

# Forms of business communication and their characteristics



# BUSINESS COMMUNICATION

- ◎ Business communication is a special type of communication that is implemented in the joint professional activities of people.

# FORMS OF BUSINESS COMMUNICATION

- Business conversation
- Business meeting
- Business negotiation
- **Interview**
- Phone business conversation

# INTERVIEW WHEN APPLYING FOR A JOB



# INTERVIEW WHEN APPLYING FOR A JOB.

## TYPES OF INTERVIEWS

- Structured
- Situational
- Projective
- Behavioral
- Stressful
- Team

# STRUCTURED INTERVIEW

- In this type of interview, the applicant answers the standard questions when applying for a job: what is Your education? Where did you work before? Why did you quit? What are your expectations for the future position?

# STRUCTURED INTERVIEW

- The goal is to get basic information from the applicant for the position, find out the level of their qualifications, and verify the accuracy of the voiced information and the real one (according to documents).

# SITUATIONAL INTERVIEW (CASE INTERVIEW)

- Hypothetical questions are asked: the applicant is offered a specific situation and asked to tell what actions they will take in it. The employer has template questions and answers to the proposed situations.



# SITUATIONAL INTERVIEW (CASE INTERVIEW)

- A typical situation (case) helps to identify the professional and personal qualities of an employee and create a characteristic portrait of him.

# PROJECTIVE INTERVIEW

- The applicant must be prepared for quick and clear answers. The interview is conducted at a fast pace, without giving time to think about the answers.

# PROJECTIVE INTERVIEW

- In such an interview, you need to comment on the actions of third-party people who have fallen into various situations. It is natural for a person to put himself in the place of another person when assessing someone else's situation and solve the situation based on his own experience and knowledge.

# BEHAVIORAL INTERVIEW

- The goal is to identify the behavior model and personal qualities of the applicant. Otherwise, it's a competency interview.
- The applicant is offered problematic situations in which he should participate. Special attention is paid to life experience.

# BEHAVIORAL INTERVIEW

- The applicant must tell us how they acted when solving various problems.
- During the interview, his professional qualities are revealed, his ability to solve problems at work.

# STRESSFUL INTERVIEW

- In such an interview, the applicant will be provoked to conflict.
- The candidate must be prepared for provocative questions.

## STRESSFUL INTERVIEW

- What matters is not the correct answer, but the correct response to the question.
- Stress tolerance and tendency to conflicts are checked.

# GROUP INTERVIEW

- Several candidates are present at the interview at the same time.
- This type of interview is used to save time by covering as many applicants as possible.



## GROUP INTERVIEW

- In a group interview, when comparing a larger number of candidates, you can see the main shortcomings of the applicant's personality and its advantages (friendliness, sociability, etc.).

## SECRETS OF A SUCCESSFUL INTERVIEW

- The "seven seconds" rule is the first impression. The candidate's assessment begins with the first impression. Posture is important: you can't slouch. The pose should correspond to the winner's pose - raised head, straightened shoulders. But not arrogance. The handshake is firm, confident, and the palms are dry.

## SECRETS OF A SUCCESSFUL INTERVIEW

- The "thirty seconds" rule is to attract the interviewer.
- Correctly selected clothing (the company's dress code).
- Preference is given to a business style without unnecessary accessories.
- Clothing and shoes must be clean.

# SECRETS OF A SUCCESSFUL INTERVIEW

- A story about yourself is a demonstration of professionalism.
- A short story about achievements and skills. We use dates, numbers, and pay attention to the results that were achieved.

# SECRETS OF A SUCCESSFUL INTERVIEW

- Tell us about your personal achievements:
- What did you do? What has developed? What did you prepare? What did you learn? What did you implement? What has improved? Actions must be effective and completed (action + result).

## SECRETS OF A SUCCESSFUL INTERVIEW

- Silent "enemies" - the importance of non-verbal means.
- Control your body language, don't cross your arms over your chest, don't cross your legs, and avoid excessive gestures or fidgeting in your chair - all these are signs of closeness and unwillingness to engage in dialogue.

## SECRETS OF A SUCCESSFUL INTERVIEW

- Show interest in the conversation, show no discomfort in the situation.

# SECRETS OF A SUCCESSFUL INTERVIEW

- Constructive and prepared.
- It is advisable to take a notebook and a pen for the interview to write down important points concerning the future position.
- You can use electronic tools.
- You must demonstrate interest in working for the company.



## SECRETS OF A SUCCESSFUL INTERVIEW

- End of the meeting.
- At the end of the interview, you should ask about when to wait for a call with a decision about the vacancy.

# SECRETS OF A SUCCESSFUL INTERVIEW

- End the conversation with General phrases and thank the other person for their time.
- Remember, any experience (even negative ones) is an invaluable lesson that helps us move forward, work on ourselves.

# PROHIBITED

- Delay
- Untidy appearance
- Rudeness
- Silence

# PROHIBITED

- Swagger ['swægə]
- Lies [laɪ]
- Arrogance ['ærəgəns]
- Smell of alcohol or cigarettes

# PROHIBITED

- Verbosity
- Boast of personal connections with famous and influential people
- Ask about what the company does (you should know this if you are going to work there)

# PROHIBITED

- Criticize the former management (you are not a Snitch or a complainer)
- Tell the employer about your personal life (it does not apply to work)

## STANDARD INTERVIEW QUESTIONS

- 1. What can you tell us about yourself?
- 2. Why did you leave your previous job?
- 3. What exactly are you interested in our company?
- 4. What were your responsibilities in your previous job?
- 5. What can you say about your strengths and weaknesses?

# STANDARD INTERVIEW QUESTIONS

- 6. What salary would you like to have for this job?
- 7. What information do you have about our company?
- 8. Who do you see yourself in 5-10 years?
- 9. What criteria do you use when choosing a job?



## NON-STANDARD INTERVIEW QUESTIONS

- 1. What are your thoughts about your future boss?
- 2. What will you pay more attention to: family or work?
- 3. What are the characteristics of a good Manager?

## NON-STANDARD INTERVIEW QUESTIONS

- 4. Are you a conflicted person?
- 5. If you respond to criticism in your last job?
- 6. What is the ideal company?

## NON-STANDARD INTERVIEW QUESTIONS

- 7. Why do you have to work in our company?
- 8. What will you do first when you Move to a new job?
- 9. Do you plan your work day?