

## Topic 2.5.1b Communication

### Key Vocabulary

**Communication** – the passing of information from one person or organisation to another

**Insufficient communication** – too little communication which may leave some staff under-informed and demotivated

**Excessive communication** – too much communication, causing overload for staff; a particular problem with email

**Barrier to communication** – something that prevents the flow of communication

**Jargon** – technical or obscure words used by a particular group of people that may not be understood by everyone

### Core Knowledge

#### **Communication methods:**

- **Verbal** – meetings, telephone, digital methods such as Zoom
- **Written** – letters, reports, posters
- **Digital** – email, instant messenger, texting, social media

#### **Communication problems:**

- Too little communication – can lead to employees being unaware of what is happening, leading to mistakes and inefficiency
- Too much communication so employees are overloaded
- Other information or activities act as barriers to communication

#### **Barriers to communication**

- **Written** – illegible handwriting, poor spelling and grammar, poor font or presentation
- **Verbal** – language not understood, accent not understood, speaking too fast or slow, not pausing when speaking
- **Receiver** – poor attitude, not listening
- **General** – timeliness, structure of communication not clear, cultural differences, use of jargon, technical issues, no opportunity for feedback

### Misconceptions

- Remember that not all people have the internet or social media, so don't assume this is always the best way to communicate
- Remember that email is not free communication – it is cheaper than traditional methods, BUT, still costs in terms of connections and time to compose / send and monitor



### Application

**Microsoft** – research by Financial Times identified Microsoft as having excellent communication



### Topic Links



**Motivation** – too little, or too much can lead to poor motivation

**Technology** – has enabled more methods to be available

**Stakeholders** – different groups will need to be communicated with in different ways

**Globalisation** – being able to use electronic communication has helped with globalisation