

# Major Challenges in Business Communication

## *New Research Discovers Pervasive Problems Confronting Business Professionals*

What are the most common business communication concerns that transcend industry and organization size?

From government to retail, construction to the food industry, technology to financial services, there are several key issues under the rubric of business communication that commonly confront professionals.

For businesses of varying sizes operating in a wide spectrum of industries, an organization's efficiency, productivity and growth are all hinged on the ability of its employees to communicate effectively in a multitude of environments, using a complex web of channels. Given that communication is a foundation of all business practices, it's not surprising that the desire to improve business communication skills is prevalent among managers or that business communication concerns span a wide range of business activity. Added to this, today's technology-enriched workplace is a business environment characterized by "multicommunicating" – intersecting streams of synchronous conversations that requires the development of new skill sets and new applications of existing skills on the part of business communicators.