

Introduction

Communication takes more than the mere exchange of information; it also involves understanding the intentions and emotions behind the message. Accordingly, effective communication is not only how the message is conveyed so that it can be perceived as anticipated but also how one listens to understand the message fully and to make the sender feel heard and understood. More than the mere use of words, effective communication particularly in a business setup combines a set of skills among them engaged listening, nonverbal communication, and the ability to understand emotions (Blizard, 2012). It is in this light that this survey was conducted to investigate how professionals perceive Wenneke's business communication skills. Effective business communication skills can help deepen the connection with others, boost teamwork, problem-solving and decision making.

Literature Review

Assessing a person's communication skills offers an opportunity to select and prepare work that demonstrates the individual's competencies in a particular area of communication. Conducting such an evaluation shows the willingness to develop and improve a particular set of skills. The skill development involves taking responsibility for prolonging and improving learning and performance in multiple contexts (Eggenberger, Heimerl, & Bennett, 2012). Therefore, the assessment is important in that it supports the learning process as well as improves the overall performance of a person.

Further, effective communication involves the appropriate use of these skills in various situations, reflecting on the performance and identifying the areas that need future improvements ("Effective Communication: Improving Communication Skills in Your Work and Personal

Relationships," 2016). Therefore, it is of prime importance to prepare ahead for the assessment and to carefully consider what need to be presented as evidence. Accordingly, it must be ensured that the work offers opportunities to help gather information from numerous sources and to use the information within the particular field.

Understanding the benefits of an excellent business communication is an essential productivity tool (Miller, 2015), which cannot be attained without a prior understanding of your communication skills and hence the need for an assessment. In business, poor communication can be disastrous as it may result in frustrations, injured feelings, lost time, ineffective meetings and consequently failure to achieve career goals (Angland, Dowling, & Casey, 2014). It is in this light that there is the need to be aware of individual skills and the fundamental tips that can be used in business and other life interactions.

Method

Wenneke conducted this survey to establish how other professionals perceived her communication style. First, the study objectives were identified. At this step, the population of interest was selected from a group of professionals. It is noteworthy that proper sampling was essential for the research because the wrong population would give results that did not reflect their real attitude. Consequently, the results would lack a sound basis for decision making.

Next, a mix of closed, open and multiple-choice questions was drafted, and the web was chosen to be the mode of response. The questions were then sent to various professional who were contacted throughout the exercise in the following ways. First, pre-notification were sent to alert them on the oncoming survey and after the exercise, post-delivery reminder and a thank-you note sent to the respondents. Moreover, there was a nonresponse follow-up for those who

failed to return the survey; all this was made possible by *The SurveyMonkey Benchmarks*, a top online survey platform. During the data collection, expert-certified survey questions and templates were used. The website then anonymized and aggregated the responses to each question. As a result, a benchmark was created to provide a basis for comparing the results. The platform was also helpful in the analysis of the data as it was used to generate charts showing an elaborate comparison of the results.

Results and Discussion

First, the respondents were asked about Wenneke's form of communication. Ten of them said she uses the direct form while the rest were in support of spirited, systematic and considerate styles of communication. It implies that Wenneke often says what she thinks and feels and that she is very effective in both listening and giving feedback. This form of communication leads to solutions unlike other forms particularly those that convey the information through such behaviors as pouting, gesturing or stewing.

Next, slightly more than a half of the 22 respondents agreed that Wenneke tends to express her views openly, honestly and that she has an effective form of communication. However, eight respondents disagreed that she finds it difficult to say no. Further, according to 10 of the interviewees, Wenneke usually considers cultural barriers when designing her communication and she also anticipates what to say next to ensure that her points are perceived correctly. In addition to that, a significant number of them did not have an idea on whether Wenneke tries to anticipate the possible causes of confusion and if she tends to keep it to herself to figure it out later.

