

Communication



Chapter 1

Business Communication Basics



Chapter 2

Business Writing



Chapter 3

Written Business Communication to Achieve Results



Chapter 4

Conducting Effective Meetings



Chapter 5

Facility Management Communication Plan



Chapter 1

Business Communication Basics



Contents

1-Nature of Communication

2-Effective and Efficient

3-Cross-functional



Contents

4-Cross-cultural

5- Intergenerational

6- Issues Shaping FM

Communication



1-Nature of Communication



Forms of Communication

1-Formal Communication

2-Informal Communication

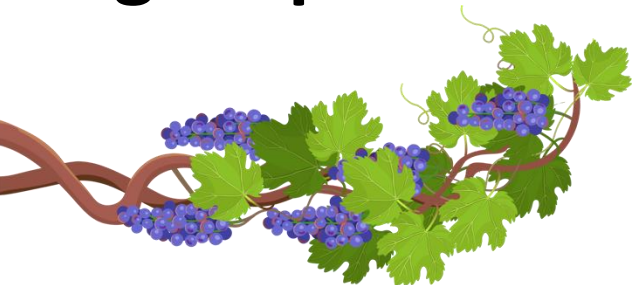


Grapevine Communication

Spreads information

Rumors

gossip

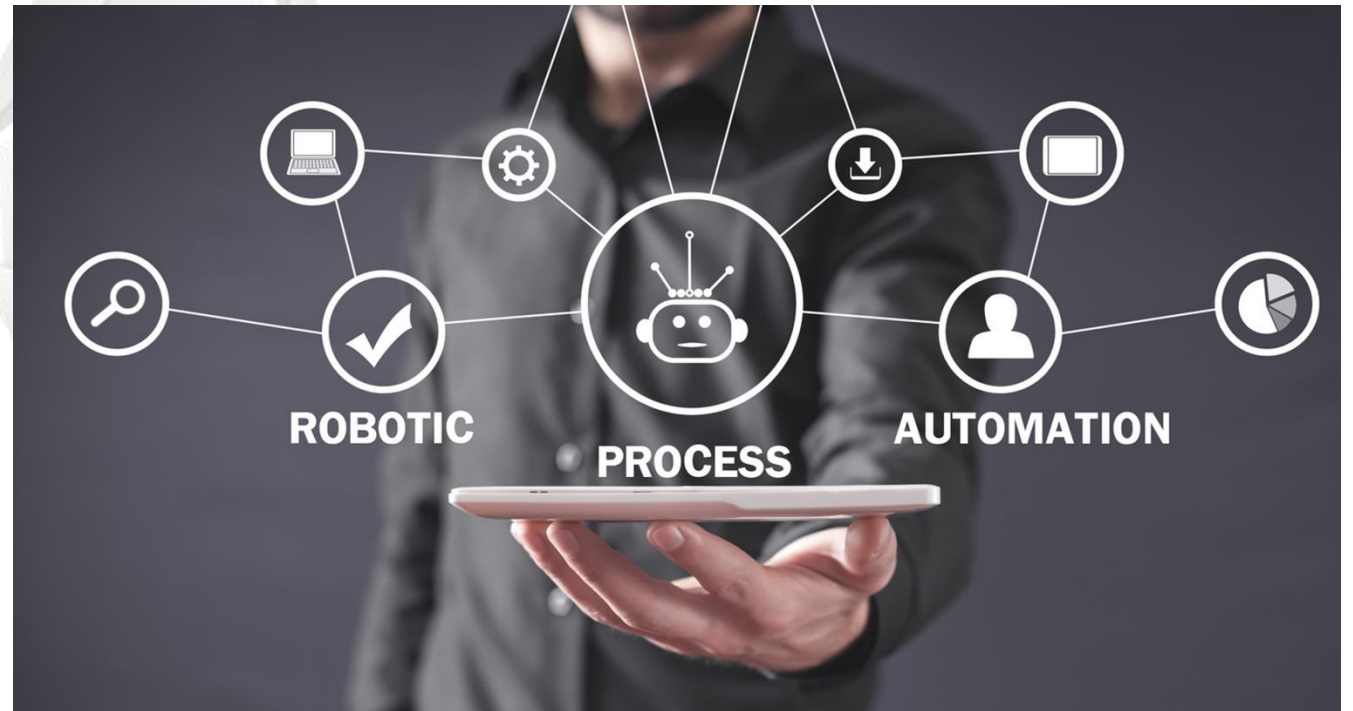


Communication Process

1-The Sender

2-The Receiver

3-The Message

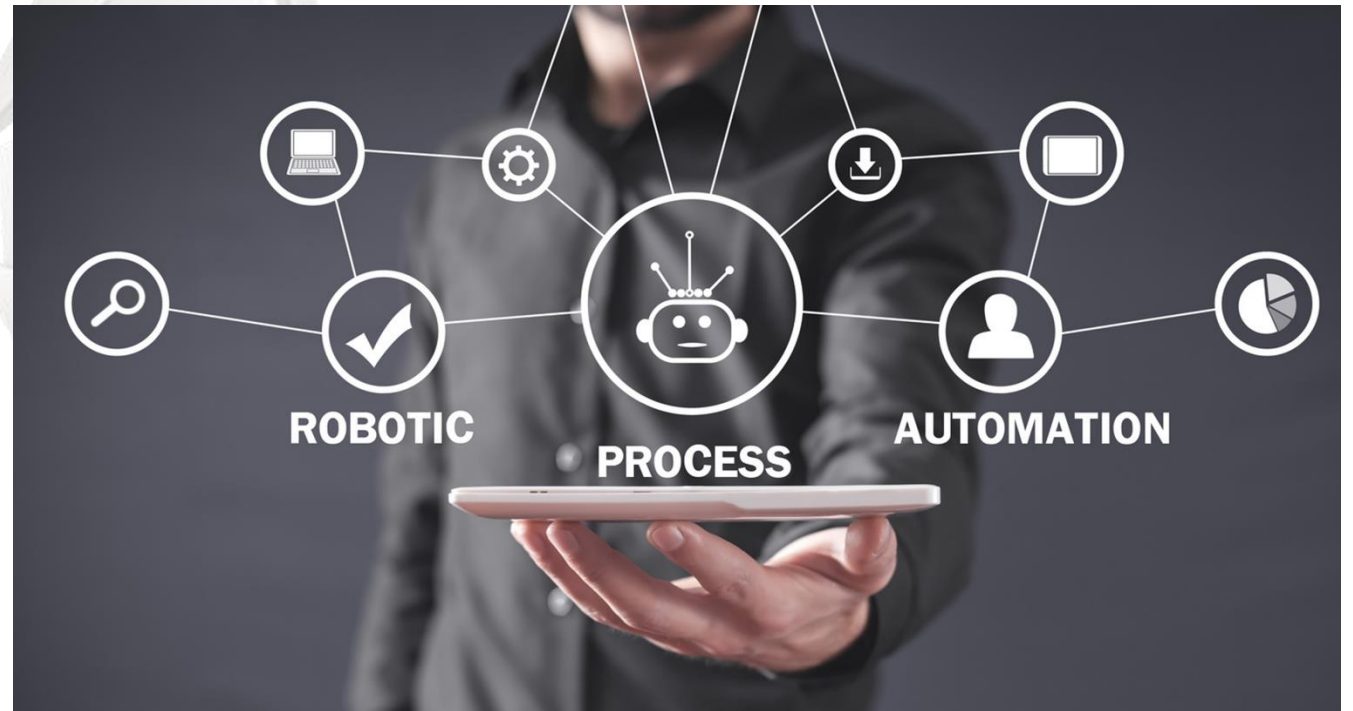


Communication Process

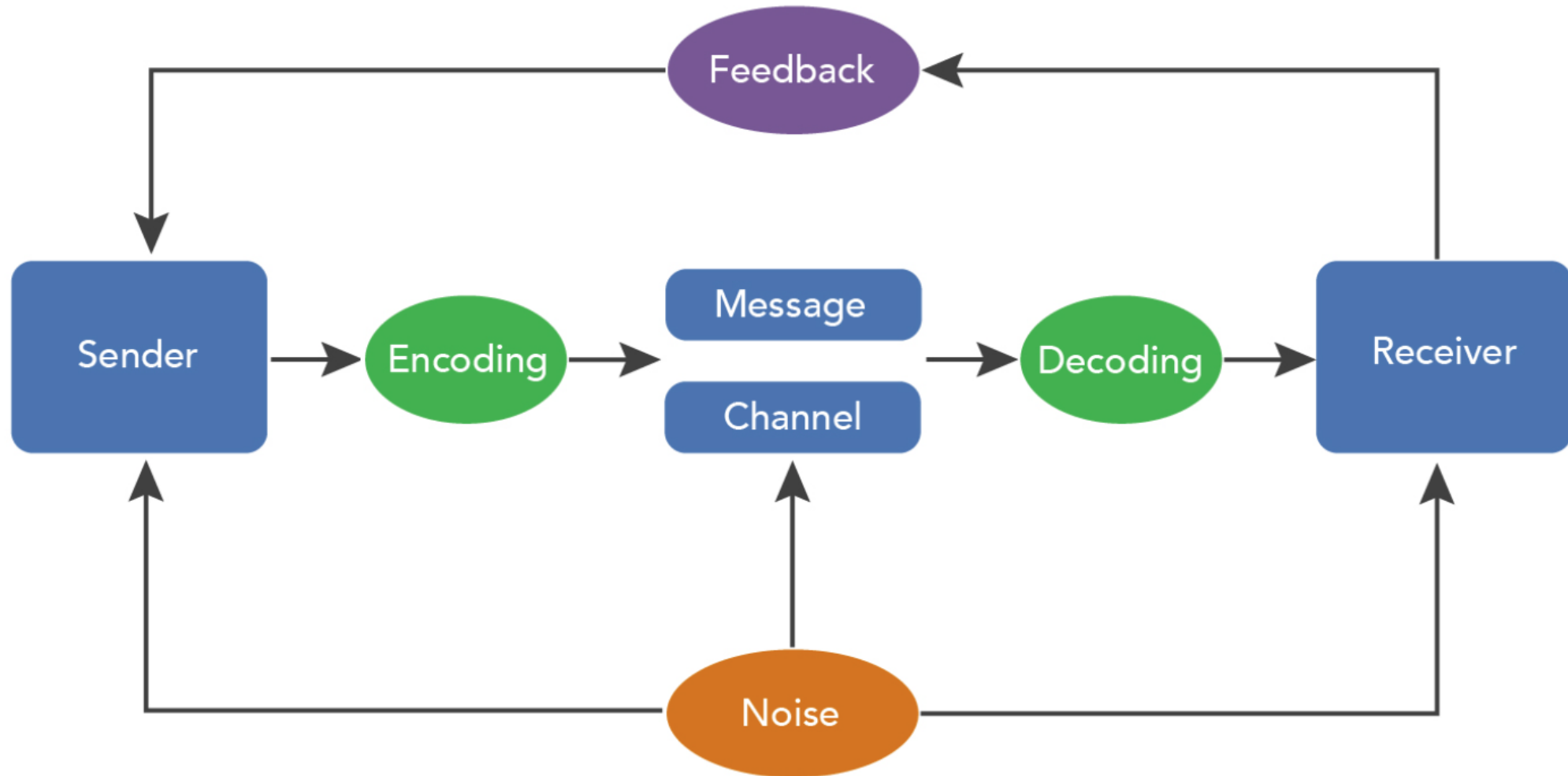
4-The Medium

