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Executive Communication

Step-by-Step Learning



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Executive Communication: Step-by-Step Learning

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About the Book

Executive Communication: Step by Step Learning is a comprehensive, practice-oriented textbook designed to develop effective communication skills among college students. The book is specially structured for UG, PG and other Arts and Science courses where communication skills form a core component of the curriculum. In today's academic and professional environment, communication is not merely a subject but a life skill. This book addresses that need by combining conceptual understanding, structured communication models, and activity-based worksheets to ensure experiential learning.

The primary objective of this book is to bridge the gap between theoretical knowledge and real-life communication practice. Many students understand grammar but lack confidence in speaking and writing in formal situations. This book is designed to overcome that challenge through:

1. Model-based learning
2. Guided practice
3. Situational dialogues
4. Real-world communication scenarios
5. Structured worksheets for reinforcement

PREFACE

Communication is the foundation of academic success and professional growth. In today's competitive world, the ability to express ideas clearly, confidently, and appropriately has become an essential life skill. While many undergraduate students possess subject knowledge, they often face challenges in presenting their thoughts effectively in formal and institutional settings. Recognizing this need, *Executive Communication: Step by Step Learning* has been carefully designed to bridge the gap between knowledge and practical communication skills.

This book is structured to provide a balanced blend of conceptual clarity and hands-on practice. It moves systematically from personal communication to institutional interaction and finally to formal written correspondence. Each unit introduces a real-life situation, followed by structured models, guided explanations, vocabulary enrichment, and worksheets that encourage active participation. The intention is not merely to teach communication as a theory but to develop confidence through practice.

The first section of the book focuses on personal communication skills such as self-introduction and describing actions. These foundational units aim to build self-confidence and fluency. The second section introduces situational communication in academic and public environments. These chapters emphasize professional etiquette, tone, clarity, and structured dialogue.

Each unit follows a learner-centered approach consisting of:

1. Concept explanation
2. Model presentation
3. Key expressions and vocabulary
4. Practice worksheets
5. Activity-based learning tasks
6. Self-assessment questions

This structured framework ensures that students not only understand communication concepts but also apply them confidently in real-life situations. The book has been developed keeping in mind the curriculum requirements of undergraduate programmes such as BCA, B.Sc., B.Com., BBA, and other Arts and Science courses.

As authors, our objective has been to create a simple, practical, and examination-oriented textbook that can serve both students and teachers

effectively. We sincerely hope that this book will help learners overcome hesitation, improve fluency, and develop professional communication competence.

We express our gratitude to **Dr. BGR Publications** for providing the opportunity to present this work. We also acknowledge our colleagues and students whose feedback and classroom interactions have contributed significantly to the development of this book.

We welcome constructive suggestions from readers and educators for further improvement in future editions.

ACKNOWLEDGEMENT

We express our sincere gratitude to all those who have supported and encouraged us in the successful completion of this book, *Executive Communication: Step by Step Learning Models and Worksheets for Undergraduate Students*.

First and foremost, we thank the management and editorial team of **Dr.BGR Publications** for providing us with the opportunity to publish this work and for their valuable guidance, constructive suggestions, and continuous support throughout the publication process.

We extend our heartfelt appreciation to our respected Principal, Head of the Department, and esteemed colleagues for their encouragement, academic insights, and professional motivation. Their guidance and suggestions have greatly contributed to shaping the structure and content of this book.

We are deeply grateful to our students, whose classroom interactions, feedback, and practical challenges inspired us to design this model-and-worksheet-based approach. Their enthusiasm for learning communication skills motivated us to create a structured and activity-oriented textbook that addresses real academic needs.

We also acknowledge our families for their patience, understanding, and unwavering support during the preparation of this manuscript. Their encouragement gave us the strength and determination to complete this work successfully.

Finally, we thank everyone who directly or indirectly contributed to the development of this book. We sincerely hope that this effort will benefit undergraduate students in enhancing their communication skills and professional competence.

Lesson 1: INTRODUCING ONESELF



JOB INTERVIEW

"My name is Riley See, and I recently completed my degree in Elementary Education from Ball State University. This summer, I worked at a camp for young children, which helped me gain valuable experience. I am now eager to begin my career as a teacher in the upcoming academic year. During my teaching internship, I developed several creative lesson plans that I am excited to use in my own classroom. I was also a student at Brookwood Elementary, and I feel that my background makes me a strong candidate for the second-grade teaching position. It would be truly rewarding for me to teach in the same school where my passion for learning first began."

PRESENTATION

" Good afternoon. My name is Calob Cor, and I serve as the Vice President of Administration and Finance at Northern Investing. I have always had a strong interest in discovering effective ways to manage and save money. In my opinion, developing good financial management habits at an early stage is essential for building a secure future. I started applying these strategies while I was studying in college, and today my retirement savings have grown to more than \$10 million. The fund continues to increase steadily, and I am here to guide you on how you can create and grow a similar account for your future."

