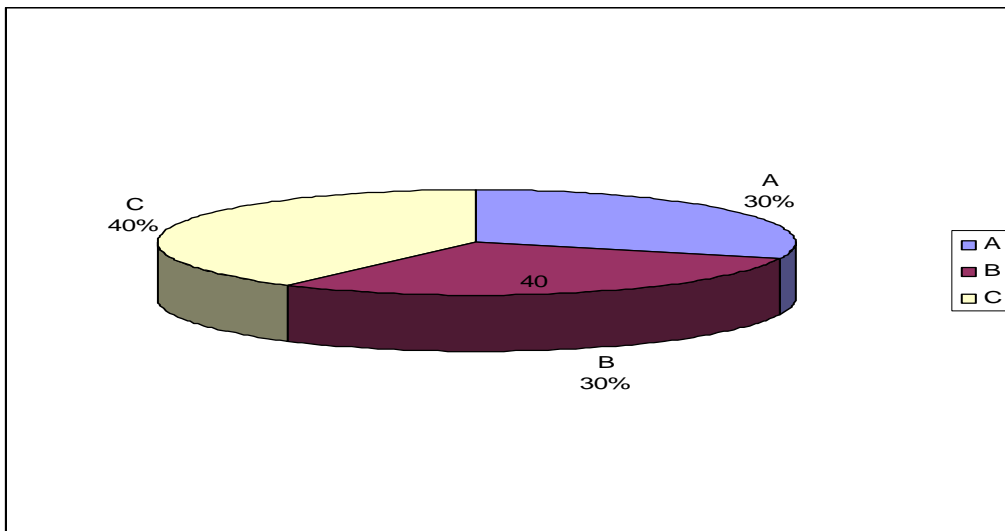
Question - 17.



Analysis with the Best Answer:

Best answer is A. Focusing on the positive (good) aspects draws people's attention in a favorable way, and people enjoy the conversation more. People are generally more attracted to a person who has a "positive outlook on life." And when it comes to work evaluations, positive-minded people generally do better. From the analysis we found that the majority of the people are very positive towards their co-worker and clients.

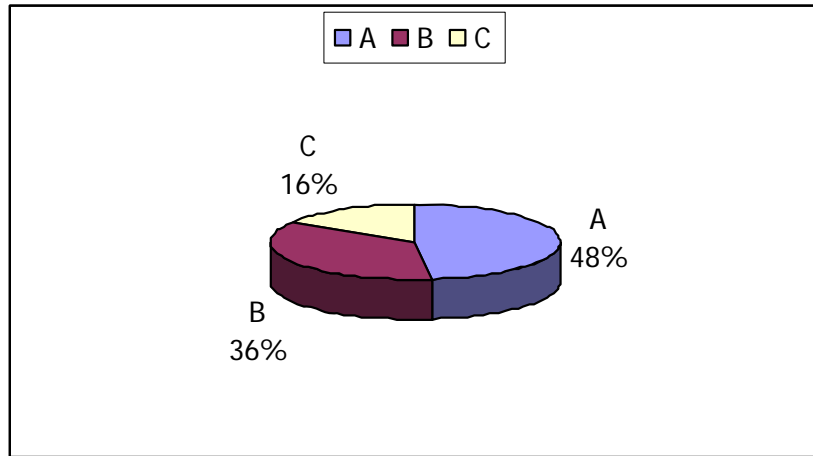
Question - 18.



Analysis of Best Answer:

Best Answer is B. It's best to say something positive first, and then express a negative opinion or comment in a tactful way. Here 30% just say the negative comments and 30% of them lead it towards positive comments. The organization needs to improve the positive ness while communicating.

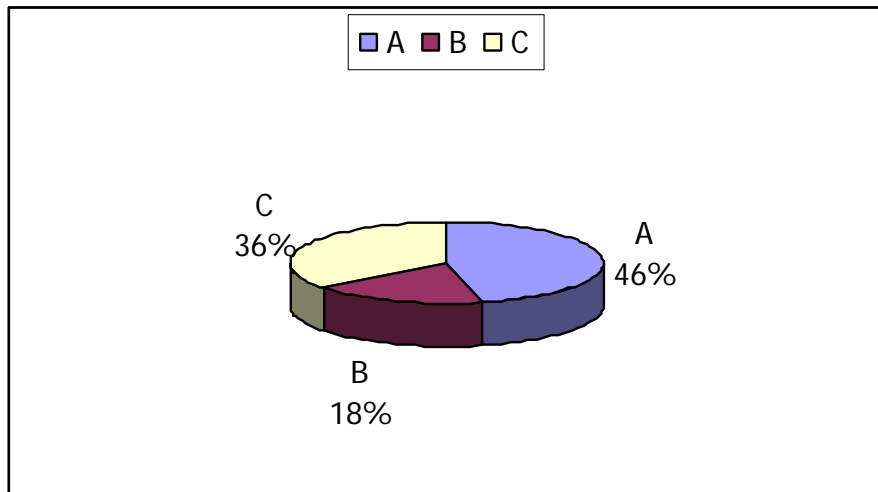
Question - 19.