5-The Feedback

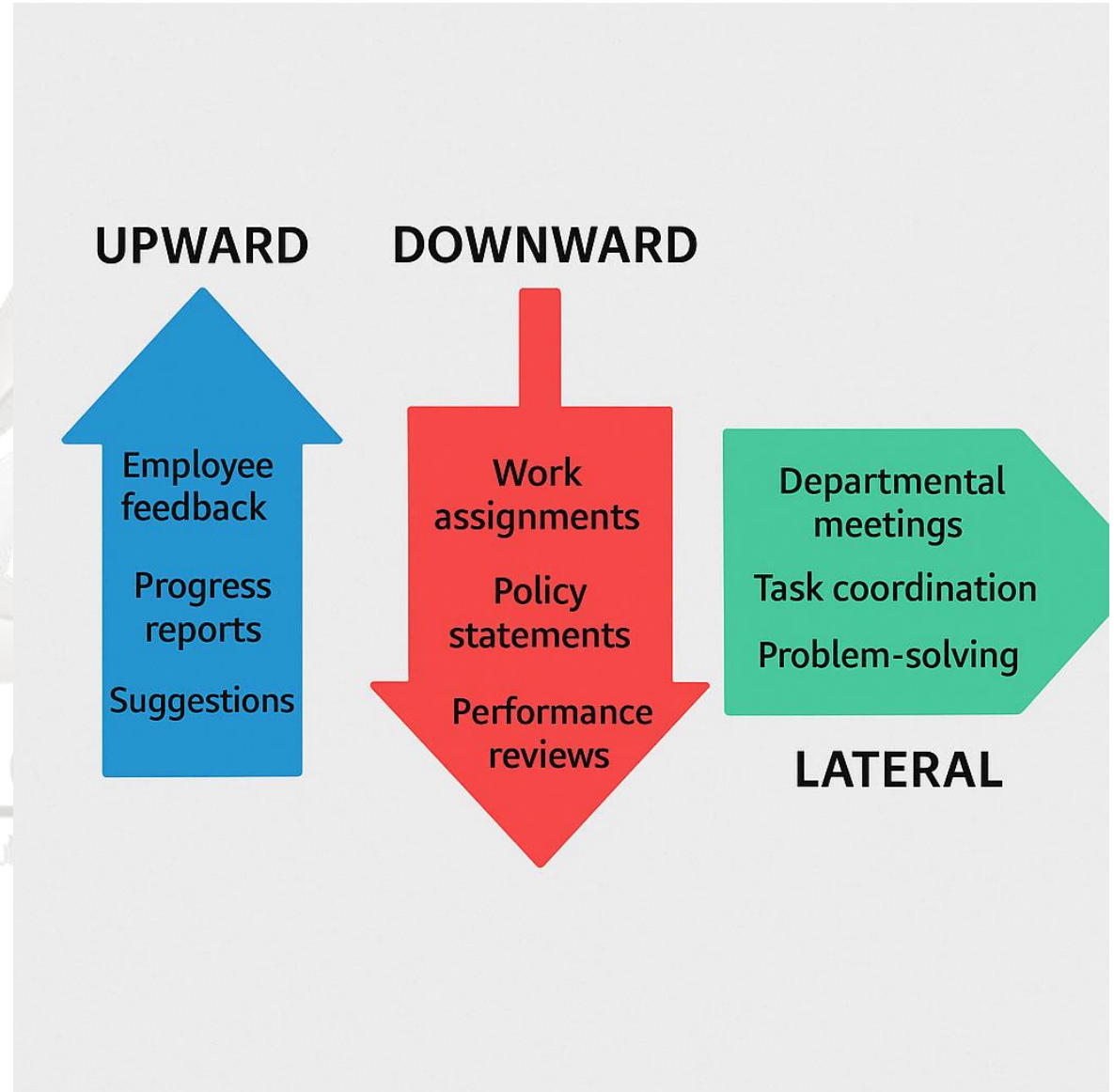
6-Noise



1-Nature of Communication



Communication Channel



Communication Barriers

1-Interruptions & Distractions

2-Environmental Challenges

3-Frame of Reference

4-Selective Listening



Communication Barriers

5-Value Judgments

6-Source Credibility

7-Language & Cultural

8-Resistance to Change



Tips and Techniques

1-Follow Up

2-Regulate Information Flow

3-Communicate In-Person

4-Demonstrate Empathy



Tips and Techniques

5-Encourage Mutual Trust

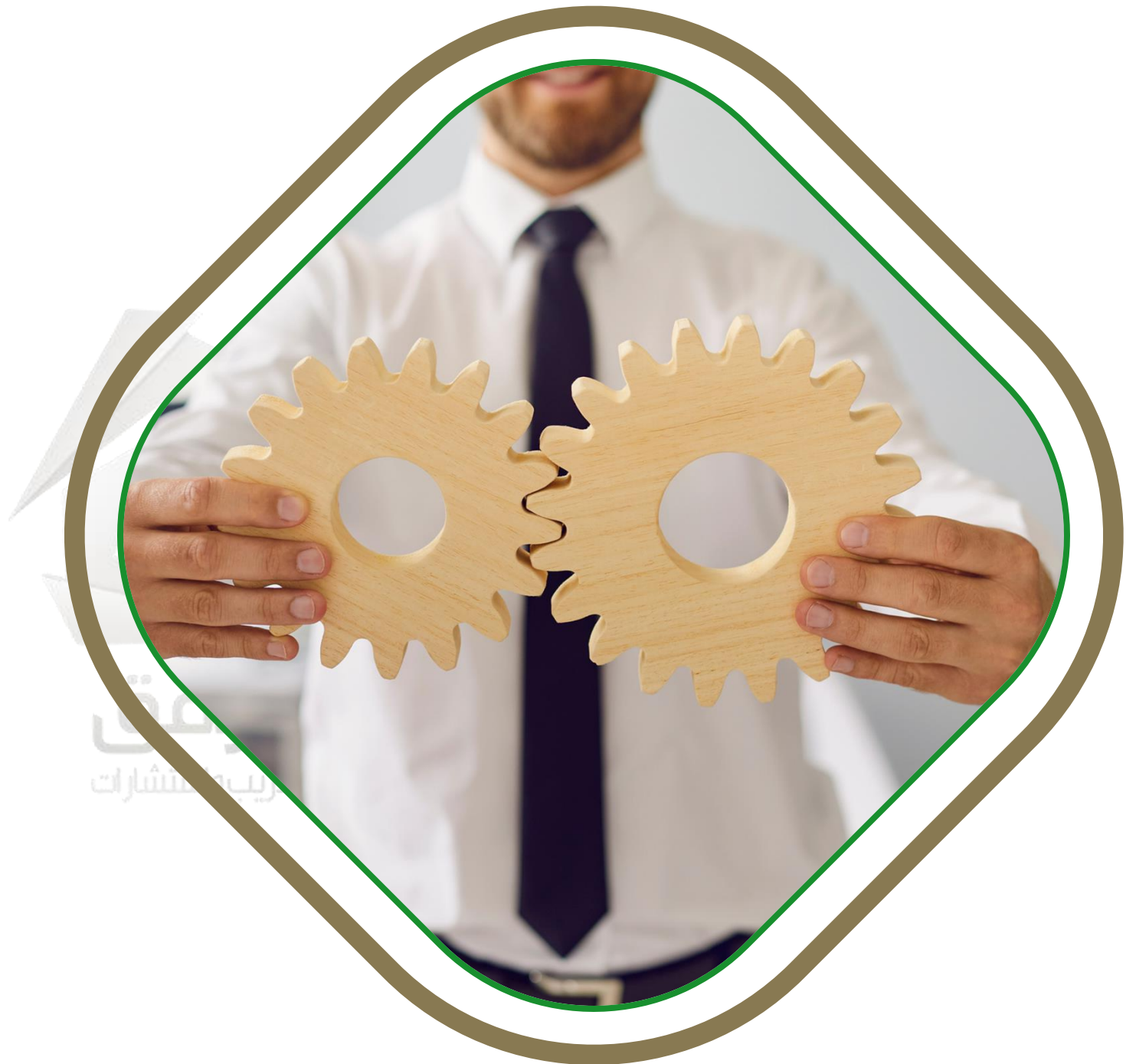
6-Simplify Language

7-Communicate In-Person

8-Communicate Ethically



2-Effective and Efficient Communication



2-Effective and Efficient Communication



Effective



Efficient

Elements of Effective

- 1- Know the intended audience**
- 2- Be clear about the purpose**
- 3-Ensure easy understanding**



Elements of Effective

