

Entrepreneurial Communication Skills

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Abstract

The purpose of this research is to create a portrait of entrepreneurs in terms of communication skills.

To fulfill the purpose of the research, we applied a questionnaire to 100 entrepreneurs in which we identified entrepreneurial communication skills.

In most cases, when entrepreneurs have a conversation with employees, most of the entrepreneurs mentioned that they impose themselves and don't really let the employee talk.

Entrepreneurs mentioned that they feel surprised when they find that people did not understand what they had to say.

They mentioned that they often speak their mind without worrying about how the other person perceives them. Assuming they can fix this later.

Building trust with employees through regular, polite dialogue can help entrepreneurs identify problems before they become problematic.

Key words: communication, entrepreneurship, body language, negotiation, listening

J.E.L. classification: D28, L26, M14, M21

1. Introduction

The business environment has become more and more complex, so it is also necessary to have careful communication. The most important life skill is probably the ability to communicate effectively. It is what makes it possible for us to communicate with others and understand what those around us are saying (Atef and Al-Balushi, 2015).

At its most basic level, communication is the act of passing information from one location to another. Communication can be verbal, written (using written or digital materials such as emails, etc.), graphic (using logos, charts or graphs) or non-verbal (using body language, gestures and tone of voice). So it is often a combination of these elements (Buck and VanLear, 2002).

Entrepreneurs can develop their businesses to desired levels of excellence using effective communication as a key tool (Darling and Beebe, 2007).

A good ability of entrepreneurs to communicate effectively can help them create better relationships with employees, suppliers, customers and investors (Jackson, 2015).

Conversely, poor communication contributes to the destruction of professional and personal relationships. So entrepreneurs need to adapt their tone of voice, language and what they convey (content) (Clarke et al., 2018).

Also, entrepreneurs need to improve their communication skills, by improving self-esteem, as well as by developing confidence (Bonaccio et al., 2016).

To be able to do this, entrepreneurs must adopt a positive attitude, as entrepreneurs who feel angry and nervous will not communicate effectively and therefore will not achieve the desired results (Zhang et al., 2021).

So, we still aim to make the portrait of entrepreneurs on the side of communication skills.

2. Research methodology

The purpose of this research is to create a portrait of entrepreneurs in terms of communication skills.

To fulfill the purpose of the research, we applied a questionnaire to 100 entrepreneurs in which we identified entrepreneurial communication skills.

The questionnaire was created in Google Forms and was applied online between September 20-30, 2022 on LinkedIn and Facebook groups.

The questionnaire included 17 questions, including the identification data of the subjects.

The questions in the questionnaire referred to topics such as: conversation, body language, writing, presentation, negotiation, mediation and listening.

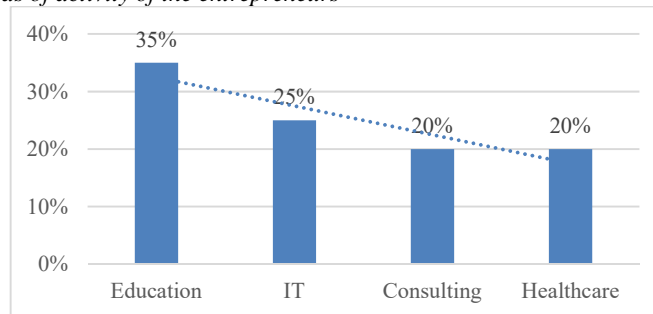
The data analysis was carried out in the Excel program.

3. Results

Only entrepreneurs responded to this questionnaire. This was also a mandatory requirement.

In terms of industry, 35% of entrepreneurs work in education, 25% of entrepreneurs work in IT, 20% of entrepreneurs work in consulting, and 20% of entrepreneurs work in healthcare.