NETWORKING

" My name is Sherilee Townsend, and I work as the Marketing Director at Wise Technology. Our team is currently creating creative marketing campaigns aimed at attracting and interacting with new customers across the streets of Bloomington. I've been recruiting local businesses that want to get involved in these activities. I love chatting with residents around the area and learning more about what they're looking for from their smart devices."

EXAMPLE

Subject: Meeting request Dear Mr. Smith,

My name is Tom Bailey, and I understand that you are the person responsible for making software-related decisions at ABC Supplies. I am reaching out to you today because my company, XYZ Software, has recently introduced a new product that may be useful for your organization. Its proprietary algorithms can gather your customer contact and purchase information into an easy-to-use database. I hope to arrange a meeting with you to discuss the product and any software needs your company may have.

Thank you for your consideration and time. Sincerely,

Tom Bailey

XYZ Software

123-456-7890 | tbailey@email.server



AT WORKPLACE



A colleague to another:

Hey, I'm Santhosh working as Senior Executive in this company. Please call me Sandy. Nice to meet you!

To Clients or customers:

Good morning, Sir. I'm Pavithra working a senior analyst. How can I help you Sir?

To New team members:

Good morning, everybody. Happy to meet you all! This is David working as the Marketing Executive in this company for nearly ten years.

As a job candidate:

Good morning, Sir. I would like to introduce myself to you. My name is Ramakrishnan from Bangalore.

EXERCISE

Imagine you're are introducing yourself at an interview in the company of HCL/ TCS/ WIPRO. Frame an introduction about you:



Lesson:2 DESCRIBING A PEOPLE



- ✓ Think about the things about yourself that you really like.
- ✓ Are you a hard worker? Loyal? Funny?
- ✓ All of these words are adjectives that you can use to describe your personality.
- ✓ When you add descriptive words about a person's personality in your writing, You are using fewer words to paint a picture for your reader. Even though you are using fewer words; you are using the words more effectively. This information is valuable when building characters, describing historical figures and writing to make an impact. More importantly, the purpose of adjective words is that they modify nouns or pronouns in a sentence. So, while writing, you should use adjective words to make your writing more interesting. Here are a few examples of adjective words: beautiful, crazy, fluffy.

Let's take a look at an example of how using adjectives help us create awesome sentences!

Example

- This is my cat.
- This is my fluffy, gentle, most caring, and loving cat!

As you can see the second sentence is much more appealing for the reader, compared to the first sentence. *When using adjectives to describe a person's personality, you can use one of two types of words: positive or negative. When you use a positive adjective, you are creating a positive image of the character. Negative adjectives, on the other hand, spotlight the negative characteristics of a person (or character). These words are powerful in creating reader's opinions, so choose the words wisely to communicate clearly.*

POSITIVE ADJECTIVES

Adaptable	Courageous	Giving	Neat
Adventurous	Creative	Good	Nice
Affable	Decisive	Gregarious	Non-judgmental
Affectionate	Dependable	Hardworking	Observant
Agreeable	Determined	Helpful	Optimistic
Ambitious	Diligent	Hilarious	Organized
Amiable	Diplomatic	Honest	Passionate
Amicable	Discreet	Humorous	Patient
Amusing	Dynamic	Imaginative	Persistent
Artistic	Easy-going	Impartial	Pioneering
Brave	Emotional	Independent	Philosophical
Bright	Efficient	Industrious	Placid
Broad-minded	Energetic	Intelligent	Plucky
Calm	Enthusiastic	Intellectual	Polite

Careful	Extroverted	Intuitive	Popular
Charismatic	Exuberant	Inventive	Powerful
Charming	Fair-minded	Joyful	Practical
Chatty	Faithful	Kind	Pro-active
Cheerful	Fearless	Kooky	Quick-witted
Clever	Forceful	Laid-back	Quiet
Communicative	Frank	Likable	Rational
Compassionate	Friendly	Loving	Reliable
Conscientious	Funny	Loyal	Reserved
Considerate	Generous	Lucky	Resourceful
Convivial	Gentle	Modest	Romantic

- || Consider the **five senses**: sight, hearing, touch, smell, and taste.
- || Use descriptive techniques such as **metaphors and similes** to help the reader imagine the person clearly.
- Choose suitable **adjectives** like adventurous, clumsy, grumpy, or annoying to describe personality.
- || Refer to **creative and descriptive writing examples** to develop a more interesting and engaging style.

<u>APPARENT FEATURES OF A PERSON</u>	<u>EXAMPLE SENTENCES</u>
<u>General appearance</u>	The girl was beautiful. The boy was handsome.
<u>Clothes and fashion sense</u>	The gown she was wearing was classy. He is old but stylish.
<u>Overall build</u>	The boy was slim. The man was stocky.
<u>Height</u>	He was a bit short of fulfilling requirements as a candidate. She is of average height.
<u>Complexion</u>	He was dark and handsome. Her complexion was fair.
<u>Age</u>	The salesperson was a middle-aged man. He is a teenager.
<u>Facial features</u> Shape of the face Eyes Nose Ears Eyebrows Chin Beard Mustache	I like her chubby face. He is handsome with almond-shaped eyes. Her nose was bumpy. She looks cute with rounded ears. The lady's face was long with high arch eyebrows. His chin is diamond-shaped. The wrestler had a full beard. Chevron mustache is my uncle's signature feature.
<u>Hair</u>	The girl has got long, straight blonde hair.