4-Use the right media

5-Solicit feedback



Cs for Effective

1- Cocise

2-Complete

3-Clear



Cs for Effective

4- Correct

5- Conversational

6- Contextual



Tips and Techniques for Effective

1- Know the Audience

2-Clear About the Purpose

3-Message Clear and Relevant



Nonverbal Communication

Facial Expressions

Gestures

Posture & Body Movements

Eye Contact



Nonverbal Communication

Personal Space

Voice (Tone & Volume)

Dress & Appearance



Nonverbal Communication

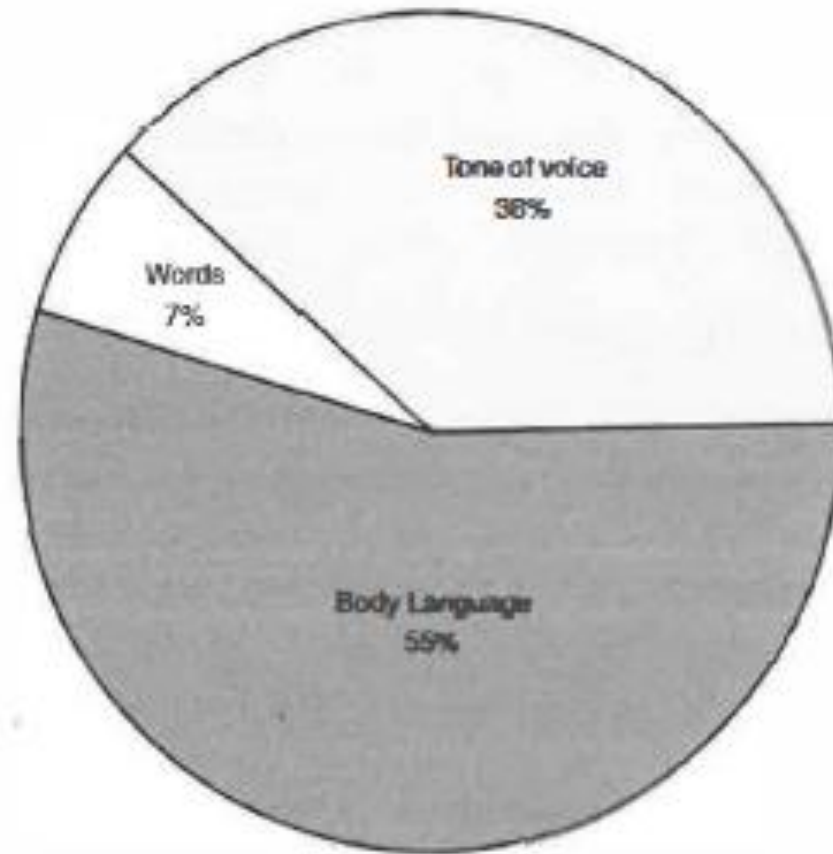


Figure 3 How Information Is Conveyed

2-Effective and Efficient Communication



Listening



Hearing

Barriers to Active Listening

Presuming

Rushing

Selective Listening

Faking Attention



Barriers to Active Listening

Daydreaming

Geographic Distance

Mobile Devices



Benefits of Active Listening

Encourages to share more

Trusting environment.

Enhances negotiation skills.