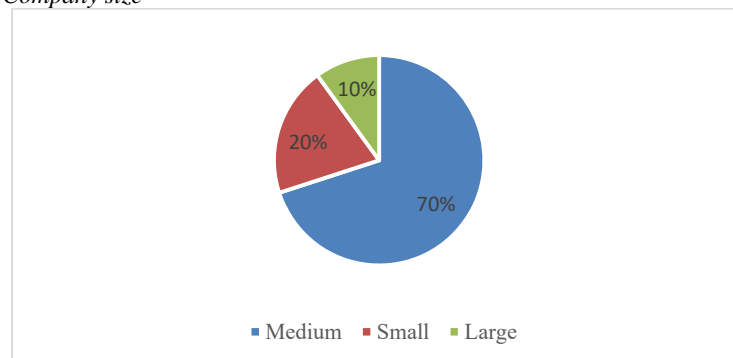
Figure no. 1. Fields of activity of the entrepreneurs



Source: author.

Regarding the size of the organization in which the entrepreneurs operate, 70% of the entrepreneurs are part of medium organizations, 20% of the entrepreneurs are part of small organizations and 10% of the entrepreneurs are part of large organizations.

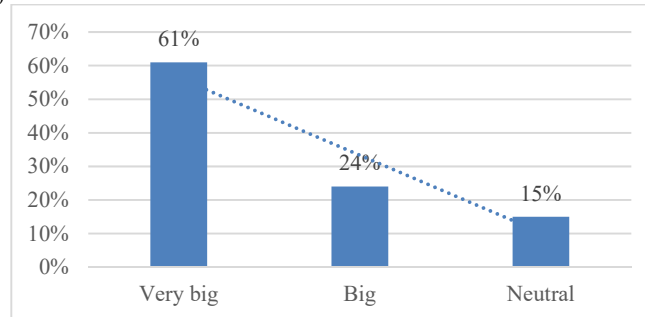
Figure no. 2. Company size



Source: author.

To question no. 1, how much confidence do you have when you have a conversation with your own employees, 61% of entrepreneurs said they have very high confidence, 24% of entrepreneurs said they have high confidence and 15% of entrepreneurs were neutral in expressing their opinion.

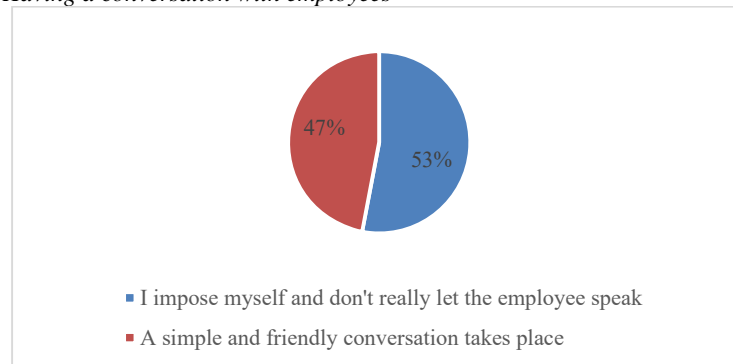
Figure no. 3. Confidence



Source: author.

Regarding question no. 2, in most cases, when having a conversation with employees, 53% of entrepreneurs mentioned that I impose myself and don't really let the employee speak, and 47% of entrepreneurs mentioned that a simple and friendly conversation takes place.

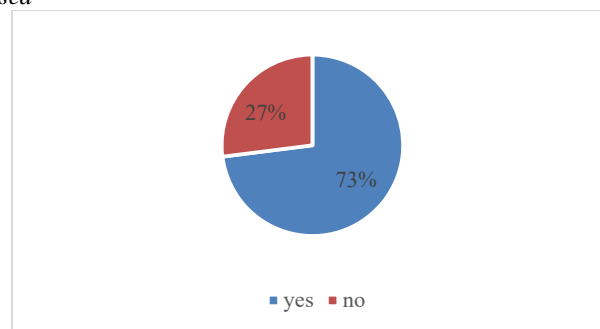
Figure no. 4. Having a conversation with employees



Source: author.

Regarding question no. 3, you are surprised when you find that people did not understand what you said, 73% of entrepreneurs mentioned yes they are surprised, while 27% of entrepreneurs mentioned they are not surprised.