EXERCISE

Fill in the following sentences with suitable adjectives given in the brackets:

- He is a man with a _____ personality
- My friend Ricky is a very _____ person
- She is __ and _____.
- I like the way he is _____ all the way.
- The rickshaw-puller was _____.

(Honest, kind, sensible, organized, brave, helpful)

HOW TO DESCRIBE CHARACTERS VIVIDLY. 8 WAYS

Create character profiles or pin boards for visual reference, such as clothing, art, settings.



Focus on details that reveal personality, e.g. things a character refuses to throw away.

Practice describing people in brief. What can you reveal about someone in just three lines?



Prioritize unique character features. Dickens introduces a teacher by sharing his obsession with facts.

Describe character actions and gestures. What does body language say about relative status?



Find descriptive adjectives or fitting comparisons. E.g. Toni Morrison

Look at the picture and describe the people in your own words:



Lesson: 3 DESCRIBING A PROCESS



To describe the process of doing something, or preparing or producing a thing, one must give a description of the steps one takes one after the other until the desired result is obtained. For describing a process, the description might come across as impersonal, and the passive voice is best suited for this. For describing a process, a series of imperative sentences can also be used.

Study the following points and describe how butter is prepared.

- *Obtain fresh milk from cows.*
- *Separate cream from milk by churning.*
- *Sour and then pasteurize*
- *Churn the cream again until it turns into butter.*
- *Give butter a smooth texture and uniform taste and colour.*
- *Pack and sent to the market.*

Describing a process

- First, ...
- Second, ...
- Third, ...
- Next, ...
- Then, ...

The ... is **added** **cleaned**
discarded **picked** **put**
used **released** **shredded**
stored **taken** **turned**

EXAMPLE

Describe the process of creating a website

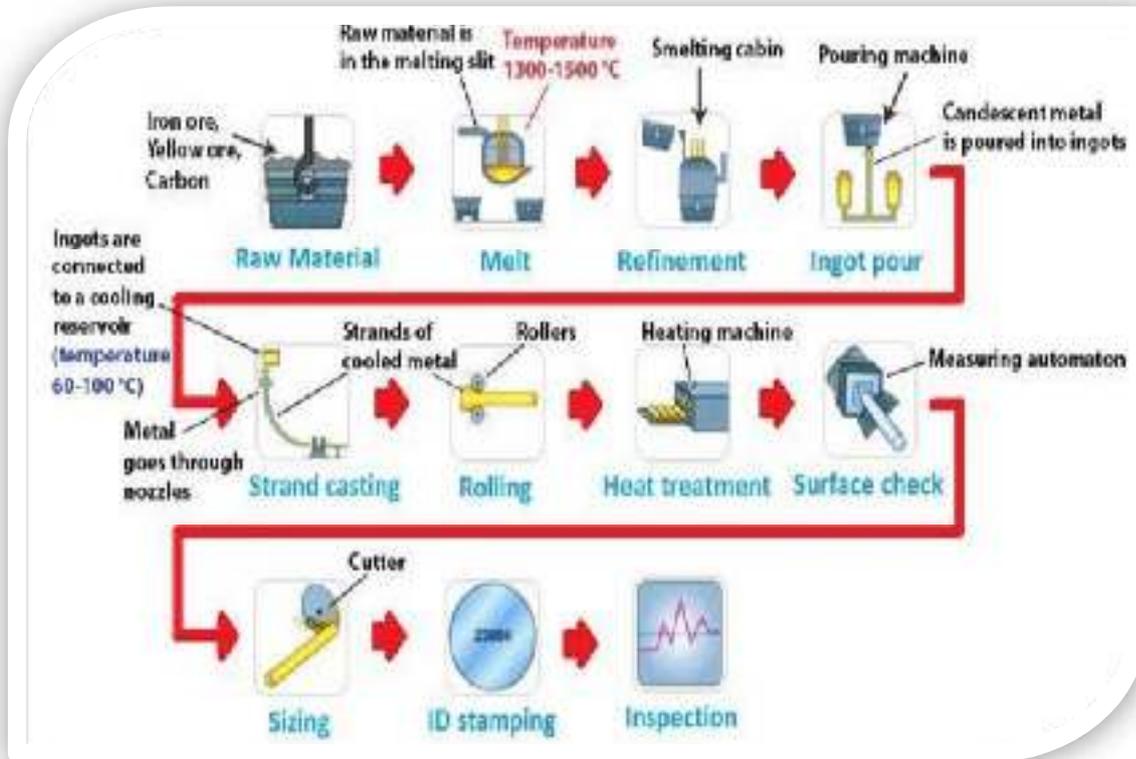
- Decide what type of website you want to make
- Choose your website builder
- Pick your template
- Customize your template to your brand
- Build your site structure
- Add your pages
- Fill your pages with engaging content
- Find and purchase a domain name
- Review and publish
- Promote your website
- Establish healthy site maintenance habits

EXERCISE

Choose one of the topics below. Conduct Internet research on this process, if necessary. Determine the main steps of the process and create a list or a flow chart. Describe the process in a presentation, using the expressions from the box. Your presentation should be no longer than 10 minutes.

