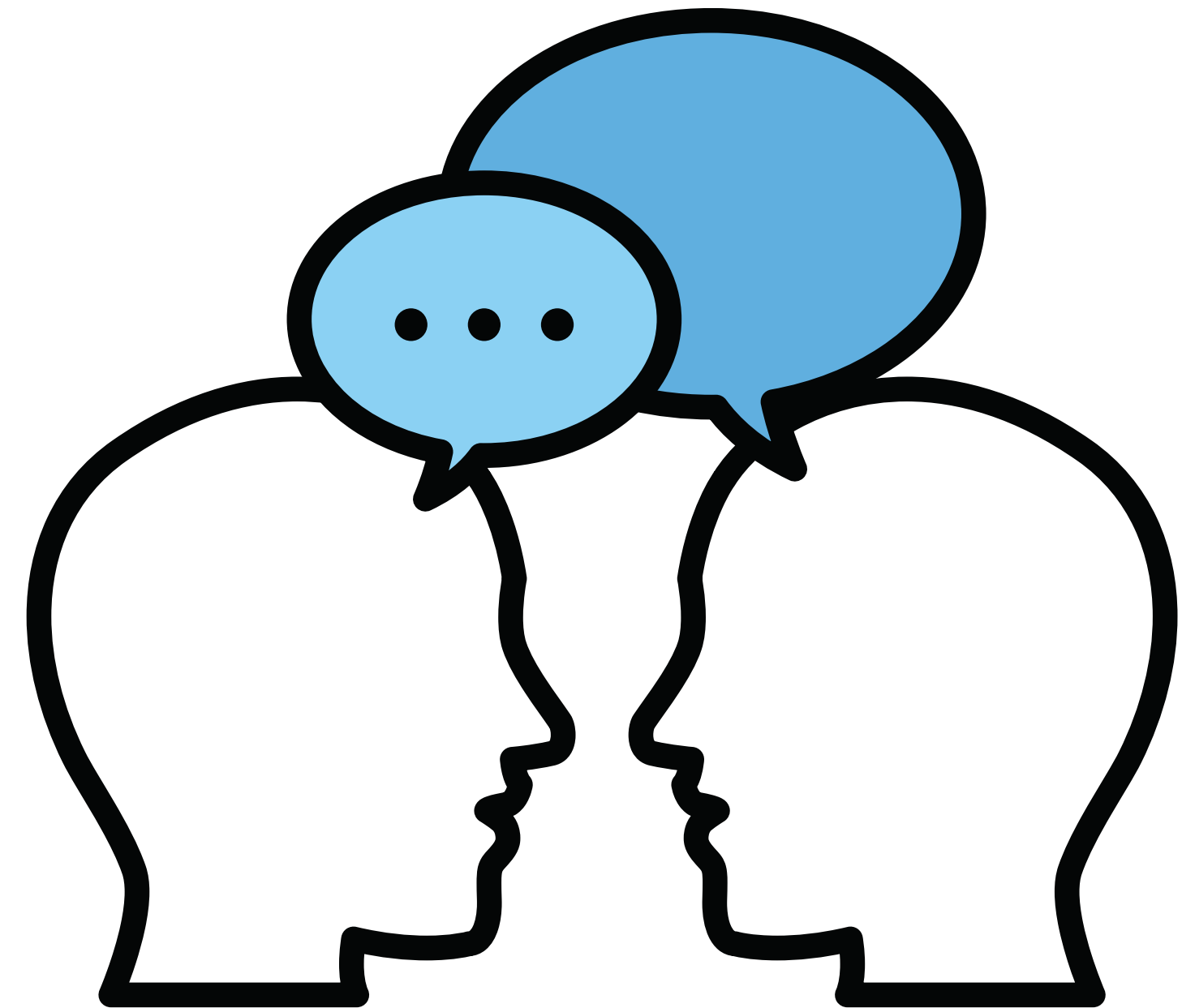
