

BTS COMMUNICATION

ÉPREUVE ORALE D'ANGLAIS – Session 2016

Sujet 7

Document 1



Document 2 from www.westbrookstevens.com, 2009

Internal Communication Methods

Internal communications can take many different forms that include email, landline phones, memos, bulletins, verbal conversations, cell phones, postal mailings, and text messages.

Internal business communication is essential to an organization. Internal communication allows the employees to understand companies expectations. This will in turn motivate the employees and boost productivity.

Traditional methods of memorandums are going to the wayside in the 21st century. Today the key word is collaboration. There are many ways to collaborate in the business today. One key method is through a collaboration website called in intranet.

The intranet provides a way for employees to gain better access to more time-sensitive information. The intranet can end the paper trail of many office applications. Now that published information is on the intranet instead of printed in a company paper newsletter the employee can make faster decisions that are more informed.

Document 3, from an infographic by Marissa Wilson, 30 March, 2016

10. Don't just inform - inspire.

Internal communications should involve, motivate, and inspire your team to go above and beyond.



You can do this by:

- ✓ Including calls-to-action in messages.
- ✓ Sharing motivational quotes, your company's mission and goals, etc.
- ✓ Offering to reward individuals or teams for certain accomplishments.

Document 4

3 Steps To Vastly Improving Your Company's Communication

Fix your email problem once and for all, let go of the hierarchy, and finally get clear communication flowing with these tips.

1: Detox from Your Addiction to Email

How many times have all of us misplaced or not read an important team communication because it was buried inside a deluge of less important exchanges or spam? Use email when appropriate, but embrace emerging technology that offers much faster, better communication to deal with the growing complexity of business.

2: Change Your Internal Structure

Instead of thinking departmentally and hierarchically, it's time to think in terms of teams. Team collaboration instead of hierarchical communication is the most efficient and effective way to share information and get results.

3: Make Communication Flow Far and Wide

Information is power, and teams that have easy, quick access to as much of it as possible make decisions to beat their competitors. The only way to do this is by radically embracing technology to facilitate team communication that is not dependent on email.

Abridged from www.fastcompany.com, Pat Sullivan, 21 July, 2015