- Getting international professional credentials assessed
- The hiring process in a large company
- Obtaining an Ontario driver's license (class G)
- Preparing for a presentation
- Setting up a Facebook account

LOOK AT THE FOLLOWING PICTURE AND PREPARE A SHORT DESCRIPTION WITH THE HELP OF YOUR TEACHER:



1. First, _____
2. Next, _____
3. After that, _____
4. Slowly, _____
5. Later, _____
6. Next step is to _____
7. Finally, _____

Describe the following processes:

1. Creation of website
2. Describe the recent project that you have created
3. How to troubleshoot internet issue



Lesson: 4 DESCRIBING A PRODUCT



A product description is a form of marketing copy used to describe and explain the benefits of your product. In other words, it provides all the information and details of your product on your e-commerce site.

These product details can be a sentence, a short paragraph or bulleted list. They can be serious, funny or quirky. They can be located right next to or underneath product titles and product images. There are multiple styles and ways to make product descriptions work for your e-commerce store, but there's much more to them than simple copywriting.

- Who use this product ?
- What are the product's basic details?
- When should someone use the product?
- Where should someone use the product?
- Why is this product useful or better than the competition?
- How does the product work?

EXAMPLE:

Here is a model description a paper....

- Paper is usually white in color but different colors of papers are also available
- It can be folded and crushed
- It is fragile and easy to handle
- It is used for multiple purpose
- There are differ types of paper.
- Writing Paper is used either for writing or printing
- Tissue Paper is used to wipe or clean
- Newspaper is meant for reading news

Description of iPhone

- iPhone is considered as a quality mobile.
- It is user friendly
- Available in affordable prize
- High speed network is equipped
- Known for its uniqueness
- Available in different models and colors

Exercise

Describe the following products within three minutes:

1. Windows Software
2. Samsung IPAD
3. Smartwatch
4. HP Printer
5. Boat Headphones



REAL GOOD SNACKING

Our classic Sea Salt Popcorn is made with just three ingredients—popcorn, sunflower oil and sea salt—so you can feel great about snacking on it nonstop! Plus 40% less fat and 20% fewer calories per serving compared with the leading salty popcorn!

Ingredients: Non-GMO Heirloom Popcorn, Sunflower Oil, Sea Salt

Describing a Product.

Match the riddles to the pictures:

1. It is a product that is circular-shaped, and comes with a strap to make it possible for you to wear on your wrist. It is mainly built to tell time and has many different shapes and colours that can help you look stylish and elegant. What is it?

2. I come in different shapes and colours. I am a very important product for old people. It aids them in walking. What am I?

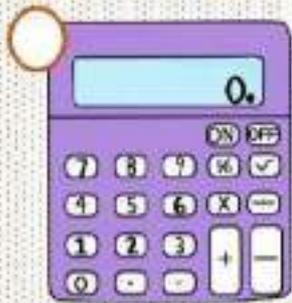
3. It is a product which helps people see better. It is made out of glass or plastic with a frame. Some people wear it to protect them from the sun or as an accessory.

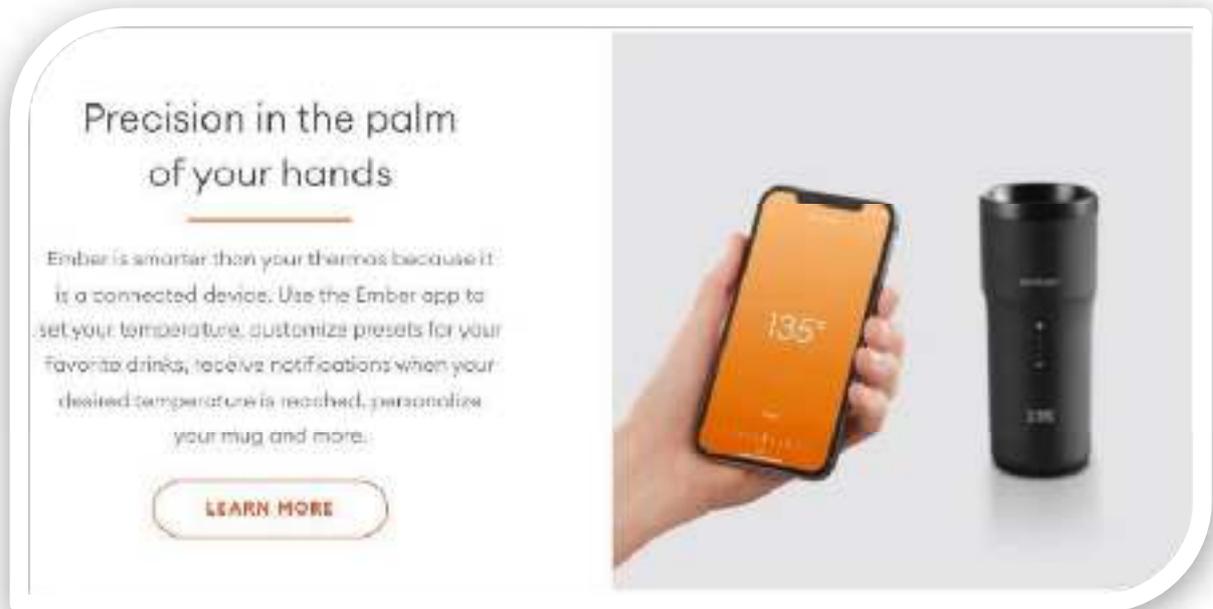
4. It is a product that people use when they sleep and it comes in different colours and shapes and it is made of cotton.