According to a half of the respondents, Wenneke is sometimes surprised to discover that the audience did not understand her message. Moreover, she often puts an effort in understanding other people because she often try's to see their perspective. When asked how Wenneke communicates to those more superior than her, most of the professionals pointed out to the fact that she does it politely and normally. It is an important attribute because politeness allows her to make a good first impression particularly to those in power. In some instances, politeness can diffuse a tense situation and resolve a conflict amicably.

Her greatest academic achievement according to 11 of the participants was a Master's degree. However, a significant number of them claimed that she only has a Bachelor's degree. Currently, she majorly deals with business and financial operations and legal occupations at an entry level. There are also those who believed that Wenneke is a student. The available information was analyzed, and the following graphs were generated to illustrate the various views about Wenneke's business communication skills.

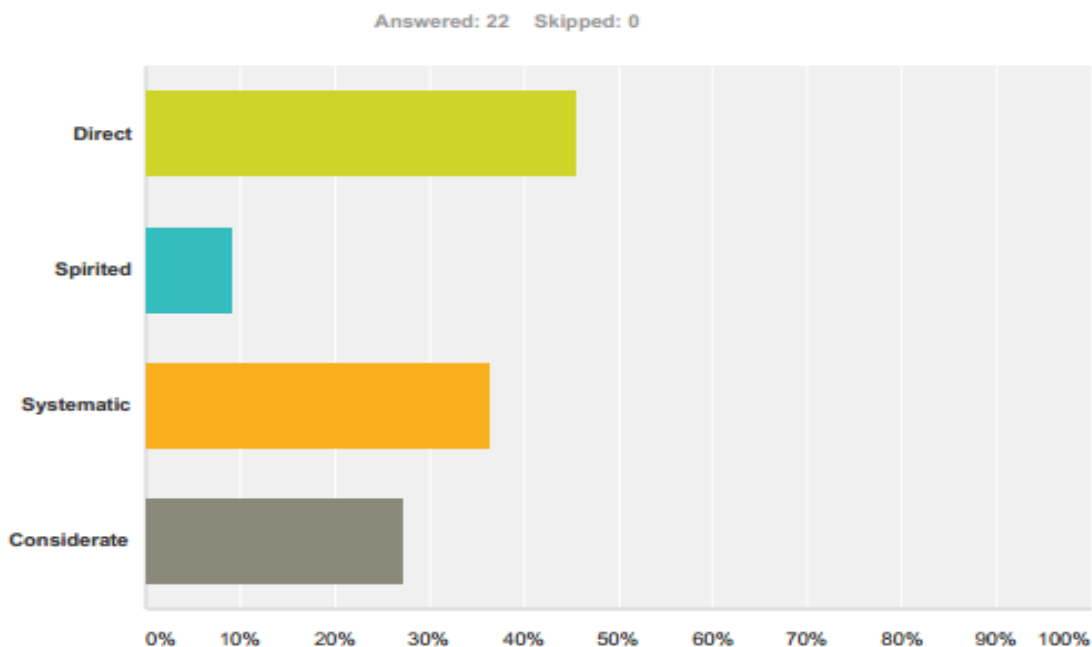


Figure 1: The styles that represent Wenneke’s form of communication.