Builds rapport and credibility



Techniques of Active Listening

Concentrate

Demonstrate Listening

Provide Feedback

Defer Judgment



Types of Questioning

1-Open-Ended

2-Closed-Ended

3-Probing

4- Paraphrasing



3-Cross- functional Communication



Benefits

- **Leverages skills, competencies, and experiences**
- **Enhances trust and overall performance**
- **Improves problem-solving through different perspectives**



Challenges

1- Lack of Clarity

2-Lack of Trust

3-Lack of Trust



Tips and Techniques

- 1- Foster Information Sharing
- 2-Encourage Participation
- 3-Improve Communication Structure
- 4-Establish Shared Goals & Build Trust



4-Cross-cultural Communication



Main Challenges

Parochialism

Ethnocentrism

Cultural Filters



Examples

Saudi businessman

Western facility manager

British and American FM



Management Orientation

1-Ethnocentric

2- Polycentric

3-Regiocentric

4- Geocentric



FM Global Challenges

Cultural Diversity Challenges

Language

Religion

Legal & Regulatory Constraints



Tips and Techniques

Avoid Stereotyping & Biases

**Be Patient & Invest Time in
Relationships**

Practice Active Listening

Be Flexible & Adaptable



4-Cross-cultural Communication

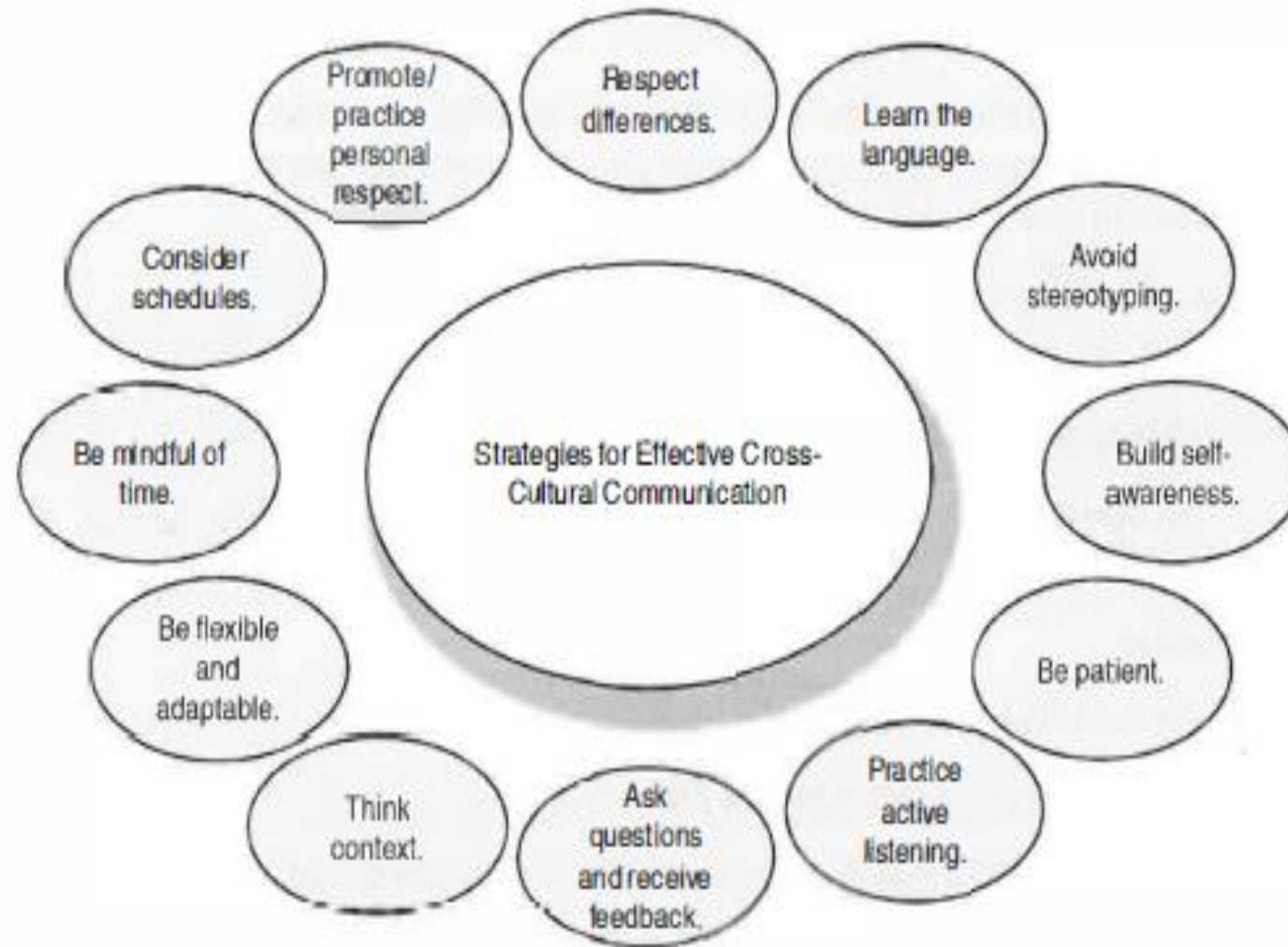


Figure 5 Strategies for Effective Cross-cultural Communication

5-Intergenerational Communication



Five Generations

1-Silent Generation (1928-1945)

2-Baby Boomers (1946 -1964)

3- Generation X (1965 - 1980)



Five Generations

4-Millennials (1981- 1996)

5-Generation Z (1997 -2012)



communication styles and preferences

1-Silent Generation (Formal)

2-Baby Boomers (Direct & Formal)

3- Generation X (Informal & Flexible)



communication styles and preferences

4-Millennials (Authentic & Fast)

5-Generation Z (Transparent & Visual)



Tips and Techniques

**1-Consider the Individualize
Communication**

2-Match The Right Channel

**3-Respond by Same Communication
Channel**



Tips and Techniques

**1-Consider the Individualize
Communication**

2-Match The Right Channel

**3-Respond by Same Communication
Channel**

**4-Inform Others of Your Preferred
Method**



5-Issues Shaping FM Communication



Electronic Communication Options

Instant messaging & email

High-resolution images & video

Appointment status updates

Social media (blogs, video sharing, etc.)



Advantages

- 1-Enhances productivity.**
- 2-Improves efficiency**
- 3-Supports virtual collaboration.**
- 4-Reduces costs with face-to-face meetings**



Disadvantages

- 1-Can feel impersonal
- 2-Causes information overload
- 3-security and data protection concerns
- 4-Increases risk of miscommunication



Technology-enabled communication

- 1-Facilitates remote collaboration**
- 2-Reduces operational costs**
- 3-Enables instant access to information**
- 4-Improves documentation and data archiving**



Advantages

Virtual meeting and Conferencing

Instant Messaging

Social Platform

Cloud-Based Shared file



Challenges & Considerations

1-Impersonal communication

2-Lack of nonverbal cues

3-Information overload

4-Reliance on internet access



Practical Applications in FM

- 1-Instant notifications
- 2-Remote troubleshooting
- 3-Social media outreach
- 4-Web-based portals



