Communication Flows in an Organization

- Downward
- Upward
- Lateral
- Diagonal
- External
Downward Workplace Communication: Enabling

• Downward communication consists of communications sent from management to workers, like emails and performance reviews.
  • A manager explains a task to an employee
  • A customer gives an order to a supplier
  • Shareholders instruct management.
Enabling

- These forms have more than direction in common. Each one also provides enabling information in the workplace. When a manager instructs an employee, she enables the employee to do his job, and makes it possible for him to earn a living by doing something that has value for the employer.
- Another example: senior management finds out from shareholders, or the board of directors, how owners want to apply the money they've invested.
Managing direction or Board of direction

Head of the department

Supervisor

Officer

Workers or Lebours
Information moves downward

Make a Budget report

Make a Budget report for the month to include the following

Make sure the report includes the exact amount and the qty.
Purposes

- Business Goals can be shared
- Providing feedback on employees' performance
- Giving job instructions
- Providing a complete understanding of the employees' job as well as to communicate how their job is related to other jobs in the organization.
- Communicating the organization's mission and vision to the employees.
- Highlighting the areas of attention.
Error-free downward communication

- Specify communication objective
- Ensure that the message is accurate, specific and unambiguous.
- Utilize the best communication technique to convey the message to the receiver in right form
Upward Communication

- Information flow from the lower levels of a hierarchy to the upper levels

- A second major flow of communication is upward, from employee to supervisor, supervisor to department head, department head to vice president, and so on.
Top Level Management

Middle Level Management

Lower Level Management

Workers/Employees
Purposes

• Productivity
• Feedback
• Promotion
• Considerations
Lateral/Horizontal

- Communication that takes place at same levels of hierarchy in an organization.
- First, no superior/subordinate relationship exists here; it's strictly a case of two people with roughly equal amounts of power and prestige. That makes this form of communication voluntary and discretionary.
Purposes

- It is time saving
- It facilities co-ordination of the task.
- It facilities co-ordination among team members
- It provides emotional and social assistance to the organizational members.
- It help in solving various organizational problems
- It can also be used for resolving conflicts of a department with other departments or conflicts within a department.
Diagonal Communication

- Communication that takes place between a manager and employees of other workgroups is called diagonal communication.
- It generally does not appear on organizational chart. For instance - To design a training module a training manager interacts with an Operations personnel to enquire about the way they perform their task.
External Communication

• Communication that takes place between a manager and external groups
• such as - suppliers, vendors, banks, financial institutes etc. For instance - To raise capital the Managing director would interact with the Bank Manager.
The Grapevine

- Grapevine communication is the **informal communication** network within an organization.
Channel

- Traditionally, the grapevine Mouth to mouth
- Email, Fax, Chat
- Cell Phone
- Facebook
Example

- Suppose the profit Amount of a company is known. Rumor is spread that this much profit is there and on that basis bonus is declared.
- CEO may be in relation to the production manager. they may have friendly relations with each other
Purposes

• Grapevine communication **creates a social bond.**
• The grapevine **fills in a gap**
• The grapevine in many ways **helps keep people honest.**
Communication Speed

- Where downward, upward, and lateral communication are structured and flow formally through specific channels, the grapevine goes through multiple channels and even multiple versions.
Best Practices in Communication and Business Writing
Effective Business Communication

• Use the most effective communication channel
• Clear top-down communication
  ❖ Information from the right source/ level
• Bad news should be shared by leaders
• Consider recipient of the news
Effective Business Communication

• Listen closely to understand communication
• Conciseness is important
• Simplicity > Large, complicated words
• Be wary of jargon/abbreviations
• Leave communication lines open for feedback
Which Communication Channel Should You Use?
Ethical Business Communication

**Do:**
- Be Honest, Candid, Timely
- Promptly correct errors in communication
- Ensure free Speech, freedom of assembly, access to open marketplace
- Respect cultural beliefs/ values
- Balanced communication fosters mutual understanding
- Give credit to sources

**Do not:**
- Use confidential communication for personal gain
- Guarantee results than cannot be obtained
- Disobey laws/ public policy
Professionalism in the Workplace

• Live up to commitments

• Treat employees at all levels with respect

• Value others’ time

• Ethical conduct

• Friendliness/ Positive attitude

• Admit mistakes
Professionalism in the Workplace

- Competence

- Personal issues do not belong in the workplace

- Dress Professionally and appropriately

- Etiquette, punctuality, organization, and dedication to your job

- Silenced mobile devices
Why is Professionalism Important?

