

Small Business Center at Forsyth Tech

“Increasing Business Success”



If you are an entrepreneurial thinker and would like more information about starting or expanding a business, contact the Forsyth Tech Small Business Center for free information, including small business seminars and one-on-one counseling.

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Business Communication

In my November article, I discussed the importance of community engagement and the activities of the Small Business Center. We engage strategies for social media, co-sponsorship, and participation. These strategies can be implemented by any prospective or existing business owner.

This month, I am pleased to explore the issue of business communication. It is essential that business owners commit to enhanced communication in the ways needed by their customers. We often interact with business owners who struggle with email in particular. In addition to the sheer volume which overloads us every day, we must be strategic in the ways in which we use email.

I am pleased to teach Business Communication at Winston Salem State University. We discuss various communication types, channels, audience issues, and organizational patterns. I often assign students the responsibility of writing about communication challenges that they experience. The issues that they describe from a student perspective are often consistent with the challenges that small businesses face. The following excerpts are from one of my student teams:

- For many WSSU students, there is a lack of appropriate communication between instructors and scholars. Emails serve as a primary source of communication between the groups. Course announcements, assignment updates and schedule changes can be shared via email.
- Due to generational differences, communication barriers exist between the two groups. Young scholars communicate in a more informal manner; using shorthand, slang, abbreviation, and emoticons. Whereas, educators use a more formal approach to email communication; using email greeting and a body messages that is more concise and detailed with a closing signature.
- Improving the communication between professor and students should be a part of the culture at Winston Salem State University. Overall, students and professors need to understand the different ways they may communicate.
- University students, should learn to adopt a more formal email format when communicating with professors. Whereas, educators should be more willing to assist students with the proper tools to improve formal communication in emails.

By improving these elements, both parties can begin to work towards a better understanding on how they communicate and work towards academic success.

The students who made these observations are:

- Santana Austin: Junior Accounting major
- Shanasia Casiano: Freshman Pre Nursing major, Spanish minor
- Van Hayes: Sophomore Healthcare Management major
- Akiyah McGhie: Senior Healthcare Management major
- Jared Smith: Freshman Sports Management major, Spanish minor

In addition to teaching them, I have learned plenty from my students this semester and in the past about the challenges of communication. It is also great to see them develop skills relating to critical thinking and problem solving.

We believe that it is important for every business to address communication challenges. This will enable them to better serve their customers. We often support our business clients by helping them to do so. We would love to partner with you.

You may visit the Small Business Center website at www.forsythtech.edu to learn about our services. Feel free to stop by our office at 525@Vine in Wake Forest Innovation Quarter just east of the heart of downtown Winston-Salem. You may also contact us at SBC@forsythtech.edu or by calling (336) 757-3810.

The objective of the Small Business Center at Forsyth Tech is to help small businesses succeed by providing high quality, readily accessible assistance to prospective and existing business owners in Forsyth and Stokes counties. Our motto is “Increasing Business Success,” which describes our commitment to clients. The N.C. Community College’s Small Business Center Network assists in starting an average of more than 700 businesses each year and the centers have an economic impact in 90 percent of all N.C. counties each year, helping to create and retain over 3,600 jobs annually.