5. It is rectangular. There is a long inside it. There are some goods in it which we can eat and drink.

6. I come usually in a rectangular shape. I have a lot of numbers on me. I am a very important product for scientists. I help them in solving equations. What am I?

7. We use this product in our daily life. It helps us to get some information by using the internet and we can take pictures and record.





1. Learn about your customers
2. Make benefits shine
3. Use casual language and tone
4. Add some humor
5. Use sensory words
6. Tell a story
7. Add visuals
8. Make descriptions scannable
9. Mention production practices
10. Add answers to FAQs



Lesson 5: PRESENTATION SKILLS



Good morning.

Let me introduce myself.

Hi... I'm Michel....
And you? I'm Sylvie
Good morning, Sylvie. How
are you?
I'm fine. Thank you. And
you?

Hi Philip.... I would like to
introduce Michel to you

Good morning,
Michel! Are you fine?

Let me introduce
Madam Priya to you.

Glad to meet you

Yeah ... me too

Warm up Exercise:

- I. Introduce yourself:
- II. Greet your friend and ask for his name:
- III. Form a group and try to present yourself to your friends:

Presentation Warm-up

Exercises

Below are a few warm-up exercises that can be useful.

Neck Stretch

While standing up straight, slowly let your head hang forward so that your chin approaches your chest. Do not force it; just let your head hang comfortably. Rock it gently from side to side. Return to an upright position.

Shoulder Rolls

Roll your shoulders forward, up, and back, stretching them as far as they will go in each direction.

Arm Swing

Swing your arms back and forth across your chest.

Wiggles

Yes, wiggles! Gently wiggle every part of your body, keeping it as loose and relaxed as possible.

Making Face

Contort your face in a variety of ways, using as many of your facial muscles as possible.

Yawning

Open your mouth and yawn.

Deep Breaths

Breathe in as far as you possibly can, hold for a moment, and then breathe out — all the way out.

EXAMPLE

1. Extemporaneous presentations are those you deliver without any preparation, though you plan it beforehand.
2. Memorized presentations are those you learn by heart.
3. Manuscript presentations are those you deliver from a pre-written script or notes.
4. Impromptu presentations are similar to extemporaneous presentations, but you decide on and deliver them on the spot.

EXERCISE

- a. Imagine yourself as a start-up founder delivering a presentation for an investment. How would you present yourself and what type of presentation will you choose?
- b. Imagine yourself as a salesperson introducing a new product to your customer.
- c. You are the HR of the company. Prepare an on-board presentation to deliver the rules of the company.
- d. Consider yourself as a TED Talk speaker and deliver an informative presentation.



Lesson 6: BODY LANGUAGE



To what extent do you know about a successful presentation? Aside from well-designed PowerPoint templates, it is important to utilize other performance skills, especially Body language.

Now that you know that body language is an irreplaceable part of presentation skills, it is still far from mastering these skills to deliver effective presentations.



Let's Take a Body Language Quiz

1. It's time for introductions. What's your name? _____



2. What does the above image indicate? _____



- a) Confidence b) nervousness c) coincidence d) Shame

3. What does this body language denote?



- a) Nervousness b) fear c) confidence d) shy

4. When talking to someone the feet pointed towards you show as a sign of mutual interest? True/False



5. Which of the following actions is not a sign of attraction?

- a) Biting the lips b) Winking c) Tilting head
d) Rolling up sleeves e) Shrugging or pointing someone

6. What emotion does this picture indicate?



- a) Anger b) disgust c) confidence d) smile

7. Is this a Genuine smile? True/false



8. Putting objects in mouth like pen, eyeglasses or fingernails means anxiety



9. Crossed arms always indicates that someone is closed off -



True /False

10. Which part of the body does somebody typically touch their heart to indicate?



11. Which of the body language cues does this picture from his picture indicate anger?

- a) Head tilted
- b) eyes narrowed
- c) mouth to the side
- d) hands on the hip



Lesson 7: TELEPHONE CONVERSATION



Introducing yourself over the phone is different from introducing yourself in person. In person, we would say ‘Hello, I am Rajesh,’ however, we use different introductory phrases over the phone. We don’t need to introduce ourselves; we need to identify ourselves. So ‘I am’ changes to ‘it is...’ or ‘this is...’

