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CHAPTER SIX

Entrepreneurial Communication Skills

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6.1 Introduction

Entrepreneurs are trying to maintain goodwill of their company by communicating all the time with their investors, employees, and clients; however entrepreneurs don't have enough time to hone their communications skills. One of the most important parts of running an organization in any level is effective communication. An entrepreneur needs lots of skills to run a business. He/she needs to persuade customers to purchase your product or service, convince investors of the advantage of your idea, or motivate a top candidate to work for you, communication skills are essential to success in a number of ways, Besides all these, communication skills are important at the time of presentations, project explanation, training, as well as many other situations where the entrepreneur has face to face conversation with people from different levels. A person becomes entrepreneur after communicating effectively with people by telling the story of the idea he/she has. The entrepreneur may have a brilliant idea, a business model but if he/she fails to tell his/her story to communicate the vision, there is hardly any chance of conversing the idea into reality. To give a tangible body to the idea communication plays a vital role, to keep the vision alive in person's communication with people and him/herself communication is the key. The idea gets envisioned with communication, otherwise the idea remains in its abstract form and in due course of time it may vanish.

6.2 Communication for Team building

To turn the idea into reality the entrepreneur has to convince the partners with adequate communication; and if he succeeds then he has to build a team, so that he/she can assign the task so, for a building a team proper and effective communication is a vital. Idea must be shared among the team so that the team can work for the common goal. Many a time we have seen that team fails to reach to the goal because there is a miscommunication, they don't know where they are leading to. The entrepreneur plays the role of a leader and gives proper guidelines and instruction to reach to the goal. He must communicate with members to know the difficulties, problems and must solve them to get succeed.