Analysis with the Best Answer:

Best answer is A. When someone receives feedback, it's important to know what he has done well, but it's equally important to know where improvements can be made to increase his/her chances for success. From the analysis we have found that the people in the organization try to improve their communication skills.

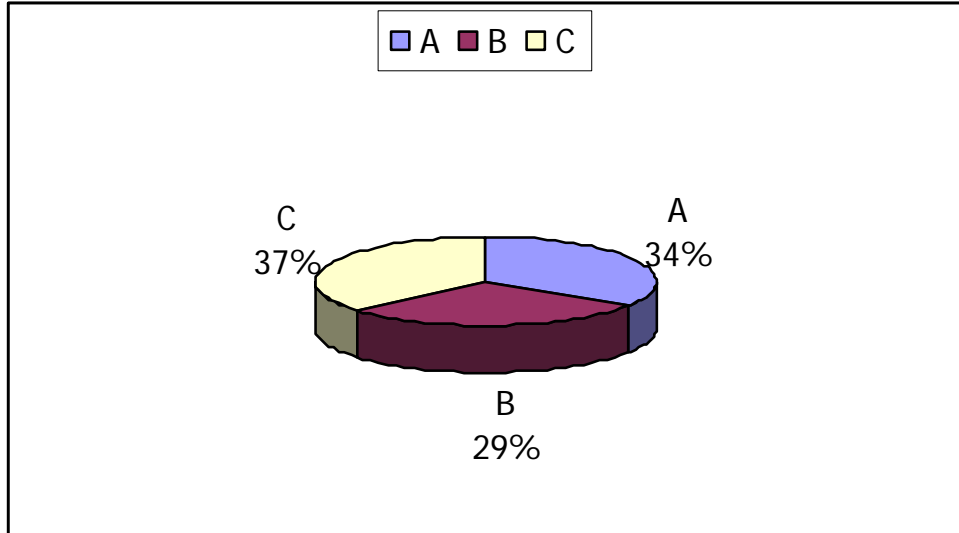
Question - 20.



Analysis with the Best Answer:

Best answer is A. When someone gives negative feedback, one should focus on communicate the observations of the person's work or behavior, not focus on nor judge the person. Focus on performance, not personality (or personal traits). After sharing the observation about the person's work or behavior, one may offer a suggestion in a tactful way. Here in the analysis, we have found that 46% of the people judges other with their quality of work.

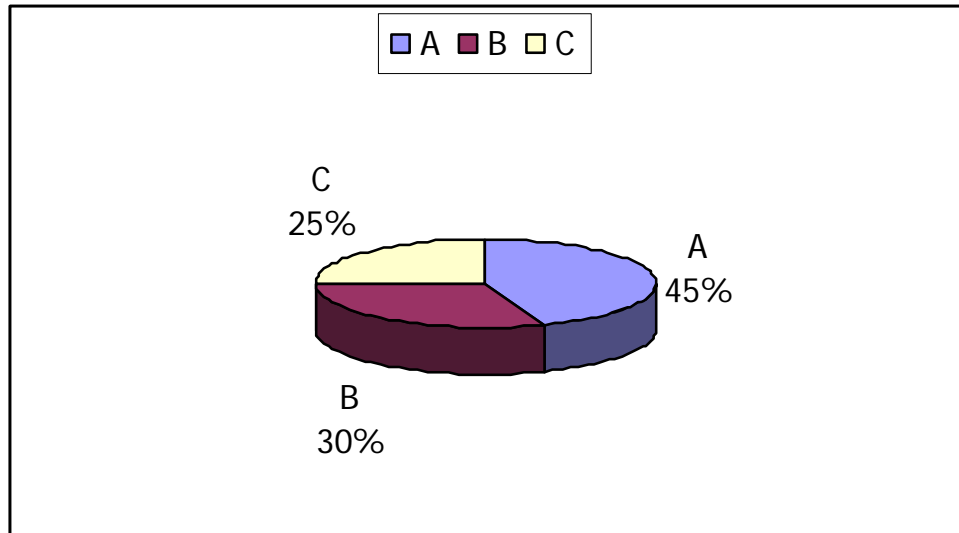
Question - 21.