EXAMPLE:

“Hello. Mary speaking. How can I help you?”

“Good morning/good afternoon/good evening. This is Michel. How can I help you?”

“Hello. You’ve reached English-Everyday. How may I help you?”

How To Introduce Yourself on The Phone?

“Hello. This is Sarah.” “Hi. It’s Mark.”

If it’s a very formal introduction then you could say:

“Hello. My name is Paul.”

Or if you’re phoning someone for another person, say: “Hello. I’m phoning on behalf of Mrs. Miller. This is Sally.”

How To Ask for Someone's Name?

If the person phoning you don’t give you a name right away then you can

ask for their name by saying:

“Hi, this is Jim. May I ask who’s calling?”

“Hello. May I know who this is?”

“Hello. This is Mike. Could you please tell me who this is?” *“Hello. Could you please tell me who is calling?”*

“Hi, this is Harry. Could you please tell me who’s speaking?”

How To Tell Someone Why You Are Calling?

If we are making the phone call then we need to tell the person on the other side of the line why we are calling.

“Could I please speak to Steve?”

“I’m calling for John. Is he available?”

“I would like to speak with David. Is he in?”

“Could I please speak with whoever deals with the accounts?” *“May I speak to Johnathan.”*

“I’m calling to find out about...”

How To Put Someone on Hold?

There are times when we need to ask the person on the phone to wait while we forward them through to someone else or look for information.

“Please hold.”

“Would you mind holding for a minute while I check?” *“I’ll forward you through. Please hold on.”*

“Please wait while I put you through.” *“One moment please.”*

How To Transfer Someone?

If you need to put someone through to someone else on the phone in English then you can say:

"I'll put you through."

"One moment. Please stay on the line."

"Let me see if he's available and, if he is, I'll put you through." "Thank you for holding. He's available. I'll forward you on." "Please hold the line while I transfer you."

"OK. Let me connect you."

How To Answer the Phone After Putting Someone on Hold?

And once we have finished our task and want to return to the person on the phone we can say:

"Thank you for holding."

"Thank you for your patience."

"Thank you for waiting."

How To Tell Someone the Person Is Not Available?

In some cases, the person the caller wants to speak to won't be available. Perhaps they're in a meeting, out of the office or otherwise engaged.

"I'm afraid he's not in at the moment. May I take a message?"

"Unfortunately, he's on another call again. Shall I get him to call you back?"

"I'm sorry. He isn't available at the moment. He shouldn't be long. Would you like to hold or call back later?"

"Sorry, he's otherwise engaged right now. Would you like to leave a message?"

How To Leave a Message for Someone?

You can choose whether you would like to leave a message or call back later.

“Could you please tell him Ryan called? My number is...” “No thanks. I’ll call back later.”

“Thanks for your help. I’ll send him an email.”

“It’s his mom. Could you ask him to ring me when he gets the chance?”

“Just tell him that Matthew is free all day tomorrow for a meeting. Please get him to call me to confirm a time.”

How To Ask Someone to Repeat Themselves?

The connection when we speak to someone on the phone can get interrupted. When this happens, don’t be afraid to ask the other person to repeat themselves - just do it politely.

“Sorry, you’re breaking up a bit. Could you please say that again?” “I’m sorry, I didn’t catch that. Please say it again.”

“Could you spell that for me please?” “Could you repeat that please?”

“Could you speak a little louder please?” “The line is very bad. Could I call you back?”

EXERCISE

Person 1: *“Hello. This is Claire. How may I assist you?”*

Person 2: _____

Person 1: *“I’m afraid not. Could I take a message and have him call you back?”*

Person 2: _____

Person 1: *“OK. I will. What’s your number?”*

Person 2: _____

Person 1: "Great. I'll get him to call you."

Person 2: _____

Person 1: "Have a great day!"

Person 1: _____

Person 2: "Hey, hey. It's going well. How are things with you?"

Person 1: _____

Person 2: "Sure. What's up?"

Person 1: _____

Person 2: "Sounds good. Text me the restaurant and I'll meet you there."

Person 1: _____

Person 2: "Great. See you then."

Person 1: _____



Lesson 8: AT THE MANAGER'S DESK



Employee: Good morning, Mam!

Manager: Good morning!

Employee: Mam, I would like to break off for two days due some health issues.

Manager: What is the reason?

Employee: Mam, I am feeling dizzy and nauseating.

Manager: Okay. You may take leave for two days.

Employee: Thank you, Mam!

Manager: Don't forget to complete the project when you come back.

Employee: Sure, Mam. I will.

Manager: Good.

Employee: May I leave now, Mam? Manager: Yes, you may!

Employee: Thank you, Mam!

A polite conversation shall include the following points:

1. A respectful and warm opening such as *Greetings to all, or it gives me great pleasure.*
2. Brief information about the purpose of your meeting
3. Seek permission politely
4. Give assurance in a positive tone.
5. A positive closing message with best wishes and gratitude.