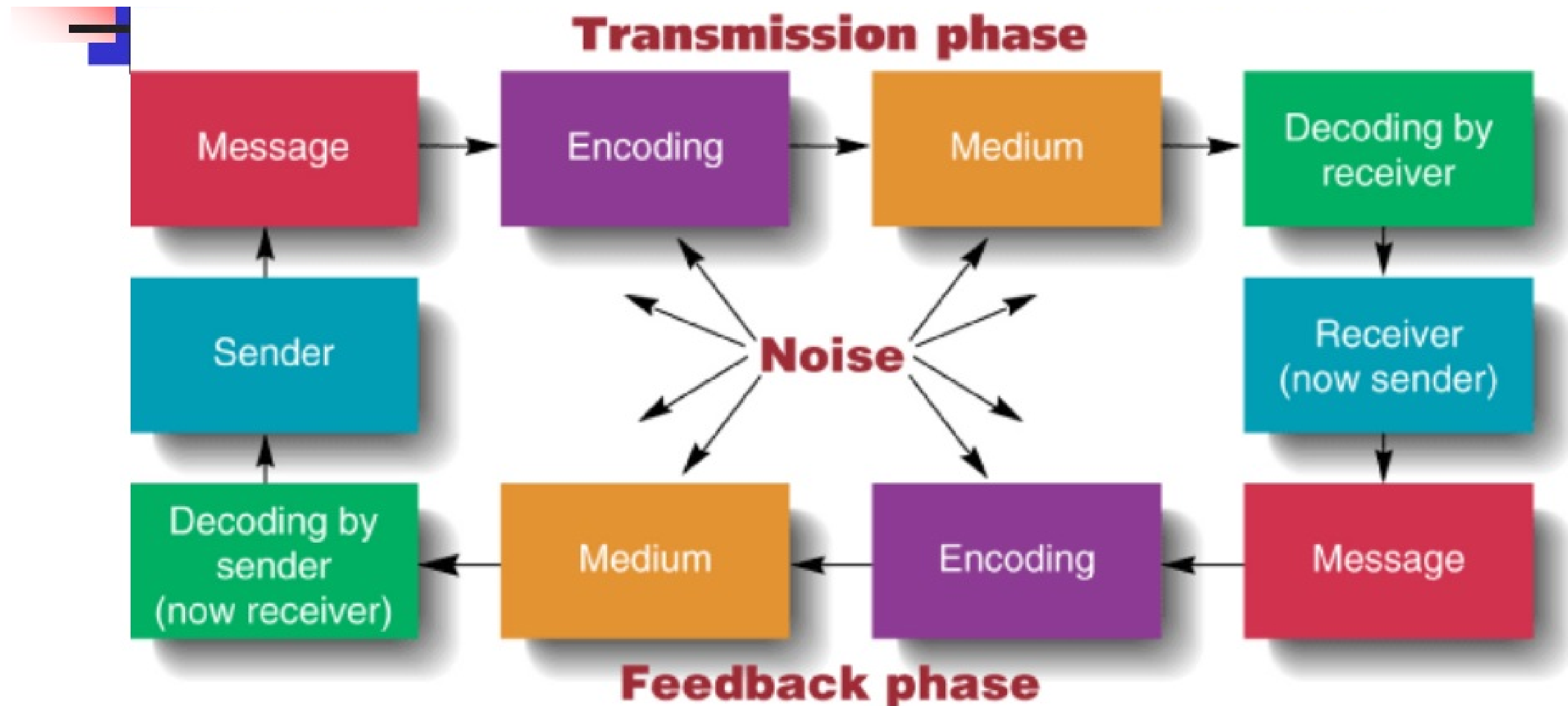