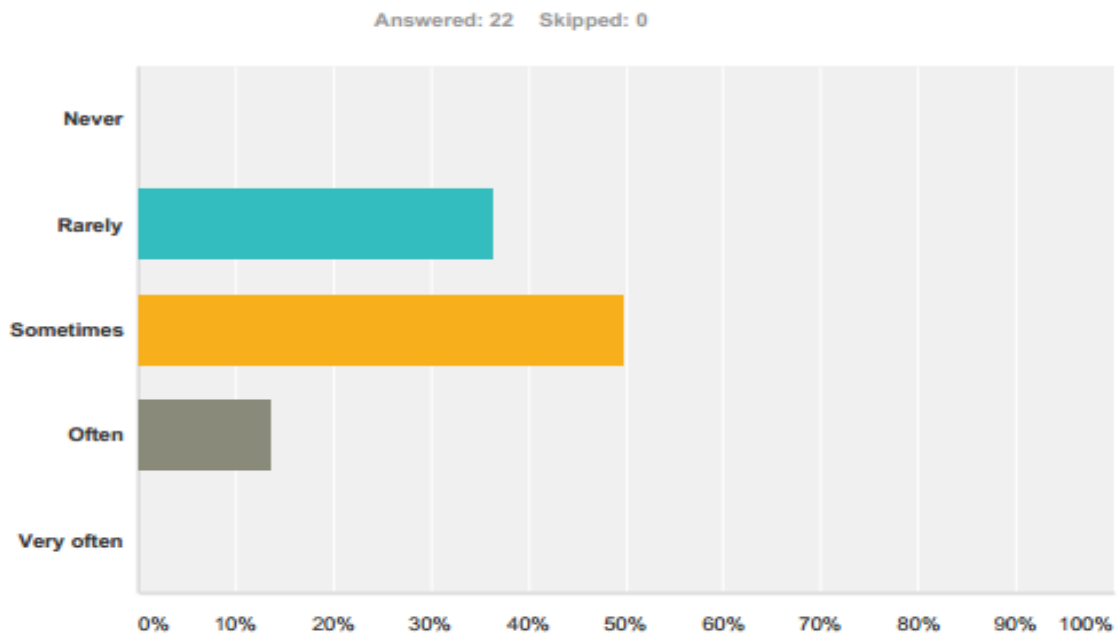


Figure 2: Is Wenneke usually surprised to discover that the audience did not understand the message?

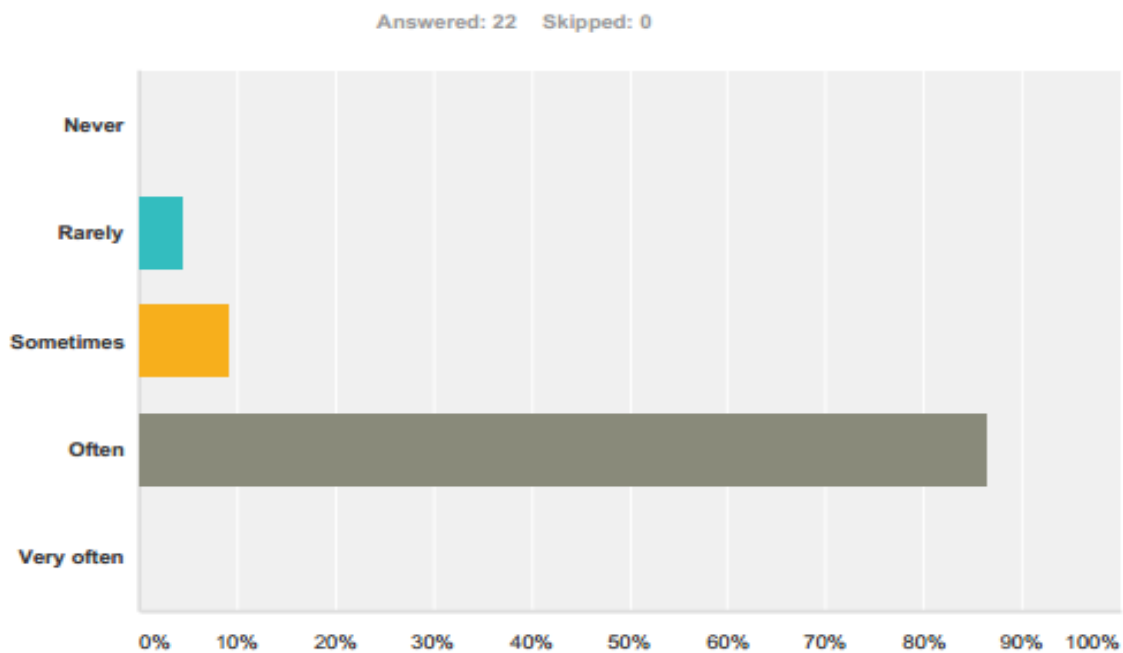


Figure 3: How often does Wenneke try to see other's perspectives?