Polite Conversation Phrases:

1. May I take leave?
2. Could you please let me know when you will be free to talk for a minute?
3. Excuse Me...
4. I sincerely apologize

5. I feel really sorry....
6. Kindly grant me permission to...
7. Please let me know.....
8. Will you please help me in..... ?



EXERCISE

Activity 1: Fill in the Blanks

1. Could you please _____.
2. I really appreciate your _____.
3. Thank you for your support in _____.
4. Kindly apologize me for _____.
5. I wish to _____.

Activity 2: Develop a conversation between you and your manager to discuss the deadline of the project you are working on.



Lesson 9: IN A GROUP DISCUSSION



Education System needs serious reforms

Person 1: I welcome everyone for the GD. The topic taken for our Group Discussion is Education System needs serious reforms. And I invite the members to share your ideas on the same.

Person 2: Let's open with a quick look at the context of Indian education system is changing drastically day to day.

Person 3: Yeah, I agree with you. From my perspective I feel that the cost of education is rising in a rocket speed in today's scenario

Person 4: I see your point, but education is also available at free of cost in our country for the less privileged people

Person 5: I would like to add to that point that, education system keeps changing in the modern world. But at the same time

A group discussion (GD) in an office meeting is a structured, collaborative conversation aimed at exchanging ideas, solving problems, or making decisions. It typically involves 6–15 participants, requiring active listening, clear communication, and professional conduct. Effective GDs enhance teamwork, foster diverse perspectives, and result in actionable, agreed-upon outcomes

A PROPER INTERACTION SHOULD INCLUDE THE

FOLLOWING POINTS:

Starting the Discussion

- "Let's begin by defining the key terms..."
- "Let's open with a quick look at the context..."
- "To start, I'd like to frame this topic from Giving

Opinions

- "In my opinion..."
- "The way I see it..."
- "From my perspective..."
- "I'd like to suggest/propose that

Agreeing and Adding

- "I completely agree with you."
- "I'd like to add to that point..."
- "That's a great point, and also

Disagreeing Politely

- "I see your point, but..."
- "I understand your perspective, but I have a different view..."
- "I'm not sure I agree with that because.

Summarizing and Concluding

- "To summarize, we've decided..."
- "Let's quickly recap what's been discussed."
- "In conclusion, it seems we are in agreement that

Exercise

Activity 1: Fill in the Blanks

1. I agree and would like to add _____
2. Exactly and I believe _____
3. I think so too and actually

4. That being said _____
5. That's quite obvious and _____
6. Well, the way I see it _____

Activity 2: Prepare a short GD in the following topics:

1. Social Media: A Boon or a Bane
2. Artificial intelligence vs Human Intelligence
3. Every Cloud has a silver lining



Lesson 10: REQUISITION LETTER



A requisition letter is a formal letter written to request certain items, materials, equipment, or services officially. It is commonly used in schools, colleges, offices, and organizations. The letter should be clear, polite, and specific about the items required.

REQUISITION LETTER

Sender's Address
John Doe
123 Maple St,
Anytown

Sender's Address
(e.g. Format of Business Address)

Date: October 26, 2023

Receiver's Address
Procurement Dept
ABC Corp
456 Oak Ave

Receiver's Address
(e.g. Procurement Dept, 4501;
ABC Corp, - 48C Corp)

Subject
Subject: REQUEST FOR OFFICE SUPPLIES

Salutation
Dear Procurement Team,

Body

Paragraph 1: Requesting items, list of items: include:

- 50 packs printer paper
- 20 black ink cartridges

Paragraph 2: Justification/use to item:
prease items soprtions and pertrat opereditns and pureenseitems.

Closing
Sincerely,

Signature *John Doe*

Title (Signaturms space)
John Doe
Operations Manager

Purpose of Writing a Requisition Letter

- To request books for the library
- To request laboratory equipment
- To request office supplies
- To request furniture for classrooms
- To request funds for an event

Format of a Requisition Letter

- Date
- Sender's Address
- To Address (Receiver's designation and institution name)
- Subject
- Salutation (Respected Sir/Madam)
- Body of the Letter (Details of items required and reason)
- Polite request sentence
- Thanking line
- Closing (Yours sincerely/faithfully)
- Signature, Name, Designation

Example

Date:

From

Ms. Meena Manager

XYZ Company Chennai

To

The Director XYZ Company Chennai

Subject: Requisition for Purchase of a software Respected Sir,

I would like to bring to your kind notice that our company requires software for managing the work files.

Therefore, I kindly request you to sanction funds for the purchase of the required software at the earliest. The list of recommended titles is attached for your reference.

Thank you.