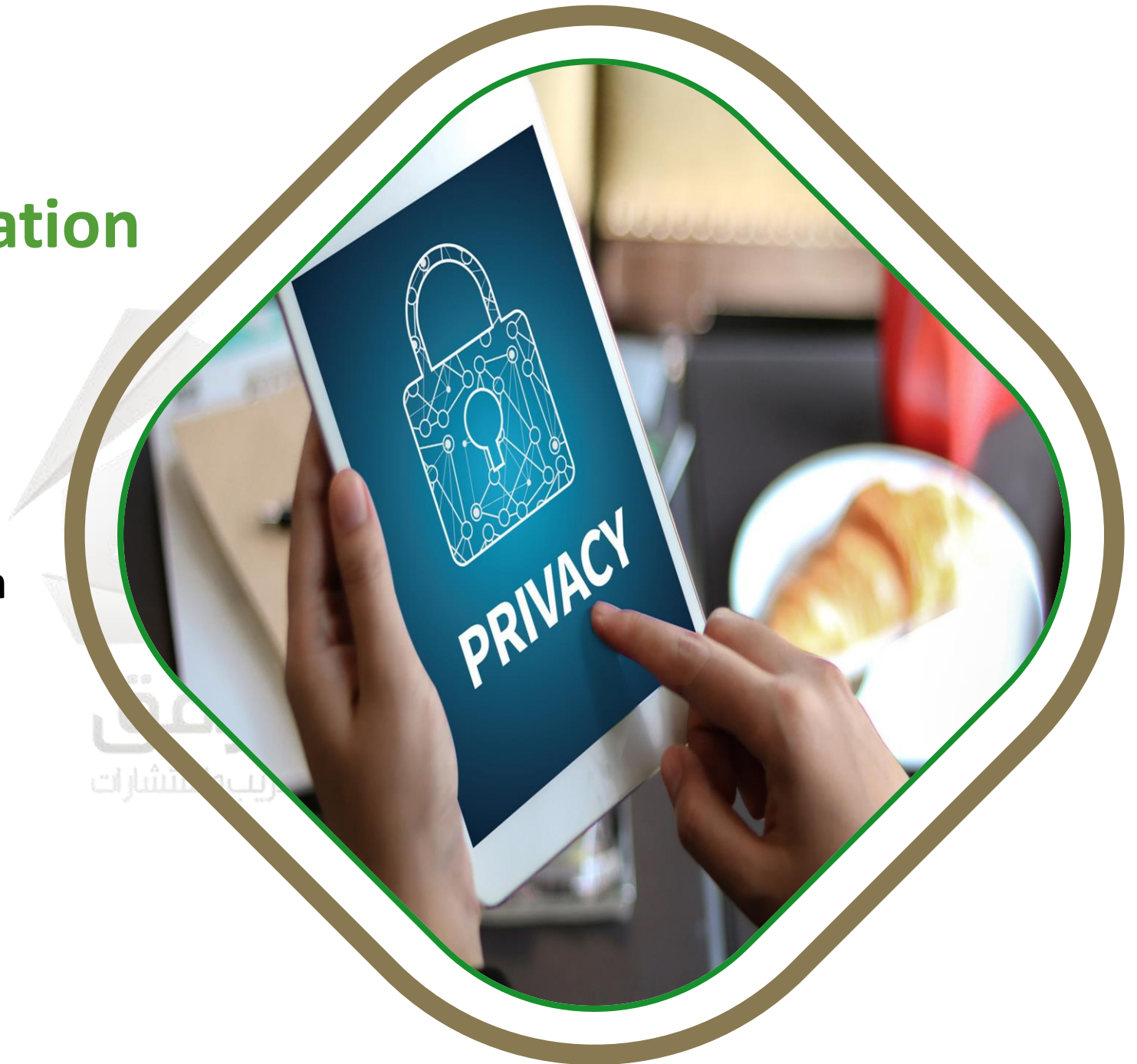
Workplace Communication Privacy Concerns

Personal use of email

Misuse of digital communication

Inappropriate online behavior

Protecting trade secrets



Workplace Communication Privacy Concerns

**Employer Monitoring
&
Legal Regulations**



Considerations for Employers & FM

- 1-Develop clear privacy policies**
- 2-Inform employees to maintain transparency.**
- 3-Comply with data protection laws**
- 4-Implement cybersecurity measures**

Chapter 2

Business Writing





Contents

1-Business Writing Fundamentals

2-Influence, Persuade and Negotiate

3-Plagiarism and Copyright Infringement

4-Selecting Reliable Sources of Information

1-Business Writing Fundamentals



1-Business Writing Fundamentals

Using Plain Language

Use simple & direct words

Avoid jargon & foreign phrases.

Write in active voice

Use consistent terminology



1-Business Writing Fundamentals

Global English for Cross-Cultural Communication



Content Principles

1-Have a Clear Purpose

2-Be Audience-Focused

3-Include a Key Message

4-Stay on Message



Content Principles

5-Vary Sentence Length

6-Choose the Right Words

7-Use Active Voice

8-Revise & Edit Carefully



Organization and Format Principles

1-Content Organization

2-Creating an Outline

3-Headings & Subheadings

4-Lists for Readability



1-Business Writing Fundamentals

Organization and Format Principles

5-Using Transitions

6-Structuring (Beginning,
Middle & End)

7-Readability & Visual Appeal

8-Emphasizing Key Points



Style Principles

Acronyms

Capitalization

Clichés

Jargon

A large, stylized graphic on the right side of the slide. It features a central rectangular piece of light-colored paper with the word "STYLE" printed in a bold, red, serif font. This central piece is surrounded by a collage of other torn paper pieces, some of which have black abstract shapes or patterns. The entire graphic is enclosed within a thick, brown, rounded border. In the background, there is a faint watermark in Arabic script that reads "مركز دراسات" (Center of Studies) and "مكتب نشرات" (Publication Office).

STYLE

2-Increasing the Ability to Influence, Persuade and Negotiate



2-Increasing the Ability to Influence, Persuade and Negotiate

Understanding Stakeholders & Perspectives on Goals



Types of Influence Tactics

Hard Influence Tactics

Soft Influence Tactics



2-Increasing the Ability to Influence, Persuade and Negotiate

Tips and Techniques

Influence is a two-way process

Practice good communication

**Use information as a lever of
influence**



Factors Affecting Persuasion

1-Persuader Characteristics

2-Message Content

3-Communication Channel

4-Audience Characteristics



Tips & Techniques for FM Negotiation

- 1-Open discussion environment
- 2-Structure discussions for collaboration
- 3-Clarify expectations and explore alternatives

