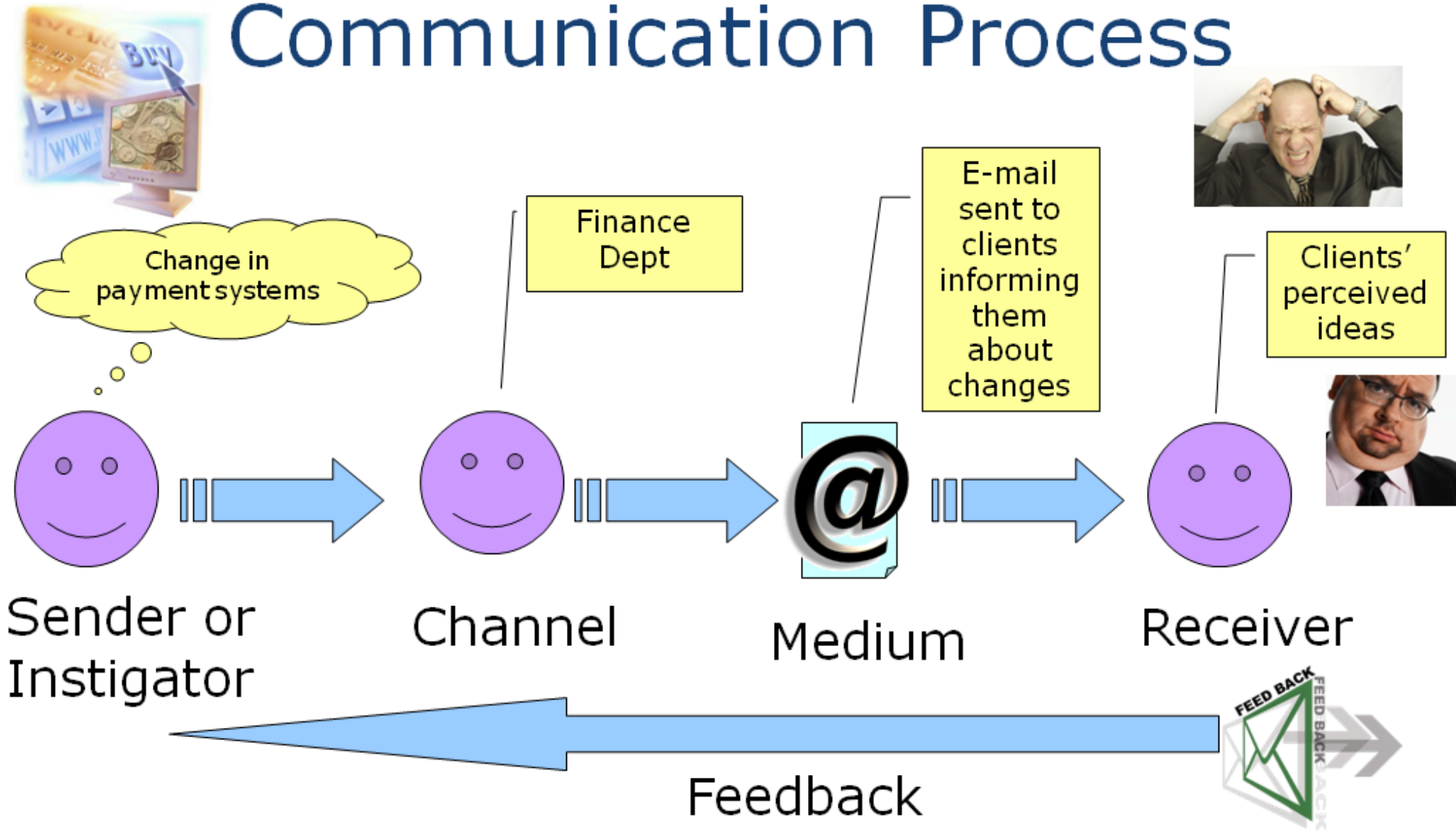


Communication Process



Communication

- Transferring information from one part of the business to another that leads to some outcome, changed behaviour or changed practice
- **Formal Communication** – established and agreed procedures
- **Informal Communication** – channels not formally recognised – ‘the grapevine’

Communication

- **Medium:**
 - Letters
 - Memo
 - Report
 - Notice board
 - Faxes
 - Telephone
 - E-mail
 - Face to face
 - Body language
 - Video/video conferencing
 - Internet

Communication

• **Methods:**

- Verbal – face to face
- Written
- Electronic
- Visual
- Audio
- Group meetings
- Notice boards
- Text!



Communication

- **Choice of Medium affected by:**

- Need for record
- Direction of the information flow
- Number of people to be reached
- Confidentiality
- Nature of the information – length, complexity, speed of transfer
- Cost of the medium

Communication

- **Barriers to Successful Communication**

- Ability of the sender – how much the sender understands of the message they are trying to send
- Content – including technicalities and jargon
- Method of communication – including style and body language where appropriate!
- Skills and attitude of the receiver
- Organisational factors – complexity of the organisation, scope of the organisation
- Cultural attitudes
- Perceptions, prejudices and stereotypes
- Inappropriate target for the message
- Technical capabilities – ICT!



Communication

- **Druckers' Fundamentals of Communication:**



- Perception

- Expectation

- Makes demands

- Communication and information are different and largely opposite, yet interdependent

(Source: Peter F. Drucker, 'Management', 1977)