Analysis with the Best Answer:

Best answer is C. It's always best to meet the person privately and away from other people so others can't hear. The majority portion of the people maintains the courtesy talk privately when somebody does something wrong.

Question - 22.



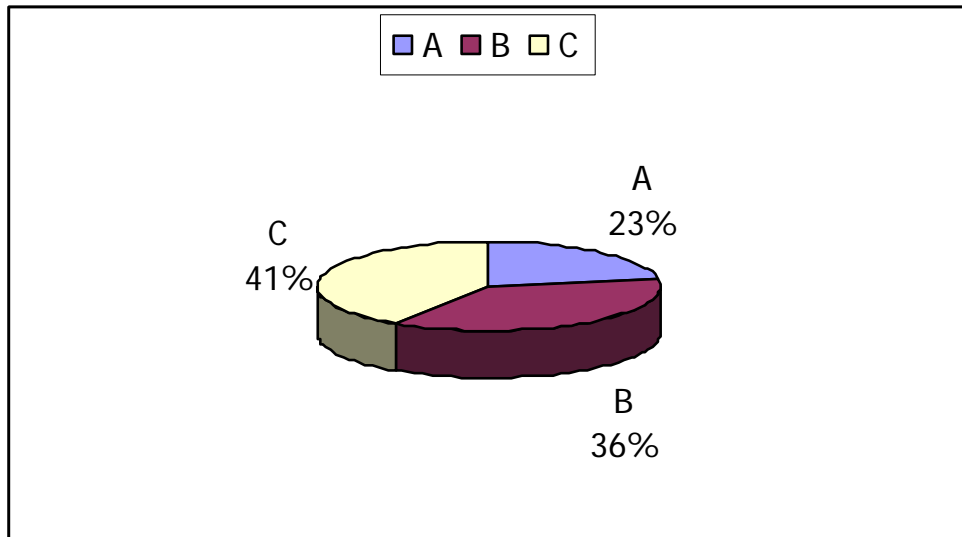
Analysis with the Best Answer:

Best answer is A. It's fine to disagree, but it's important to **disagree agreeably**. This means you should:

- 1) Show respect for the other person's ideas,
- 2) Listen attentively until the person is done,

- 3) Ask questions if needed,
- 4) Disagree non-judgmentally, and, if possible, offer alternative solution.

Question - 23.



Analysis with the Best Answer:

Best answer is B. At appropriate times, it's always good to smile. And when used at appropriate times and in appropriate ways, humor is beneficial for group dynamics. Humor helps "break the ice" when people first meet. Humor helps relieve stress and tension. A humorous observation and comment helps lower the heat when a heated discussion gets too "hot." And most importantly, humor helps build team cohesiveness.

After analyzing the question with the best possible answer, I found out that The Aristocrat Ltd. has maintained the all possible communication skills for dealing with the clients they hold. Though in some case the effectiveness of their communication has slightly fluctuated with the actual output. For that we have recommended some actions in the next chapter.

4. The Recommendation

There are some issues that are recommended for the organization to maintain the effective communication process.

The recommendations are as follows:

- ✓ Conversation should be balanced two way flow of dialogue. From the analysis it is shown that most of the people in the organization do not follow this process. There has to be a balance between the sender and the receiver.
- ✓ There is a trend in the people of the organization that they rush into the important matters quickly without warming up with little conversation. That is not a way to communicate effectively. So it is recommended for the people of the organization that they should begin their conversation with some little chit chat.
- ✓ It has been seen that when communicating with the clients and other business stakeholders, many people in the organization tend to be very serious. To establish effective communication, they should smile at appropriate time while conversing.
- ✓ Same issue same the previous recommendation, people in the organization have to nod their head at appropriate time while conversing. Occasionally nodding the head indicates that one is agreeing with the matter which is the speaker saying and it builds rapport. Again it shows that the listener is interested.
- ✓ After the conversation, the people in the organization need to wrap up the conversation with a polite closing statement. It helps building relationship.
- ✓ They should not pass comments about the physical appearance of their clients and co-workers. It may create negative flow of communication.

- ✓ When receiving negative comments, they should lead in with positive comments first.

5. The Conclusion

In this report I have focused only on the effective communication process of the different SBU's of The Aristocrat Ltd. Took a survey and after analyzing with the data with the best possible answer, I have recommended some issues which can be beneficial for the people of the organization.

I believe if implemented correctly, the recommended effective communication process will help the organization to build a strong rapport with the business stakeholders.

In the end, I want to thank my colleagues and supervisor for giving me such opportunity to create such report.