FUNDAMENTALS OF COMMUNICATION



THE PROCESS



THE IMPORTANCE



Increasing managerial efficiency



Establishing effective leadership



Basis of decision-making



Basis of coordination and cooperation



Promoting motivation and moral development



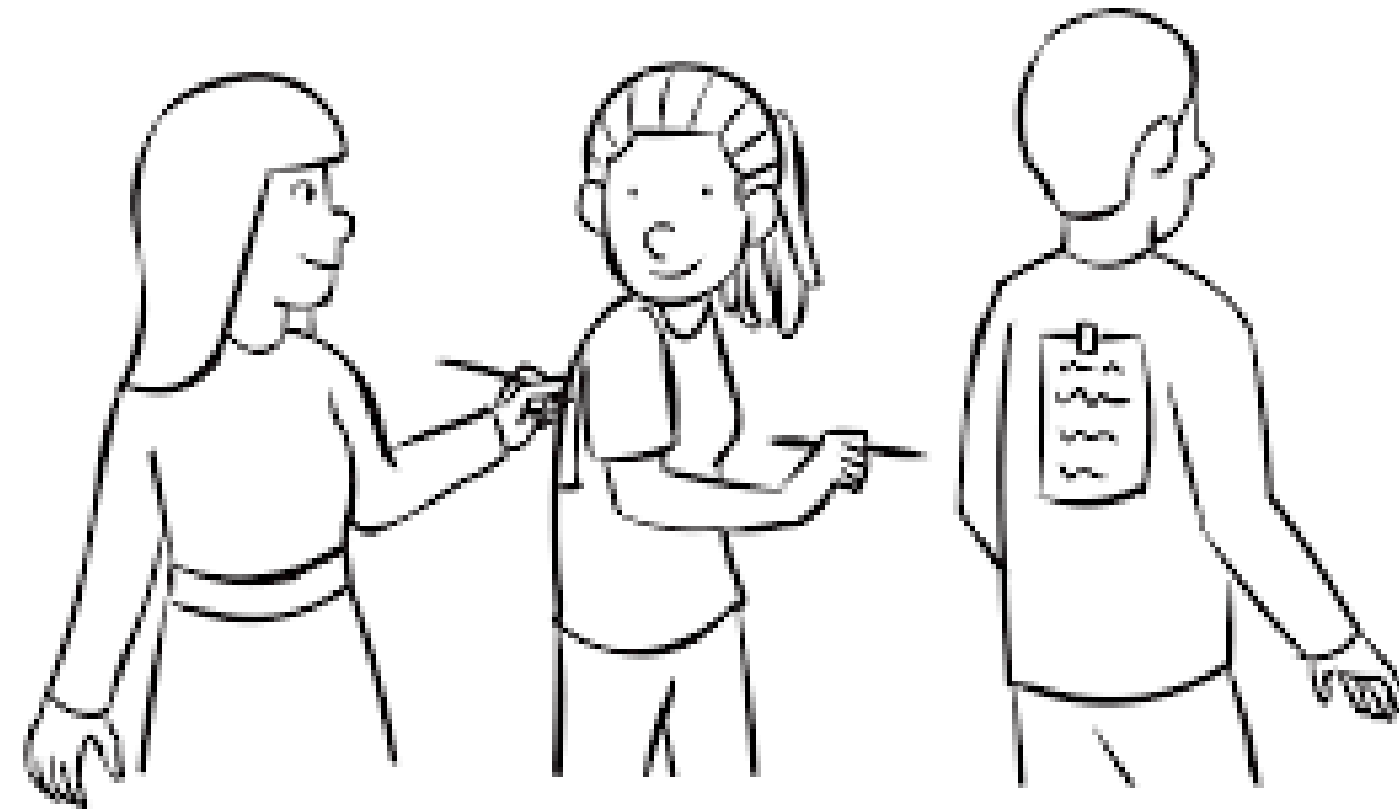
Promoting smooth functioning of the team

