

# Lesikar Flatley Business Communication

## Mastering Business Communication: A Deep Dive into Lesikar & Flatley's Approach

Effective business communication is the lifeblood of any successful organization. For decades, Lesikar & Flatley's approach to business communication has served as a cornerstone for understanding and mastering this crucial skill. This article delves into the core principles of \*Lesikar & Flatley business communication\*, exploring its benefits, practical applications, and enduring relevance in today's dynamic business world. We'll also touch upon key aspects like **written business communication**, **verbal communication skills**, and **nonverbal communication cues**, vital components of the Lesikar & Flatley methodology.

### Understanding the Lesikar & Flatley Framework

The Lesikar & Flatley model isn't just a textbook; it's a comprehensive framework for understanding and improving communication in various business contexts. It emphasizes a systematic approach, breaking down the communication process into manageable steps and equipping readers with the tools to create clear, concise, and persuasive messages. This approach transcends simple grammar and style guides; it delves into the psychology of communication, considering the audience, purpose, and context of each message.

The core tenets of Lesikar & Flatley's approach often include:

- **Planning and Preparation:** Before drafting any communication, Lesikar & Flatley stress the importance of thoroughly understanding the audience, the objective, and the appropriate communication channel. This involves careful consideration of the message's purpose and the desired outcome.
- **Message Construction:** This phase focuses on crafting the message itself. Lesikar & Flatley emphasize clarity, conciseness, and the use of appropriate language. This includes considering the audience's level of understanding and tailoring the message accordingly. This step often involves choosing between different communication styles, which is central to effective **business writing**.
- **Choosing the Right Channel:** The authors highlight the importance of selecting the appropriate communication medium based on the message's

urgency, complexity, and sensitivity. A quick email might suffice for a simple request, whereas a formal letter might be necessary for a more sensitive matter.

- **Delivery and Feedback:** The final step focuses on delivering the message effectively and soliciting feedback to ensure it was received and understood as intended. This stage is particularly important for ensuring clear understanding, especially in **interpersonal communication** settings.

## Benefits of Applying the Lesikar & Flatley Method

Implementing the principles of Lesikar & Flatley's approach offers numerous benefits for both individuals and organizations. These benefits extend beyond simply writing grammatically correct sentences; they encompass improved productivity, stronger relationships, and enhanced overall business performance.

- **Improved Clarity and Conciseness:** The framework emphasizes clear, concise writing and speaking, minimizing ambiguity and maximizing understanding. This leads to greater efficiency in communication, reducing misunderstandings and saving time.
- **Enhanced Persuasiveness:** Lesikar & Flatley's approach teaches techniques for crafting persuasive messages, crucial for influencing decisions, securing buy-in, and negotiating effectively.
- **Stronger Professional Relationships:** By emphasizing empathy and understanding the audience's perspective, the framework fosters stronger working relationships based on trust and mutual respect. This is vital for team cohesion and client satisfaction.
- **Reduced Miscommunication:** Through careful planning and attention to detail, the method significantly reduces the likelihood of misunderstandings and conflicts stemming from poorly communicated messages. This is especially crucial in complex projects or cross-cultural collaborations.
- **Improved Professional Image:** Consistent application of the framework's principles projects a professional and competent image, building credibility and enhancing reputation.

## Practical Applications of Lesikar & Flatley Principles

The principles outlined in Lesikar & Flatley's work are applicable across a vast spectrum of business communication scenarios.

- **Email Communication:** Crafting clear subject lines, using concise language, and ensuring the message is easily digestible are critical aspects of professional email etiquette, all emphasized in the Lesikar & Flatley approach.
- **Presentations and Speeches:** Planning the content, structuring the speech effectively, using visuals strategically, and engaging the audience actively are

key components covered in the framework, contributing to effective **oral communication**.

- **Reports and Proposals:** Creating well-structured, data-driven reports and persuasive proposals that clearly convey information and meet specific objectives are key skills honed using the Lesikar & Flatley model.
- **Negotiations:** Understanding the other party's perspective and crafting persuasive arguments are crucial for successful negotiations, aspects addressed directly within the framework's teachings.
- **Team Collaboration:** Effective internal communication, including meeting management and conflict resolution, relies heavily on the clear and concise communication strategies emphasized by Lesikar & Flatley.

## Lesikar & Flatley in the Modern Business Landscape

While originally published decades ago, the core principles of Lesikar & Flatley's work remain remarkably relevant in today's fast-paced, digitally driven business world. The importance of clear, concise, and persuasive communication hasn't diminished; it has only intensified. The constant evolution of communication channels (social media, instant messaging, etc.) requires a foundational understanding of effective communication principles, and Lesikar & Flatley provides this foundational base. The emphasis on understanding the audience, the purpose, and choosing the right channel remains crucial in navigating this complex digital environment.

## Conclusion

Lesikar & Flatley's approach to business communication provides a timeless and valuable framework for effective communication in today's business world. By emphasizing careful planning, clear message construction, and appropriate channel selection, this method empowers individuals and organizations to communicate with greater clarity, persuasiveness, and effectiveness. Mastering these principles translates to enhanced productivity, stronger relationships, and improved overall business performance, making it a worthwhile investment for any professional striving for success.

## Frequently Asked Questions (FAQ)

### Q1: Is Lesikar & Flatley relevant in the age of social media?

A1: Absolutely. While the channels have changed, the core principles of clear, concise, and audience-appropriate communication remain paramount. Understanding your audience and crafting your message to resonate with them is just as crucial on social media as it is in a formal business letter. Lesikar & Flatley provides the foundational skills to adapt to any communication channel.

