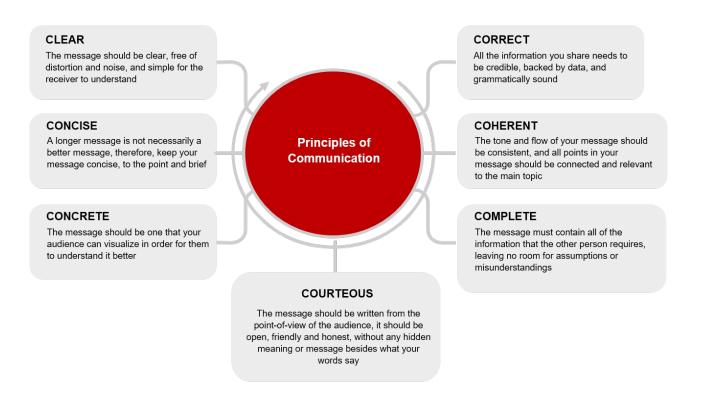# Communication and Collaboration

Communication and collaboration entail the exchange of information through verbal or nonverbal channels, as well as the collective effort of individuals or teams working together to achieve a common objective.

To promote small business growth, individuals within the organization must constantly communicate and collaborate with one another across departments, management levels, and functions. Investing in relevant collaboration tools and training employees in practical communication skills are two critical steps toward a more connected workplace culture for small businesses.

Principles of Communication

To ensure that ideas, information, and intentions are passed across and understood effectively in the workplace, team members must understand and apply certain communication principles. The basic principles of communication, also known as "the 7Cs of communication" are outlined below, and can be used as a checklist to ensure effective workplace communication:

CLEAR
The message should be clear, free of distortion and noise, and simple for the receiver to understand

CORRECT
All the information you share needs to be credible, backed by data, and grammatically sound

CONCISE
A longer message is not necessarily a better message, therefore, keep your message concise, to the point and brief

COHERENT
The tone and flow of your message should be consistent, and all points in your message should be connected and relevant to the main topic

CONCRETE
The message should be one that your audience can visualize in order for them to understand it better

Principles of Communication

COMPLETE
The message must contain all of the information that the other person requires, leaving no room for assumptions or misunderstandings

COURTEOUS
The message should be written from the point-of-view of the audience, it should be open, friendly and honest, without any hidden meaning or message besides what your words say

What are the Main Benefits of Collaboration and Communication?

Creating a collaborative environment and implementing relevant communication systems can help small businesses achieve better results. Here are some of the advantages of communication and collaboration in small business:

- Improves productivity: using communication and collaboration tools allows for a better flow of ideas among teammates, resulting in quicker and higher-quality results
- Improves access to information: collaboration tools provide a central repository for all files and documents, making it very convenient for team members to access information from any location
- Promotes efficient and flexible teams: constant communication and collaboration among employees promotes a more efficient and flexible working environment

Communication and Collaboration Tools

In today's digital world, small businesses need communication and collaboration tools to effectively connect and exchange ideas with team members and potential partners. The following are a few communication and collaboration applications that small firms may incorporate into their daily operations

Zoom is a cloud-based video communication application that enables businesses to set up virtual video and audio conferencing, webinars, and live chats.

Core Function	Features	Prices	Link
Video conferencing service	• Screen and application sharing • Waiting rooms- allows the host to control when a participant joins the meeting • Breakout rooms- allows the host to split the meeting into up to 50 sessions • Virtual background • Disable audio/video feature- enables a participant to mute audio and turn off camera when they join the meeting	Free	https://zoom.us/download

 Slack is an instant messaging app that allows for effective teamwork collaboration both within and outside of an organization

Core Function	Features	Prices	Link
Instant messaging	• Slack connects- enables Slack users to connect with up to 20 different organizations within the same Slack channel • Channels- Slack organizes conversations in your workspace into dedicated spaces called channels • Messaging • Voice and video calls • App integration	Free	https://slack.com/intl/en-ng/downloads/windows

 Google meet is a video conferencing app which enables both individuals and businesses to meet on audio and video calls

Core Function	Features	Prices	Link
Video and voice conferencing	• Video and audio preview screen • Adjustable layouts and screen settings • Live captioning during meetings • Unlimited number of meetings • Compatible across devices	Free	https://apps.google.com/meet/