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Bitesize GCSE BUSINESS STUDIES

COMMUNICATION

LORD ALAN SUGAR- ENTREPRENEUR

Communication is very important in a business. Whether it is face to face communication with your own staff or whether it's passing emails to and fro externally or even internally. One of the things that you need to do is be very reactive to emails, telephone calls and make sure that you don't just forget them. You need to answer, even if the answer is a holding answer, or even if the answer is no. One of the worst things in the world to do is just ignore

NICOLA VANE- PHONE SOCK ENTREPRENEUR

Communication is really important in business. Things need to be communicated clearly otherwise problems may arise. Problems such as a customer's order maybe dispatched to the wrong location, which could have a bad impact on the business.

BEN WALLACE- MARKETING, GOOGLE UK

I don't think you can over communicate the work you are doing internally within a company. Because especially as you grow as a business. And it's harder to know everyone individually. It's really important that everyone knows as much as possible as they can about what's going on in the company. Even if they don't always want to hear about it.

DR PAUL THOMAS- TRUFFLE ENTREPRENEUR

Communication is really important in business. Um it can either make or break a deal. Emails are fantastic because you've always got a written record of what's happened and what's been communicated. But it is always very easy to be misinterpreted on an email. And it is in negotiating in our experience it has to be face to face, or at least video conferencing; and I would say that is by far the most effective way of communicating.

NICOLA VANE- PHONE SOCK ENTREPRENEUR

I like to communicate directly with our customers. I like to speak with them over the phone or in person. This way, things are less likely to be miscommunicated. Also you're able to keep a good working relationship with that person.

SAIRA KHAN- SKINCARE ENTREPRENEUR

You can communicate through meeting; you can communicate through email, through newsletters, through intranet. There's lots of different ways but you just need to be doing it well. And you need to make people feel that the information you're giving them will help them in some way. Or make them better at their job. I think people get frustrated when you're being sent loads of emails. And you're got lots of meetings and they're thinking well what's the point of that? That's bad communication.

DEBROAH MEADEN- ENTREPRENEUR

It always worries me when businesses kind of talk about communication as if it's a separate topic. I mean it's what we should all be doing well, all day every day. And it is the absolute complete life blood of a business. But what I often see in business is either too little communication or too much communication. And the trick is getting it right in the middle that says, the right people know what they need to know, at the right time. Not over communicating so that people know so much their head just swimming and they don't know why they're being told stuff. Versus knowing too little and they spend their life thinking, stuff's going on and I don't know about it. People need to know what they need to know. And more importantly when they need to know it.

HUGH PYM - BBC CHIEF ECONOMICS CORRESPONDENT

Businesses are very aware of their image in the media and their consumers. If it's a supermarket, another type of retailer, someone selling insurance, somebody with a big public profile. They really want to look good in the media. They don't want negative coverage. They also have to be aware of what can go wrong and how to deal with it and there been one or two occasions where companies dealing very well with problems. And the most successful ones seem to be those who recognise there's a problem and apologise immediately. And get out and do interviews explaining that they've made a mistake. Hoping that their customers understand and just try and draw a line under it. The worst examples are ones where the company doesn't want to admit they've made a mistake, they just assume it will go away and they stay away from the media and don't do any interviews. And often that just encourages the media to ask more and more questions. And the whole story escalates and it becomes very very difficult indeed.

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