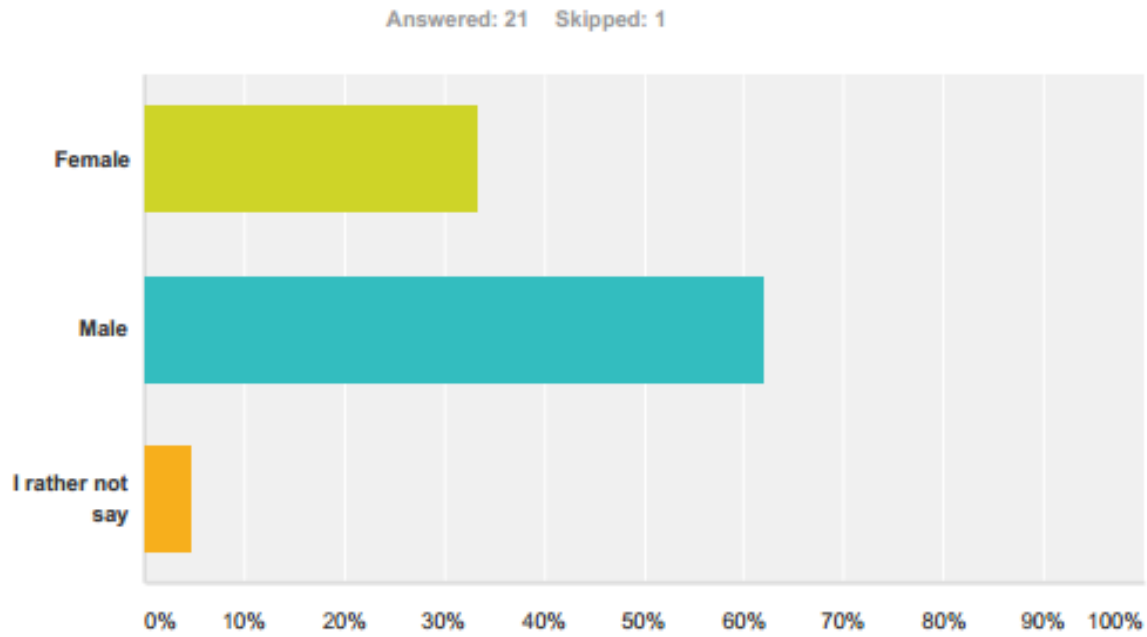


Figure 4: Gender

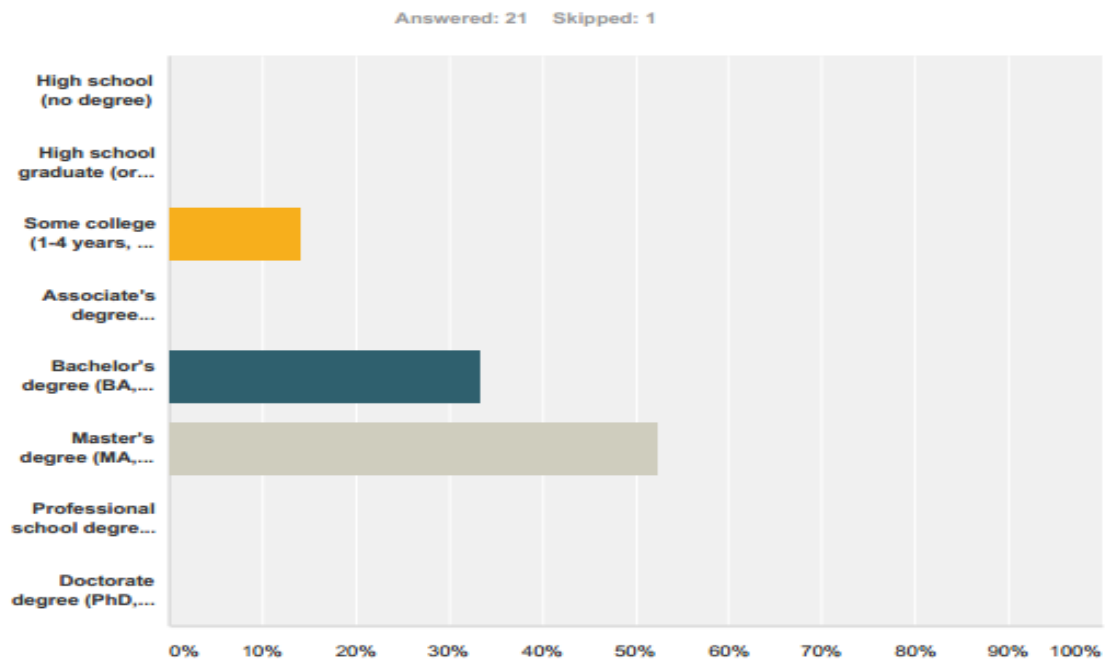


Figure 5: Views regarding Wenneke's highest level of education achievement

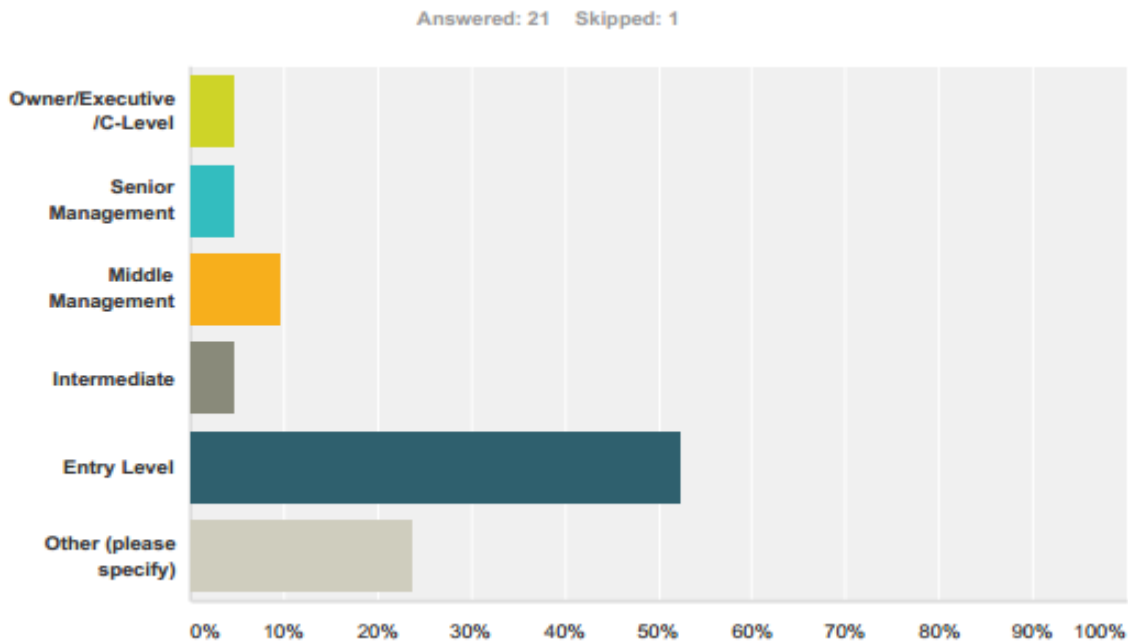


Figure 6: How the population described Wenneke's current job level

Conclusion

The primary objective of this survey was to investigate how Wenneke's communication style is perceived by other professionals. The results of the study indicated that Wenneke is often an open, honest, and effective communicator who is also considerate of what others think or perceive her information. Furthermore, she is mindful of how best she can convey information and predicts the potential sources of confusion and misconception. Nonetheless, she is seldom surprised in case the audience fails to understand the message fully. Based on her academic qualification in Figure 5, it is evident that Wenneke is substantially competent. To sum up, the survey has demonstrated the use of the direct style in her business communications primarily because of her control and ability to be decisive in her actions.