

Managerial Communications Cheat-sheet

Q: What is Managerial Communication?

- Exchange of information between managers and employees to reach organization goals.

Q: Types of Managerial Communication?

- Top-down (directives),
- Bottom-up (feedback),
- Lateral (peer collaboration)
- Grapevine (informal)

Q: Forms of Managerial Communication?

- Verbal
- Written,
- Non-verbal

Q: Characteristics of Effective Messages

- CLEAR: No ambiguity.
- COMPLETE: Answers all questions.
- CORRECT: Factually accurate.
- CONCISE: Saves time.
- GOODWILL: Builds trust.

Q: Why It Matters

- Facilitates decision making, team cohesion, conflict resolution, change management.

Q: Technology's Impact in communications

- Pros: Speed, efficiency, global reach.
- Cons: Misinformation, overload (e.g., Domino's Pizza crisis).

Q: The Communication Model

- Sender → Encodes message.
- Message → Content + medium (email, face to face).
- Receiver → Decodes + feedback.
- Noise → Barriers (e.g., language, distractions).

Q: Writing Tips

- KISS Principle: Keep It Short and Simple.
- AIDA Model: Attention → Interest → Desire → Action.

Q: Quotes to Remember

- "Hearing what isn't said is key." — Peter Drucker.

Q: Choosing the Right Channel

Scenario	Face to Face	Email	Chat
Constructive feedback	✓	✗	✗
Company announcements	✗	✓	✗
Project updates	✓	✓	✓

Q: Types of Messages

- Positive: Direct (good news first).
- Negative: Indirect (buffer → explanation → bad news → goodwill).
- Persuasive: Use Ethos (credibility), Logos (logic), Pathos (emotion).

Q: Non-Verbal Communication

- Non-Verbal Communication (65–93% of Impact!)
- Kinesics: Body language (eye contact, gestures).
- Proxemics: Personal space (intimate: 0–18 inches; public: 12+ feet).
- Vocal Cues: Tone, pauses, volume.

Q: Intercultural Communication Challenges

- High Context Cultures (Japan, Arab): Indirect, rely on non-verbal cues.
- Low Context Cultures (USA, Germany): Explicit, verbal clarity.
- Tips: Avoid slang/jargon and study cultural norms (e.g., bowing vs. handshakes).

Q: Crisis Communication

- Rana Plaza Failure Example: Delayed response, lack of transparency.
- Lessons: Speed, honesty, stakeholder empathy.

Q: Effective Presentations

- Content: Start with purpose “What’s the key takeaway?”
- Structure: Intro → Body → Conclusion.
- Visuals: Minimal text, high impact visuals.
- Avoid clutter (6x6 rule: 6 words/line, 6 lines/slide).

Q: Storytelling for Persuasion

- Robert McKee’s Framework: Conflict → Struggle → Resolution.
- Example: “Our paralysis is our competitors’ advantage” to pitch innovation.

Q: Quotes to Remember

- “If you can’t explain it simply, you don’t understand it.” — Einstein.

Managerial Communication One pager Cheatsheet

Purpose of Managerial Communication <ul style="list-style-type: none"> Facilitate decision-making Encourage collaboration Improve employee morale Ensure organizational success 	Business Letter Format <ul style="list-style-type: none"> Sender's Address Date Recipient's Address Salutation Subject Body (Intro, Detail, Conclusion) Complimentary Close Signature 	Communication Flow Types <ul style="list-style-type: none"> Downward: Manager → Subordinate Upward: Subordinate → Manager Horizontal: Peer → Peer Diagonal: Across departments
Communication Channels <ul style="list-style-type: none"> Oral: Face-to-face, Meetings, Calls Written: Emails, Reports, Notices Non-verbal: Gestures, Facial expressions, Body language Visual: Charts, Graphs, Infographics 	Principles of Effective Communication <ol style="list-style-type: none"> Clarity Conciseness Correctness Completeness Consideration Courtesy Concreteness 	Barriers to Communication <ul style="list-style-type: none"> Physical (noise, distance) Psychological (emotions, attitude) Language (jargon, semantics) Organizational (hierarchy) Cultural (differences in norms)
Overcoming Barriers <ul style="list-style-type: none"> Active listening Feedback mechanisms Simplify language Improve infrastructure Training programs 	Written Communication Types <ul style="list-style-type: none"> Memos Letters Reports Notices Circulars Emails 	Report Types <ul style="list-style-type: none"> Informational vs Analytical Periodic vs Special Technical vs Non-technical
Forms of Communication <ul style="list-style-type: none"> Formal: Downward, Upward, Horizontal, Diagonal Informal: Grapevine, Casual interaction 	Presentation Tips <ul style="list-style-type: none"> Know the audience Use visuals effectively Practice delivery Control pace & voice Engage listeners Manage Q&A 	Listening Types <ul style="list-style-type: none"> Active Passive Reflective Empathetic
Non-verbal Communication Cues <ul style="list-style-type: none"> Eye contact Posture Gestures Facial expression Tone of voice 	7 Cs of Business Communication <ol style="list-style-type: none"> Clear Concise Concrete Correct Coherent Complete Courteous 	Definition <ul style="list-style-type: none"> Managerial Communication is the process of exchanging information and meaning between individuals in an organization to achieve business goals.