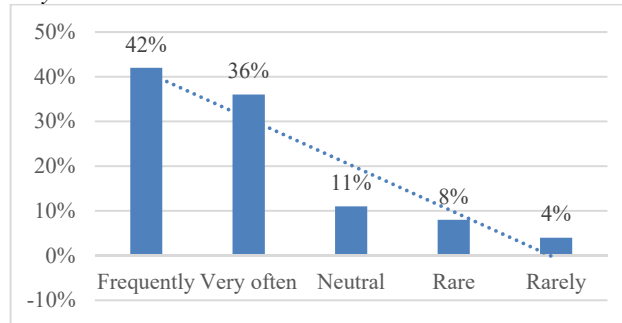
Figure no. 5. Surprised



Source: author.

To question no. 4, speak your mind without worrying about how the other person perceives it. Assuming you can fix it later, 42% of entrepreneurs mentioned often, 11% of entrepreneurs were neutral in expressing their opinion, 8% of entrepreneurs rarely mentioned, and 4% of entrepreneurs mentioned very rarely.

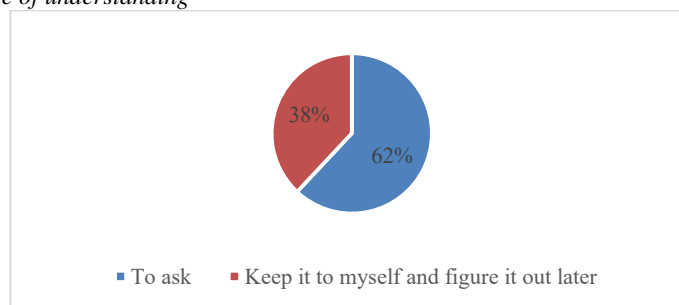
Figure no. 6. Say what you think



Source: author.

For question no. 5, when you don't understand something, you prefer 62% of entrepreneurs said they prefer to keep what they don't understand to themselves and figure it out later, while 38% of entrepreneurs said they prefer to ask.

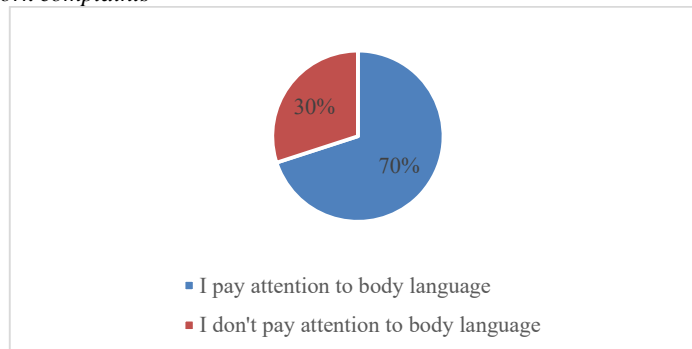
Figure no. 7. Degree of understanding



Source: author.

To question no. 6, when having a conversation with employees, 70% of entrepreneurs said that they pay attention to body language, and 30% of entrepreneurs said that they do not pay attention to body language.

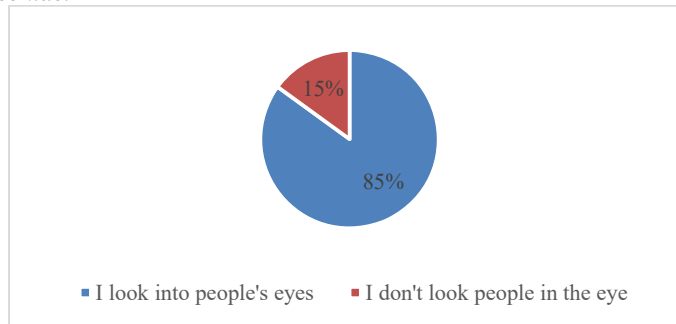
Figure no. 8. Work complaints



Source: author.

Regarding question no. 7, in most cases, when having a conversation with employees, 85% of entrepreneurs said that they look people in the eye, while 15% of entrepreneurs do not look people in the eye.

