



Importance and Benefits of Effective Communication

Ancient Heritage of Communication Principle:

- *The ancient world, both in the East and the West, depended heavily on oral communication .*
- *Western principles of communication developed in ancient Greece and Rome, with an emphasis on oral **rhetorical** tradition.*

Lifeblood of Every Organization:

- *An organization is a group of people associated for business, political or other purposes.*
- *Its activities require human beings to interact and react – to communicate*




Internal Communication

- *Communication among the members of an organization is essential for effective communication.*

Formal Communication Channels

- *The formal communication network is the official structure of an organization.*
- *A vital means of attending to company concerns is through effective internal communication – **downward, upward, and horizontal.***

***Downward Communication:** in most organizations, decisions are made at the top and then flow to the people who will carry them out.*

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- *They need not only to clear job directions and safety **rules** but also facts about strategy, policy and view points.*

Upward Communication:

- *Upward communication is just as important as downward communication.*
- *To solve problems and make intelligent decisions, up ward communication is desired*

***Horizontal Communication:** in addition to the upward and downward flow of communication, horizontal communication flows from one department to another.*

- *It helps employees coordinate tasks, solving difficult and complex problems.*




Informal Communication Channels

- *Every organization has an informal communication network – a grape vine – that supplement official channels.*
- *They talk about personal matters; families, movies, sports etc, business is often discussed as well.*
- *In fact, about 80% of the information that travels along the grape vine pertains to business and 75% to 90% of it is accurate.*

External Communication

- *Effective communication to people outside the company can help create a good reputation and have a positive impact on its ultimate success.*

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- *The right letter, proposal , report, telephone call or personal conversation can win back a client, create a desire of firm 's product or service.*

Benefits of Effective Communication in Your Career

- *Your job, promotion, and professional reputation often depend on **doing well in written and oral communication.***

A Valuable Job Requirement

- *Strong communication skills were found in the job descriptions. It is a primary responsibility in many careers.*



An Essential for Promotion

- *Many people rate communication as one of the most important aspects of business leadership.*

Challenge of Communication in the Global Market

- *The way you communicate both within and outside you own country will effect everything you accomplish.*
- *Your ability to speak and write effectively will also make a difference to your organization.*

Developing the Right Attitude

- *To the customer you are the company, your attitude when dealing with clients reflect on the company you represent.*



Preparing Adequately

- *In addition to the proper good will building attitude, you should be careful, have sound judgment when choosing ideas and facts for each message.*

Becoming Flexible

- *Today's work place is increasingly diverse in age, gender, and national origin.*
- *Problems can be avoided by keeping an open mind and being willing to make extra efforts in communication.*