**Q2: How can I practically apply Lesikar & Flatley principles to my daily work?**

A2: Start by consciously considering the audience, purpose, and channel before crafting any communication. Take time to plan your message, ensuring clarity and conciseness. Seek feedback to ensure your message was received as intended. Practice consistently, and gradually you'll integrate these principles into your daily routines.

**Q3: Are there specific exercises or activities recommended by Lesikar & Flatley to improve communication skills?**

A3: While the book doesn't explicitly detail structured exercises, the approach itself implicitly encourages active practice. The emphasis on careful planning, message construction, and feedback naturally encourages a practical, iterative approach to improving one's communication skills through real-world application.

**Q4: How does Lesikar & Flatley address nonverbal communication?**

A4: While the primary focus is on verbal and written communication, Lesikar & Flatley implicitly acknowledge the importance of nonverbal cues. The emphasis on understanding the audience and tailoring the message suggests an awareness of the role nonverbal communication plays in message reception and interpretation.

**Q5: What are some common mistakes people make when communicating in the workplace, according to Lesikar & Flatley's principles?**

A5: Common mistakes include failing to adequately plan a message, neglecting to consider the audience, using jargon or overly complex language, choosing inappropriate communication channels, and neglecting to seek feedback.

**Q6: Is this approach suitable for all types of businesses and industries?**

A6: Yes, the principles of clear, concise, and effective communication are universally applicable across all sectors and business sizes. While the specific applications might vary, the underlying framework remains consistent.

**Q7: Where can I find more information about Lesikar & Flatley's work?**

A7: Numerous editions of their business communication textbooks are available online and in bookstores. Searching for "Lesikar & Flatley business communication" will yield a plethora of resources, including textbook versions and supplementary materials.

**Q8: How does the Lesikar & Flatley method compare to other communication models?**

A8: While other models exist (e.g., the Shannon-Weaver model), Lesikar & Flatley distinguishes itself by providing a practical, actionable framework specifically

tailored to the business world. It blends theoretical understanding with practical guidance, offering a holistic approach to mastering business communication skills.

## **Mastering the Art of Interaction: A Deep Dive into Lesikar & Flatley's Business Communication**

The sphere of business is a complex web of connections, all reliant on effective communication. For decades, Lesikar & Flatley's "Business Communication" has served as a pillar text, leading students and professionals alike in navigating this demanding landscape. This article will explore into the essence of this influential text, examining its key concepts and providing practical strategies for enhancing your own business communication proficiency.

The book's potency lies in its complete approach. It doesn't just offer a theoretical framework; instead, it links theory to practice through various real-situational examples and drills. This practical focus is crucial for learners, allowing them to grasp the concepts and apply them directly to their own professional lives.

One of the core themes explored is the importance of audience analysis. Lesikar & Flatley stress the need to comprehend your audience's background, expectations, and interaction styles before crafting any message. This perceptive approach promises that your communication is successful, engaging with your audience and achieving its targeted purpose. Think of it like tailoring a suit – a one-size-fits-all approach rarely works well. Understanding your audience allows you to formulate a message that is perfectly fitted to their needs.

Furthermore, the book fully addresses a wide spectrum of business communication modes, from emails and reports to talks and conferences. For each mode, the authors present clear guidelines on organization, style, and tone, enabling readers to produce professional and productive communications. For instance, the section on report writing describes the significance of a clear introduction, well-organized body, and concise conclusion, along with the appropriate use of visuals to improve understanding.

The impact of nonverbal communication is also addressed extensively. Lesikar & Flatley acknowledge that nonverbal cues, such as body language and tone of voice, often convey more weight than the words themselves. Understanding and managing these nonverbal elements is essential for building confidence and ensuring your message is accurately understood. The text offers useful advice on maintaining appropriate eye contact, using open body language, and projecting a confident demeanor.

Beyond particular communication techniques, Lesikar & Flatley's manual also highlights the importance of ethical communication. The authors champion for honesty, clarity, and fairness in all business interactions. They underline the potential outcomes of unethical communication, such as damaged reputations and legal issues. This focus on ethics grounds the book in a solid moral framework,

ensuring that readers are not only competent communicators but also responsible ones.

In conclusion, Lesikar & Flatley's "Business Communication" remains an essential resource for anyone desiring to boost their professional communication abilities. Its thorough approach, practical exercises, and attention on both technical skills and ethical considerations make it an invaluable resource for success in today's competitive business environment.

### **Frequently Asked Questions (FAQs):**

#### **Q1: Is Lesikar & Flatley's book suitable for beginners?**

A1: Absolutely! The book's clear structure and numerous examples make it accessible even for those with little prior experience in business communication.

#### **Q2: How can I apply the concepts from the book to my current role?**

A2: Start by analyzing your current communication practices. Identify areas for improvement and then apply the specific techniques and strategies outlined in the book to those areas.

#### **Q3: What makes this book different from other business communication texts?**

A3: Its unique blend of theory and practice, coupled with its complete coverage of various communication methods and its strong focus on ethics, differentiates it from other books in the field.

#### **Q4: Is there an updated version of Lesikar & Flatley's Business Communication?**

A4: Yes, there have been several editions published over the years, ensuring the content remains relevant to contemporary business practices. Check with your local bookstore or online retailer for the latest edition.

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