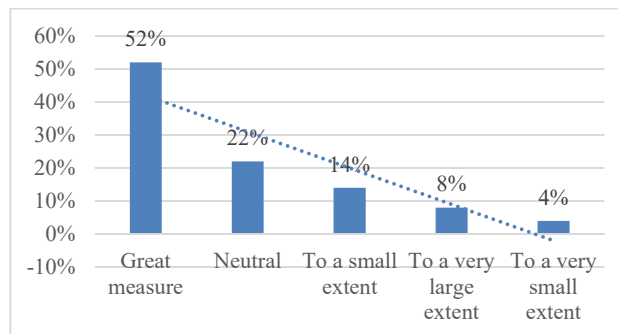
Figure no. 9. Eye contact



Source: author.

To question no. 8, when you feel stressed, to what extent you can calm down, 52% of entrepreneurs mentioned to a great extent, 22% of entrepreneurs were neutral in expressing their opinion, 14% of entrepreneurs mentioned to a small extent, 8% of entrepreneurs mentioned to a very high extent, and 4% of entrepreneurs mentioned to a very low extent.

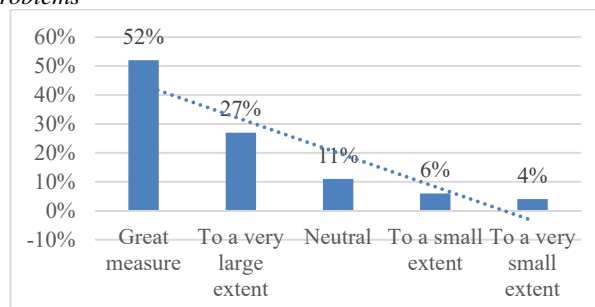
Figure no. 10. Stress



Source: author.

Regarding question no. 9, to what extent you are able to solve problems without losing control of your emotions, 52% of entrepreneurs said to a great extent, 27% of entrepreneurs said to a very great extent, 11% of entrepreneurs were neutral in a -express their opinion, 52% of entrepreneurs said to a great extent, 6% of entrepreneurs said to a small extent, and 4% of entrepreneurs said to a very small extent.

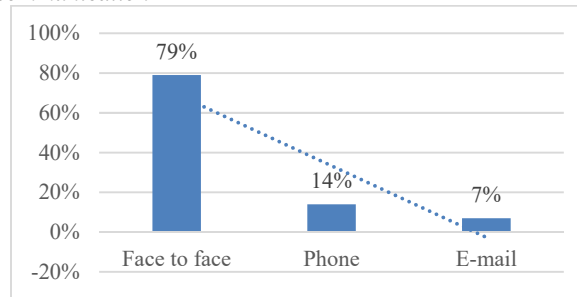
Figure no. 11. Solve problems



Source: author.

To question no. 10, which is the way to communicate complex problems in the organization with your business partners (employees, suppliers, stakeholders), 79% of entrepreneurs mentioned face to face, 14% of entrepreneurs mentioned by phone, and 7% of entrepreneurs have mentioned by email.

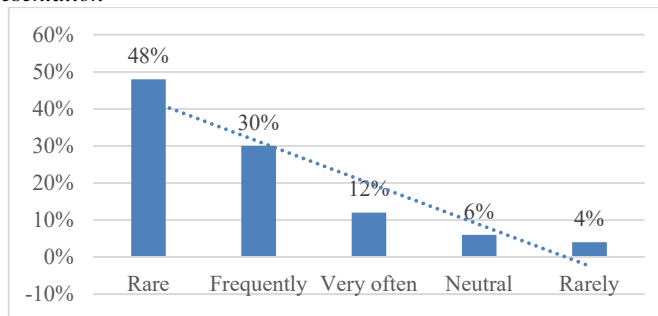
Figure no. 12. Way of communication



Source: author.

Regarding question no. 11, how often do you use charts and graphs to express your ideas, 48% of entrepreneurs said rarely, 30% of entrepreneurs mentioned often, 12% of entrepreneurs mentioned very often, 6% of entrepreneurs were neutral about - express their opinion, 4% of entrepreneurs mentioned very rarely.