3-Preventing Plagiarism and Copyright Infringement



Types of Plagiarism

1-Direct Plagiarism

2-Direct "Patchwork" Plagiarism

3-Paraphrasing Without Credit

**4-Plagiarism of Graphs, Figures,
or Images**



How to Prevent

Always give proper credit

**Cite sources for graphs, images,
or figures**

**Verify the source If unsure
information**



Copyright Infringement

No Universal Copyright Law

Automatic Copyright Ownership

Registration Prove ownership

Check Local Laws



4-Selecting and Evaluating Reliable Sources of Information



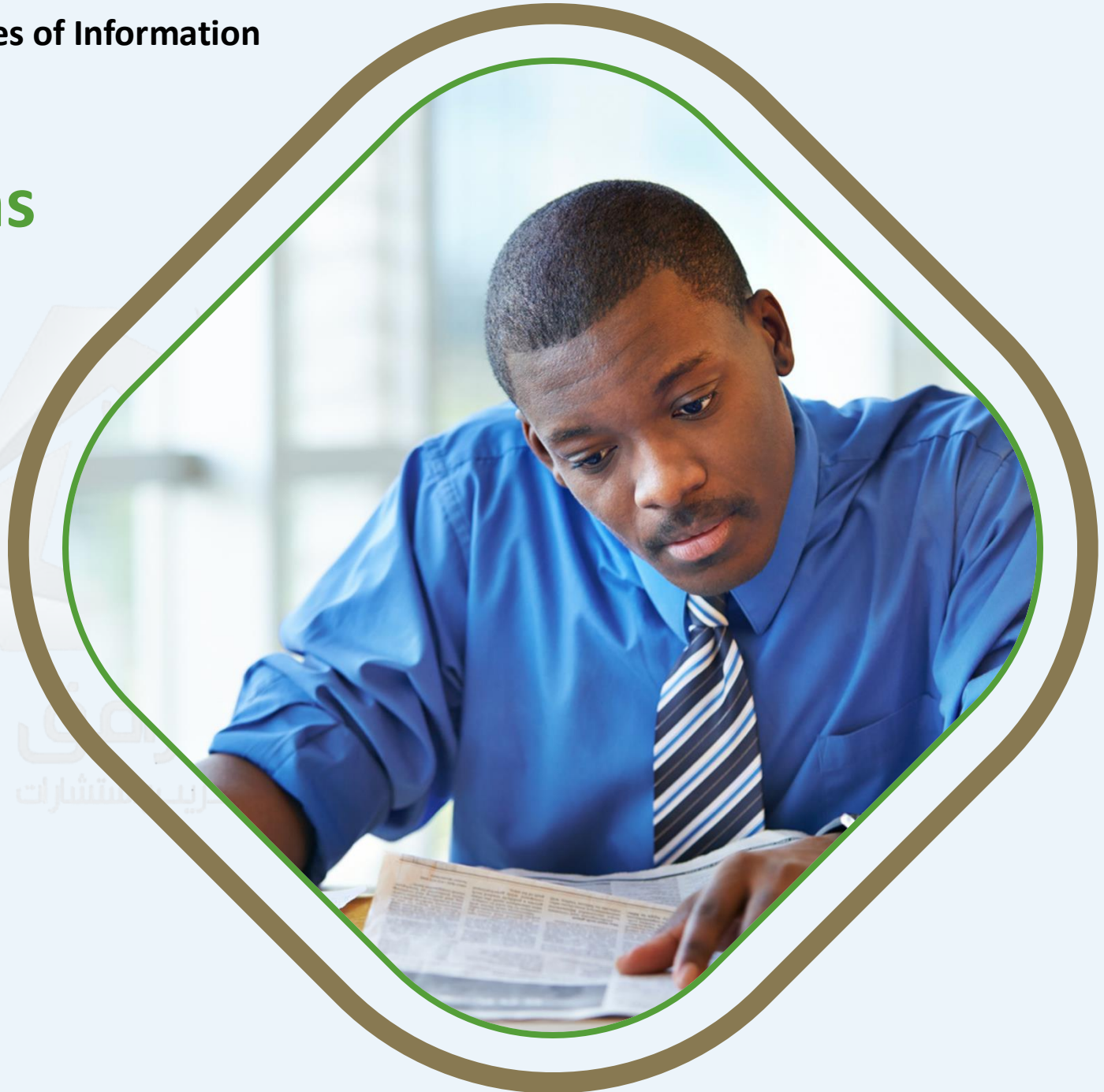
Reliability Key Questions

Who is the author?

What are the references?

When was it published?

Where was it published?



Chapter 3

Written Business Communication to Achieve Results



Contents

**1-Fundamentals of
Correspondence**

2- Emails

3-I & Text Messages

4-Business Letters



Contents

4- Memos

5- Business Letters

6-Business Plans

7-Business Reports



1-Fundamentals of Correspondence



Writing Style

1-Formal style

2-Informal style



Establishing Goodwill

1-Use polite and respectful tone

2-Focus on the reader's needs

**3-Write from the reader's
perspective**

using “you” and “your.”



Presenting

1-Presenting Bad News

2-Presenting Good News



Opening and Closing



International Correspondence



2-Writing Emails



Email limitations

1-Misinterpreting Messages

2- Negative Messages

3-Conveying Emotions

4-Privacy Concerns



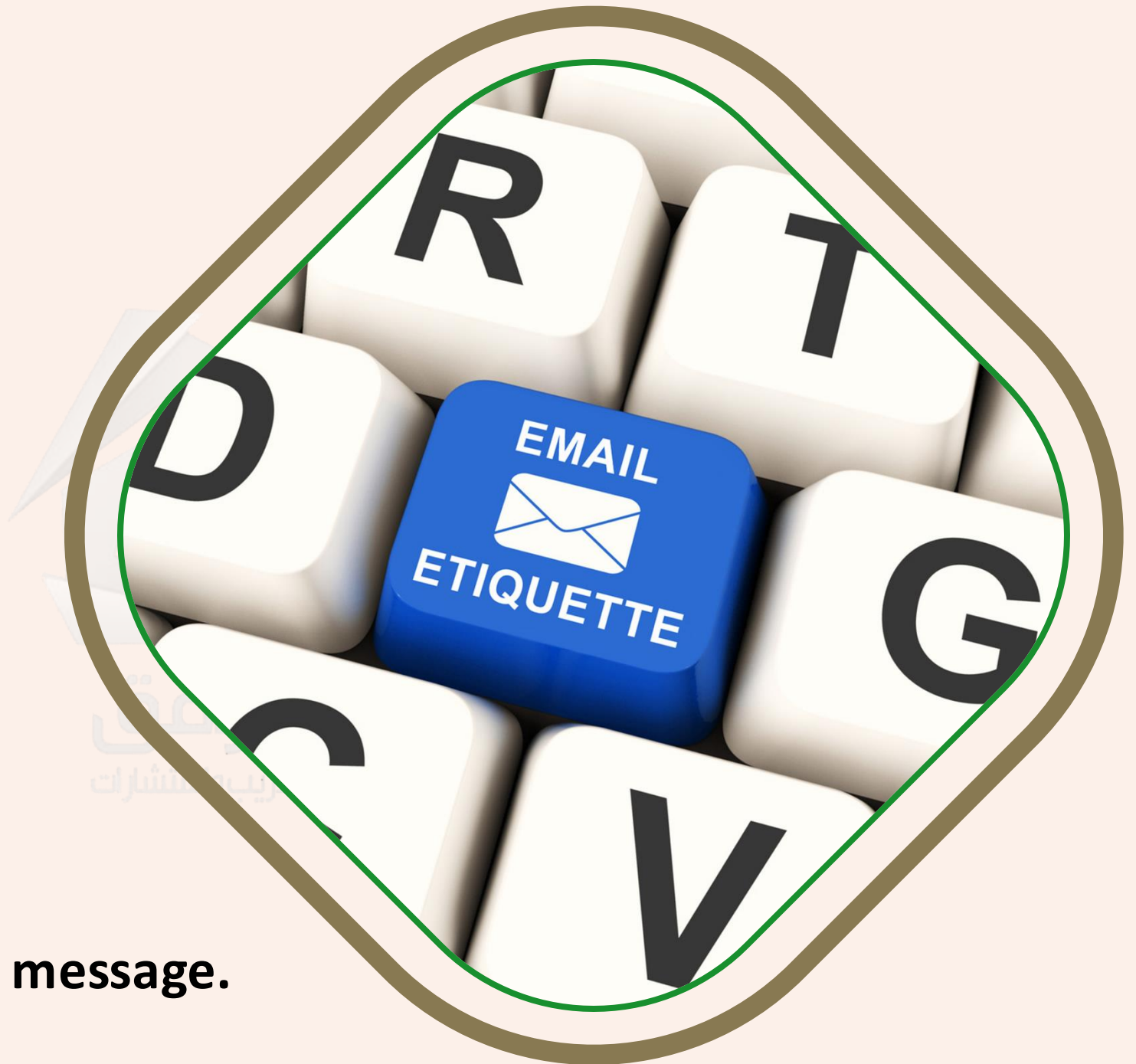
Email etiquette

Respond within 24 hours.

Write clear subject lines.

**Use “To,” “Cc,” and “Bcc”
appropriately.**

Be brief but complete in your message.