- Ensures good performance
- Motivates Employees
- Team Spirit
- Maintains Communication
- Fosters positive workplace
Intercultural Business Communication

• Promote an environment where diversity is welcomed and encouraged
• Keep it slow, but not too slow
• Active Listening
• Do not Make cultural assumptions
• Limit information conveyed at one time
  ❖ Group information into smaller segments
• Convey an appropriate respect level
Why is intercultural business communication important?

• Intercultural business is expanding rapidly
• Avoid misunderstandings
• Poor intercultural communication can =low retention of business partners/ suppliers/ customers
How Cultures Differ in Communication

Cultural Types: The Lewis Model

- Linear-active: cool, factual, decisive planners
- Multi-active: warm, emotional, loquacious, impulsive
- Reactive: courteous, amiable, accommodating, compromiser, good listener

Key:
- Blue = Linear-active
- Red = Multi-active
- Yellow = Reactive

Italy, Spain, Brazil, Venezuela
- Mexico, Colombia, Peru, Bolivia
- Angola, Nigeria, Sudan, Senegal

Portugal, Greece, Chile, Algeria
- Saudi Arabia, Iraq, U.A.E.
- Bulgaria, Turkey, Iran

Russia, Slovakia, Croatia, Romania

France, Poland, Hungary, Lithuania

Belgium, Israel, South Africa

Denmark, Ireland, Australia
- Netherlands, Austria, Czech Republic, Slovenia

USA, Norway

Germany, Switzerland, Luxembourg
- U.K., Sweden, Latvia, Finland, Estonia
- Canada, Singapore, Taiwan, Hong Kong
- Japan, China, Thailand
- Korea, Philippines, Indonesia

Key:
- Blue = Linear-active
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Writing Tips for the Business Professional

Clarity is important

• Main Point should appear in first sentence

• Use headers/ bullet points to make writing ‘scannable’

• Limit thoughts/ ideas/ suggestions to one per paragraph
Writing Tips for the Business Professional

Writing should be ‘reader-friendly’

• Be concise

• Avoid jargon/abbreviations

• Do not use complex phrasing

• The message should be clear
Writing Tips for the Business Professional

Writing Should be Carefully Constructed

- Decide what you want to write before you write it
- Carefully construct writing that best conveys message
- Look over documents multiple times
- Cut writing that does not serve a purpose
The Use of Electronic Messages and Digital Media for Business Communication

Do:
• Re-read messages before hitting ‘send’
• Closely monitor and manage electronic messaging
• Use corporate policies that are detailed and thorough
• Monitor and archive Social media content
• Know risks associated with digital media
  ❖ Take steps to prevent risks
The Use of Electronic Messages and Digital Media for Business Communication

Do Not:

• Send messages you would not be comfortable with everyone seeing
• Fail to encrypt outgoing communications
• Fail to archive content that must be retained for your particular organization
Projected Expansion in Business E-Mail Usage

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Table 1: Business vs. Consumer Email Accounts (M), 2013–2017
Delivery of Positive Messages

• Use letters to deliver positive news outside of an organization
• Be Direct
• Use titles and headers: messages are scanned
• Core of message should appear in first paragraph
• Use specific formats and templates provided by company
• Be timely in delivery of news
• Consider communication channels
Delivery of Negative Messages

• Do not delay delivery of bad news
• Give concrete justification for bad news
• Consider communication mediums
  ❖ Bad news should almost always be delivered in person
• Present solutions if bad news is a problem to be solved
• Treat receiver of news with respect
• Follow through
• Disclose all facts
Business Presentations

- Know your audience
- Plan your presentation
- Less is more
- Define goals at the beginning of the presentation
Business Presentations

- Involve the audience; keep them interested
- Establish credibility of presenter and sources
- Practice
- Allow time for questions at the close of the presentation
Informal Reports

- Easy to Scan
- Be brief and concise
- Use white space and informative lists
- Should address multiple audiences
- Should allow for information to be quickly conveyed

Formal Reports

- Should be thorough and detailed
- Should address a specific audience
- Should be structured in appearance
- Must include references
- Should include recommendations

- Consider Audience
- Plan Carefully
- Identifiable sections
- Information organized in logical sequence
Business Plans

• Clearly Defined Target Market
• State why a business does or should exist
• Product/Service Description
• Plan should consider and detail all competition
• State goals and objectives
• Complete marketing plan
• Financial Plan:
  ❖ Revenue
  ❖ Data & Evidence
  ❖ Financial Feasibility
Proposals

• Split into sections
• Use images/ photos/ graphics
  ❖ Size is important
• First section should grab attention
• Introduce team members
  ❖ Again, pictures help
• Include a table of contents