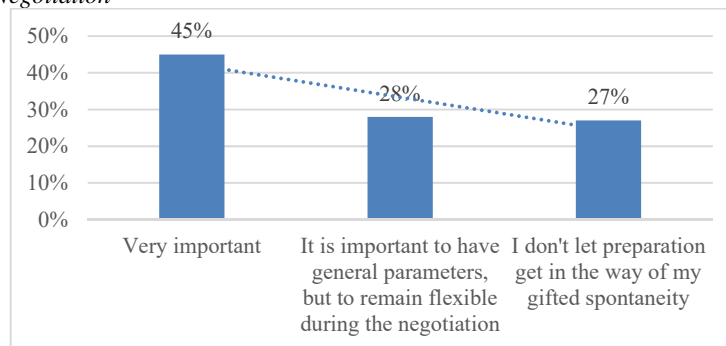
Figure no. 13. Presentation



Source: author.

To question no. 12, how important do you think it is to prepare a detailed strategy for a negotiation session, 45% of entrepreneurs mentioned very important, 28% of entrepreneurs mentioned it is important to have general parameters but remain flexible during the negotiation, 27% of entrepreneurs mentioned I don't let preparation get in the way of my gifted spontaneity.

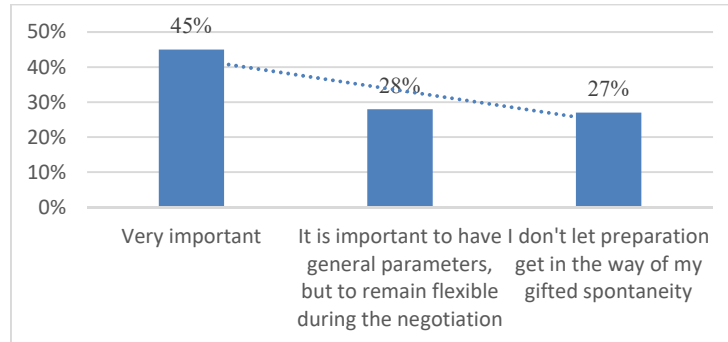
Figure no. 13. Negotiation



Source: author.

Regarding question no. 13, in an argument, you can see things from the other's point of view, 35% of entrepreneurs mentioned very often, 25% of entrepreneurs mentioned often, 20% of entrepreneurs were neutral in expressing their opinion, 14% of entrepreneurs mentioned rarely, and 6% of entrepreneurs mentioned very rarely.

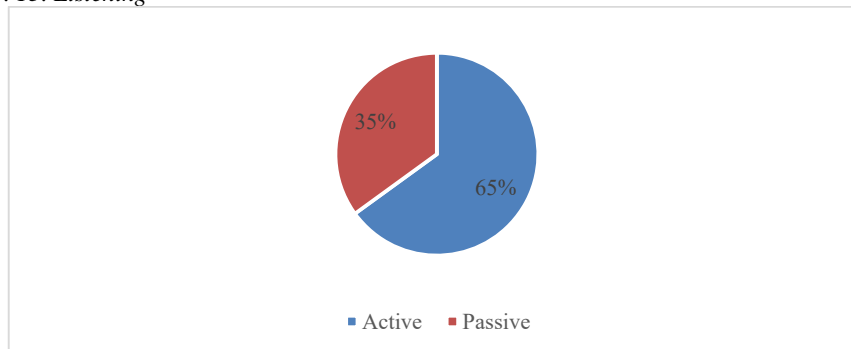
Figure no. 13. Mediation



Source: author.

To question no. 14, during a discussion, what kind of listener are you, 65% of entrepreneurs mentioned that they are active listeners, meaning they listen to what the other party is saying and repeat it back to make sure I understand. While 35% of entrepreneurs mentioned that they are passive listeners, meaning they listen quietly.

Figure no. 13. Listening



Source: author.