Email etiquette

Privacy & Confidentiality

Emails they can be monitored

**Use disclaimers for sensitive or
confidential**

Don't forward confidential



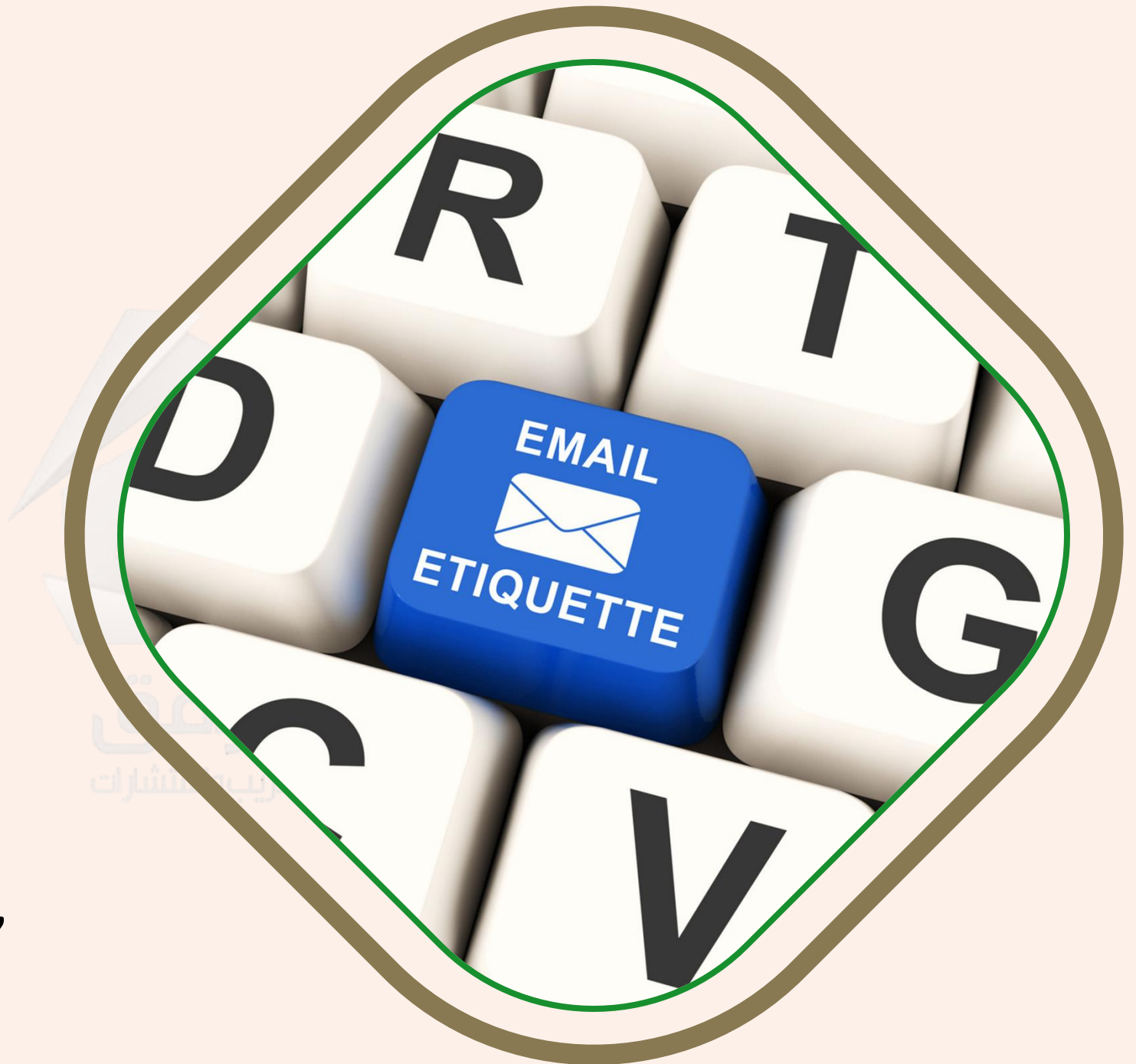
Email etiquette

Salutations and Closings

Adapt based on audience:

Formal: “Dear Mr” → “Best regards”

Informal: “Hi,” → “Take care”



Email permanence

Permanent on organization's
mail server



Inbox organization

Flagging

Folder Sorting

Manually

Automatically



When to stop sending email

Urgent or critically important.

Need to convey emotion, or intent clearly.

Dealing with conflict or sensitive issues.