Place: Chennai

Yours sincerely,

Date: 11. 03. 2025

Ms. R. Meena Manager

Exercise

Activity 1: Fill in the Blanks

1. We require _____.
2. The items are needed for _____.
3. I kindly request you to _____.
4. Thank you, Yours _____.

Activity 2: Write a Requisition Letter

Write a requisition letter for one of the following:

- Requesting computer equipment
- Requesting stationeries
- Requesting new furniture
- Requesting computer systems for office



Lesson 11: JARGONS RELATED TO BUSINESS COMMUNICATION

Business jargons are specialized words and phrases commonly used in professional and corporate environments. These terms help professionals communicate efficiently, but they should be used carefully to avoid confusion.



Common Jargons in Business Communication

General Business Terms

- **Stakeholder** – A person or group interested in a business outcome.
- **Deadline** – The final date to complete a task.
- **Agenda** – List of topics to be discussed in a meeting.
- **Minutes** – Written record of a meeting.
- **Follow-up** – Action taken after a meeting or discussion.
- **Feedback** – Response or evaluation.

AI Corporate Communication Terms

- **Client** – A person or company receiving services.
- **Proposal** – A formal business offer or plan.
- **Negotiation** – Discussion to reach an agreement.
- **Collaboration** – Working together on a task.
- **Presentation** – Formal explanation using slides or visuals.
- **Briefing** – Short meeting to provide information.

Financial & Marketing Terms

- **Revenue** – Income generated by business activities.
- **Profit Margin** – Difference between cost and selling price.
- **Target Audience** – Intended group of customers.
- **Branding** – Creating a unique identity for a product.
- **Market Share** – Company's portion of total sales in the market.

| Workplace Communication Terms

- **Teamwork** – Cooperative work by a group.
- **Delegation** – Assigning tasks to others.
- **Productivity** – Efficiency in completing work.
- **Workload** – Amount of work assigned.
- **Escalation** – Passing an issue to higher authority

EXERCISE

Activity 1: Match the Following

S.NO	Column A	Column B
1	Agenda	Meeting topics
2	Revenue	Income
3	Negotiation	Agreement discussion
4	Deadline	Final date
5	Branding	Product identity

Activity 2: Fill in the Blanks

1. The written record of a meeting is called _____.
2. Assigning tasks to others is known as _____.
3. Income earned by a company is called _____.
4. The final date for completing work is called _____.
5. The intended group of people/ audience is called _____.



CONCLUSION: [Becoming an Effective Communicator]

Communication is one of the most essential skills required for success in both academic and professional life. Throughout this book, students have explored different aspects of communication beginning with **introducing oneself, describing people, processes, and products**, and gradually progressing towards **professional interactions such as presentations, telephone conversations, workplace communication, group discussions, and formal letters**.

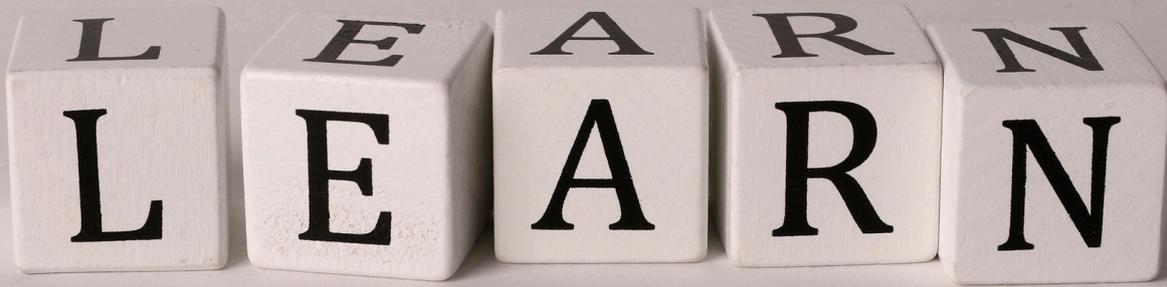
Each unit in this book has been designed with a **step-by-step learning approach**. The models, examples, and exercises provided in every chapter help learners understand how communication works in real-life situations. By practicing these activities regularly, students can gradually improve their ability to express ideas clearly, confidently, and professionally.

Effective communication is not only about speaking or writing correctly; it also involves **active listening, appropriate body language, clarity of thought, and respectful interaction with others**. When these elements come together, communication becomes meaningful and impactful.

In today's global and technology-driven environment, individuals who communicate well are able to collaborate better, present their ideas effectively, and build strong professional relationships. Therefore, communication skills must be practiced continuously in classrooms, workplaces, and everyday interactions.

This book encourages students to **practice, participate, and reflect** on their communication abilities. By applying the concepts learned in this book, learners can develop confidence in interviews, presentations, meetings, and professional correspondence.

We hope that *Executive Communication: Step by Step Learning* serves as a **useful guide for students in developing strong communication skills that will support their academic journey and future careers**.



About the Authors



Mrs. A. J. Glory Gursheth works as Assistant Professor of English in Arul Anandar College, Karumathur. Being an ardent lover of literature, her passion has paved way for her in reading books and also in writing poems. She works as language trainer and also interested in learning new languages. She holds MPhil degree in English Language Teaching and has worked on the process of streamlining in language classrooms. She is currently pursuing her PhD in Translation studies. Her main area of interests lies in gender and the practice of translation. She has published several research articles on translation studies



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