4. Conclusions

The purpose of this research is to create a portrait of entrepreneurs in terms of communication skills.

To fulfill the purpose of the research, we applied a questionnaire to 100 entrepreneurs in which we identified entrepreneurial communication skills.

After applying the online questionnaire, I obtained the following results:

Only entrepreneurs responded to this questionnaire. This was also the mandatory requirement to participate in the study.

Regarding the field in which they operate, we were answered by entrepreneurs working in the field of education, IT, consulting and health.

Regarding the size of the organization in which the entrepreneurs work, we were answered by entrepreneurs working in medium, small and large organizations.

Entrepreneurs mentioned that they have a lot of confidence in themselves when having a conversation with their own employees.

In most cases, when entrepreneurs have a conversation with employees, most of the entrepreneurs mentioned that they impose themselves and don't really let the employee talk.

Entrepreneurs mentioned that they feel surprised when they find that people did not understand what they had to say.

They mentioned that they often speak their mind without worrying about how the other person perceives them. Assuming they can fix this later.

When you don't understand something, entrepreneurs said they prefer to keep what they don't understand to themselves and figure it out later.

When having a conversation with employees, most entrepreneurs said they pay attention to body language. They also said that they look into the eyes of the people they are conversing with.

When entrepreneurs feel stressed, entrepreneurs said they can calm down to a great extent.

At the same time, the entrepreneurs stated that they have a good control over their emotions.

Entrepreneurs mentioned that they prefer to discuss complex issues face to face.

Regarding the presentation part, they rarely make presentations in the form of graphs and charts.

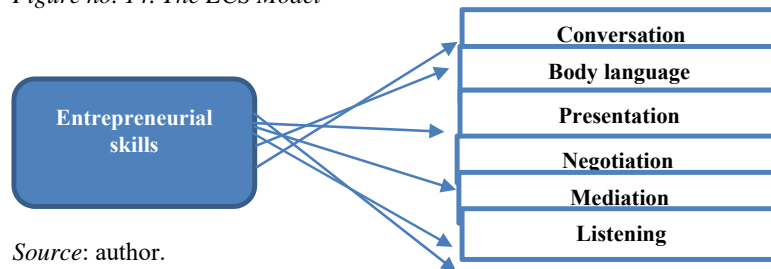
On the negotiation side, entrepreneurs mentioned that preparing a detailed strategy for a negotiation session is very important.

When asked, in an argument, you can see things from the other's point of view, 35% of entrepreneurs mentioned very often.

And on the listening side, the entrepreneurs mentioned that they are active listeners, meaning they listen to what the other party is saying and repeat it back to make sure we understand.

Thus we created the ECS model (Entrepreneurial communication skills model).

Figure no. 14. The ECS Model



Source: author.

The ECS model takes into account the following considerations:

Conversation - conversation should not be underestimated, even if it is one of the most fundamental means of communication. Building trust with employees through regular, polite dialogue can help entrepreneurs identify problems before they become problematic.

Body language - since non-verbal communication makes up the majority of communication, developing body language communication skills is crucial. Posture is important in all circumstances. Entrepreneurs should stand up straight, shoulders back and head up. Additionally, they need to make eye contact with the people they are talking to to convey confidence and safety.

Presentation - depending on the circumstance, an entrepreneur needs to present his company in a variety of ways. Top employees or investors could be shown the financial side of the company. Or they could introduce a potential client to the company's services. Clarity, brevity, confidence and balance are required in each of these circumstances.

Negotiation - effective negotiation involves more than choosing the right words; it also involves choosing the right moment to speak, acknowledging certain truths, and maintaining confidence throughout the discussion.

Mediation - even though the contractor's job as a mediator will be less frequent, he will occasionally have to resolve a dispute. This dispute may arise between two employees who have opposing views or between two rival suppliers. The contractor must be familiar with both parties to help them resolve their issues under any circumstances.

Listening - the most important communication skill is listening because it is used in so many different contexts. Entrepreneurs who actively listen will be more receptive and empathetic in discussions, negotiations and mediations.

5. References

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