Emails are going back



3-Writing Instant Messages and Text Messages



3-Writing Instant Messages and Text Messages

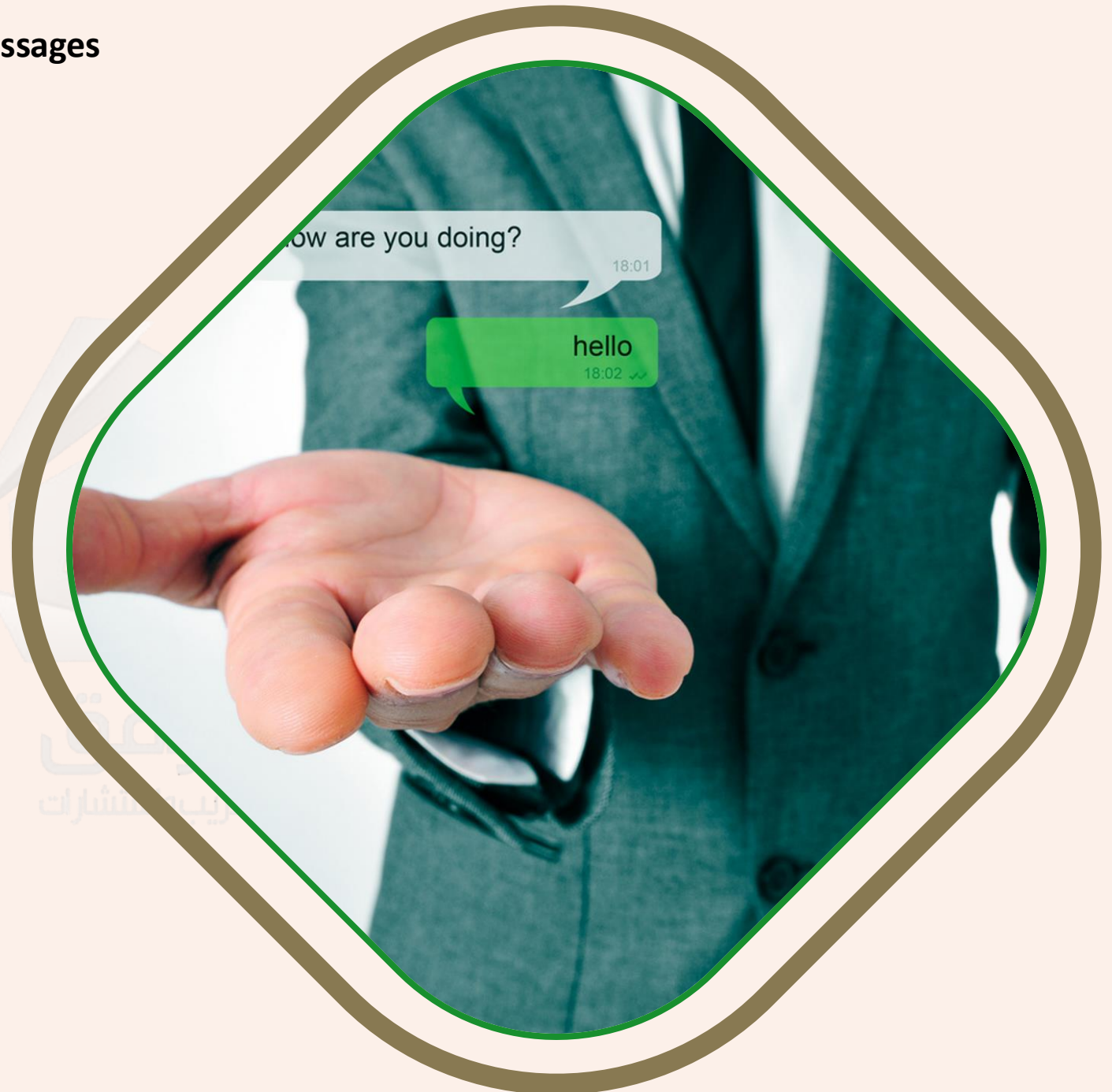
Instant Messaging

**Best for short, immediate
messages**

Not secure

Avoid abbreviations

**Save important IMs for
reference**



Text Messaging

Limited to 160 characters

90% read within 3 minutes

Avoid texting sensitive

Follow your organization's

texting policies



4-Writing Memos



Memorandum

internal document

For day-to-day

communication



Purpose of Memos

Informative memos

Persuasive memos



Memo Structure

Heading

Opening

Summary



Memo Structure

Discussion

Closing

Attachments



5-Writing Business Letters



Anatomy of a Business Letter

Heading

Inside Address

Salutation

Subject Line



Anatomy of a Business Letter

Body

Complimentary Closing

Signature Block

Enclosure & Copy Notation



6-Writing Business Plan



Key Elements

Purpose Statement

Supporting Facts

Risks and Alternatives

Action Steps



7-Writing Business Reports



Types of Reports

Feasibility reports

Formal reports

Investigative reports

Progress reports



1-Front Material

2-Main Body

3-Back Material



Chapter 4

Conducting Effective Meetings



Contents

1-Fundamentals

2- Virtual Meeting

3-Making a Presentation



1-Fundamentals



1-Fundamentals

1-Status Update

2-Decision-Making

3-Team-Building

1-Problem-Solving

1-Idea-Sharing



Purpose of Meeting



Planning for Meeting

1-Attendees

2-Format

3-Time & Location

4-Agenda



1-Fundamentals

Planning for Meeting

5- Roles and Responsibilities

6-Facilitation

7-Conflict Management



8-Post-Meeting Follow-Up

Minutes

Action Plan

Meeting Summary



2-Conducting a Virtual Meeting



2-Conducting a Virtual Meeting

Types:

1-Teleconference

2-Video Conference

3-Web Conference



Best Practices

1-Preparation Before

2-During the Meeting

3-Participation



4-Etiquette

Be punctual

Dress appropriately

Don't interrupt others

Be attentive



5-Professional Remote Office

Quiet space

Set up neutral backgrounds

Proper lighting

Test tools in advance



Global Meeting

Language barriers

Time zone gaps

Cultural differences



Global Meeting Best Practices

1-Distribute Agenda in Advance

2-Separate Participation

3-Use Reliable Tech Tools



3-Making a Presentation



Preparing for the presentation

Determining the Purpose

Analyzing the Audience

Gathering Information



3-Making a Presentation

1-Introduction

2- Body

3-Conclusion

4-Transitions

5-Visual Aids



Delivery Techniques

1- Eye Contact

2-Movement

3-Gestures



Delivery Techniques

4- Voice and Inflection

5-Projection

6-Gestures



Chapter 5

Facility Management Communication Plan



Contents

- 1- Stakeholder Expectations**
- 2-Appropriate Media**
- 3- FM Communication Plan**
- 4-Communicating in Crisis**
- 5- Evaluating a Plan**



1- Meeting Stakeholder Expectations



1- Meeting Stakeholder Expectations

Common stakeholder expectations

1-Understanding Needs

2-Building Strong Relationships

3-Maintaining Effective Communication

4-Demonstrating Reliability



1- Meeting Stakeholder Expectations

1-Identify Stakeholders

2-Understand Expectations

3-Classify and Tailor

Communication

4-Engage Continuously

5-Solicit Feedback



2- Selecting Situation- Appropriate Media



2- Selecting Situation-Appropriate Media

Stakeholder preferences

Why needs the information

What they plan to do with it

The urgency



2- Selecting Situation-Appropriate Media

Advantages and Disadvantages

Email

Face to Face Meeting

Text and I Message

Social Media



3- Developing an FM Communication Plan



3- Developing an FM Communication Plan

Effective FM communication plan

1-Stakeholder Targeting

2-Defined Purpose

3-Media Selection



3- Developing an FM Communication Plan

Effective FM communication plan

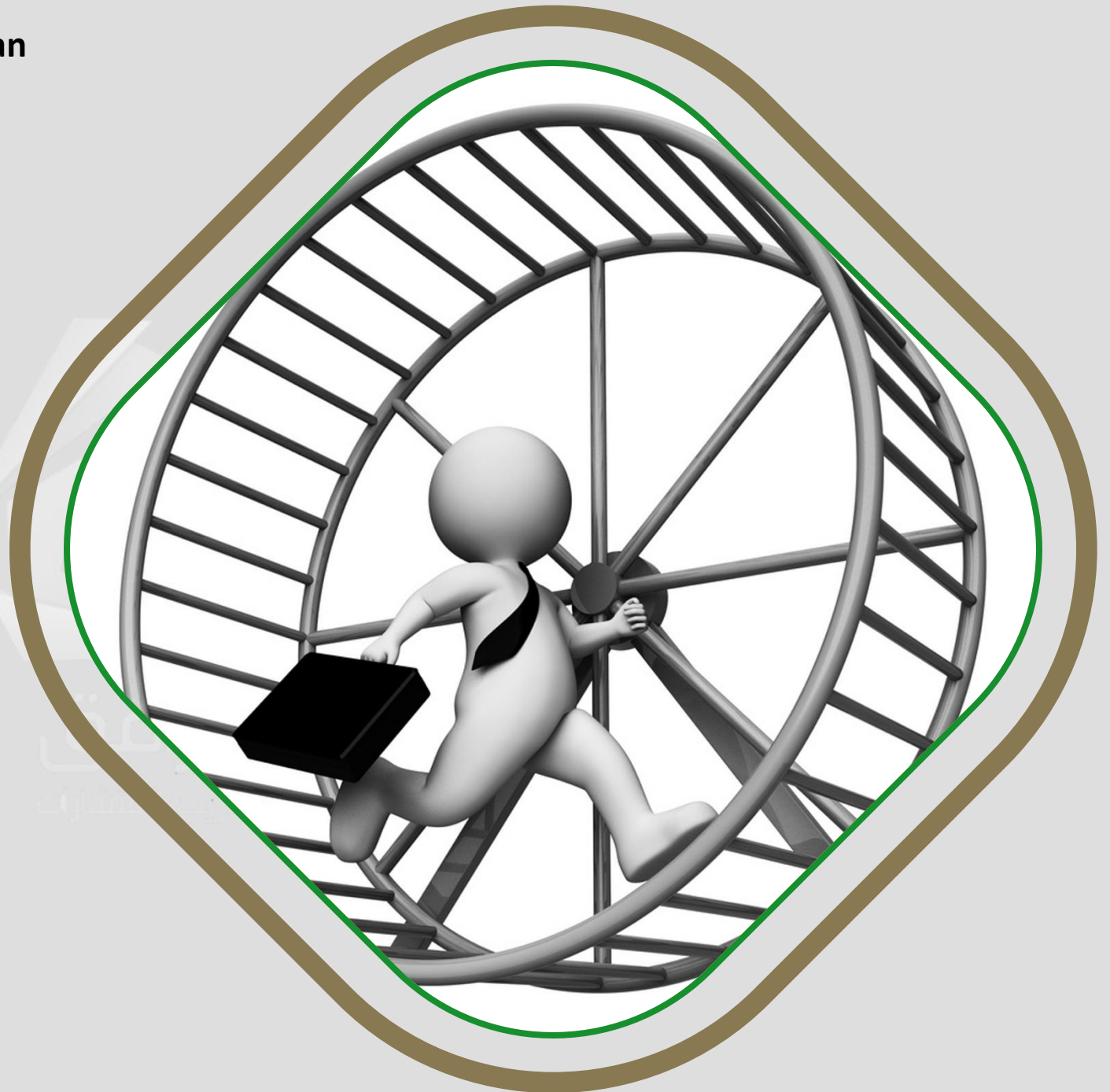
4-Timing and Frequency

5-Responsibility

6-Evaluation



**Repetition
and
Consistency**



4- Communicating During a Crisis



4- Communicating During a Crisis

Creating messages

Prepare templates in advance



4- Communicating During a Crisis

Releasing information

Appoint a single spokesperson



Resources for crisis communication

Landline or mobile phones

Electronic notification systems

Email access

Access to official social media



5- Evaluating a Communication Plan



Key Steps

- 1-Clearly measurable objectives
- 2-Barriers affect achieving objectives
- 3-Define sources of information
- 4-Choose methods for collecting data



Key Steps

5-Set a time frame

6-Plan for confidentiality of feedback.

7-Decide on how to analyze the data

