**PowerPoint Presentation Critique**

Communicating information *effectively* and *appropriately* to any group of people in an organization, requires that the information it is *correctly* directed towards that specific audience, who holds the responsibility and authority to take that information and apply it effectively. The former manager’s PowerPoint Presentation did the exact opposite by ineffectively communicating information to *all employees*, which should have been directed solely to the company’s executive team. There are several reasons why the PowerPoint was not appropriate for all employees to receive. This critique will explain some of those reasons along with examples pulled from this flawed presentation.

On slides two, four, and seven of the presentation, the former manager writes about company costs and reducing staff members. Mentioning company costs and the possibility of employees losing their jobs to the employees themselves is ethically incorrect and inappropriate. There could be several backlashing results to this kind of communication. Some examples of backlash could be employees feeling unappreciated and insulted, employees quitting soon after reading the presentation, employees showing disapproval by going on strike, and employees causing damage to the company’s reputation or technical system in retaliation. Mentioning company costs to all employees would therefore be ineffective and inappropriate.

On slide three, five, and six of the presentation, the manager writes about the benefits of the cloud which contains a lot of technical jargon and information which is generally beyond the expertise and responsibility of employees who are non-executives. These non-executive employees lack the responsibility and authority to take this information and implement it effectively. Communicating technical jargon to all employees would therefore be ineffective and inappropriate.

In conclusion, the former manager made the mistake of communicating information to the whole company which should have been directed solely to the company’s executives. This information included subject matters about company costs, reducing employees, and a lot of technical jargon which resulted in a very ineffective technical communication episode. These are very good reasons why the company fired the former manager, and I am honored to take that manager’s place.