## A Group within the Organization

“The company has purchased 10 new motorbikes of 150 cc each from Kawasaki, for the deliveries business unit. There have been complaints from customers of late deliveries on orders, some orders arriving when very cold. There have also been complaints from some employees working in the deliveries business unit of high burnouts and high rates of absenteeism because of overstraining from riding a bike the whole day making deliveries. The company reached the decision to upgrade the delivery mechanism from mountain bikes to motorized bikes, as the motorbikes are not only faster, but also use fuel. Therefore, this will help the company address the issue of delayed orders as delivery boys will not complain anymore of being too tired to keep time with their orders. Secondly, delivery boys will no longer strain riding bikes when using the motor cycles, as they are diesel-powered, subsequently reducing the high incidences of straining and burnouts amongst them. Evidently, this introduction is expected to bring about improved efficiencies in service delivery and profitability margins.”

The message designed for a group within the organization is designed differently from that designed for an individual or a specific office in the organization. In the current message, the group identified as the target recipient of the message was the delivery boys working in the company (Ref-J39X2L). The communication informs the delivery boys that the company has acquired a new batch of 150cc motor cycles as replacement of the mountain bikes that its delivery boys use in pushing around orders made to the company. Because of the manual nature of the mountain bikes, some deliveries were made too late, especially for orders made in the afternoon when the delivery boys were tired from making deliveries all morning. In the same regard, the department reported high rates of absenteeism due to sicknesses arising from severe straining and high burnouts of the delivery boys. In this regard, the motorbikes have been introduced to address this challenge, improve efficiency of the delivery business unit, and enhance profitability by enabling the firm make more deliveries at a time.

An email would be effective for individual communications; a memo would be effective for group communications, while a proposal would be effective for communicating to the larger organization. These are effective communication channels for official communication, designed for each specific category of recipients (Ref-AB1CD2). The cross communication platforms for use in such a case would be based on internal communication channels within the organization considered effective in facilitating free flow of information and feedback to the targeted audiences.