7cs Of Effective Communication



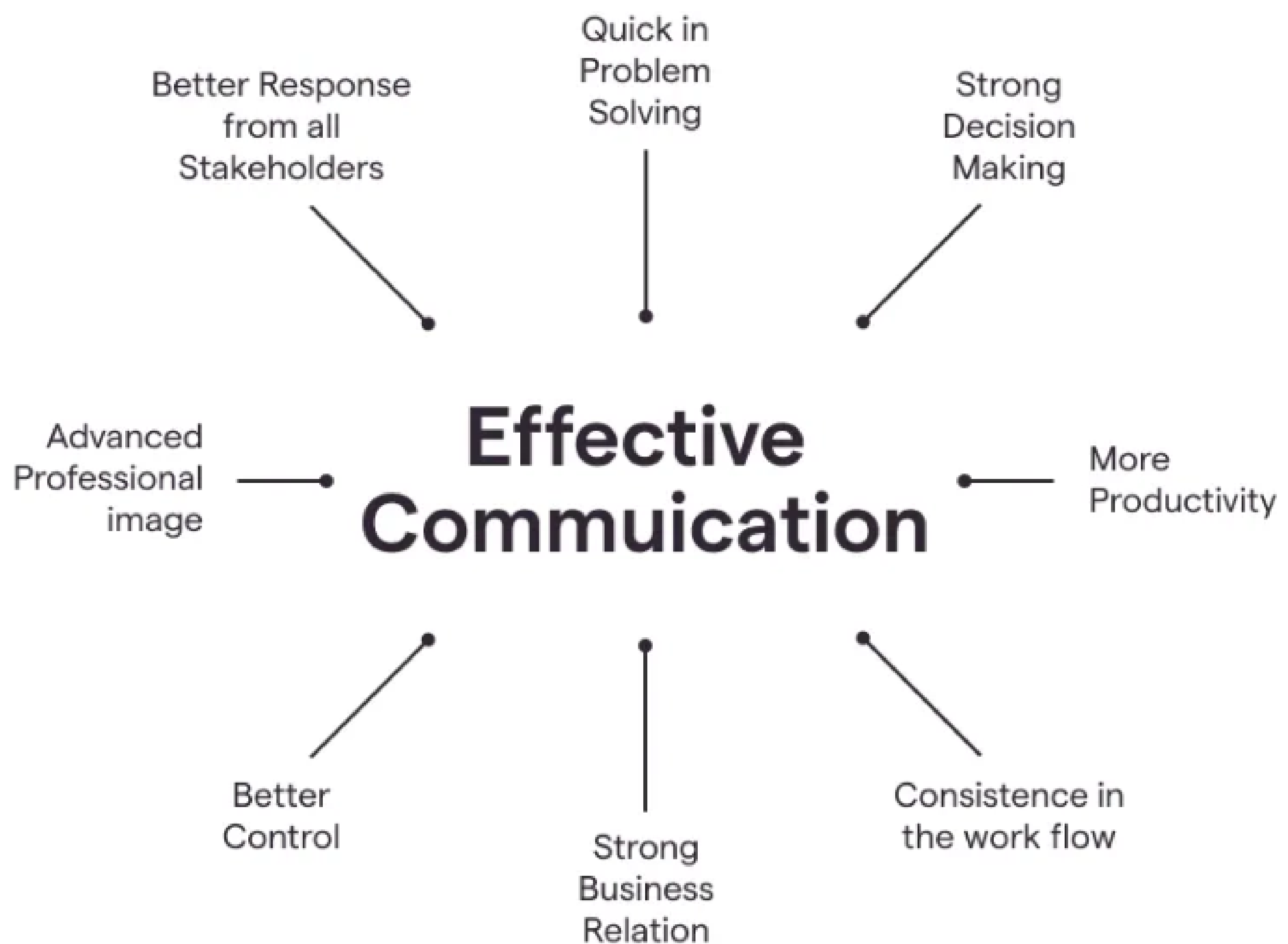
LET'S PLAY

The Drawing Chain



Things you need:

- A pen
- A sheet of paper



**Emotional
Barriers**

**Physiological
Barriers**

**Cultural
Barriers**

**Semantic
Barriers**

**Psychological
Barriers**

Communication Barriers



PSYCHOLOGICAL BARRIERS

Psychological barriers in communication are mental obstacles hindering understanding, like prejudice, emotions, or differing perceptions, impeding effective information exchange



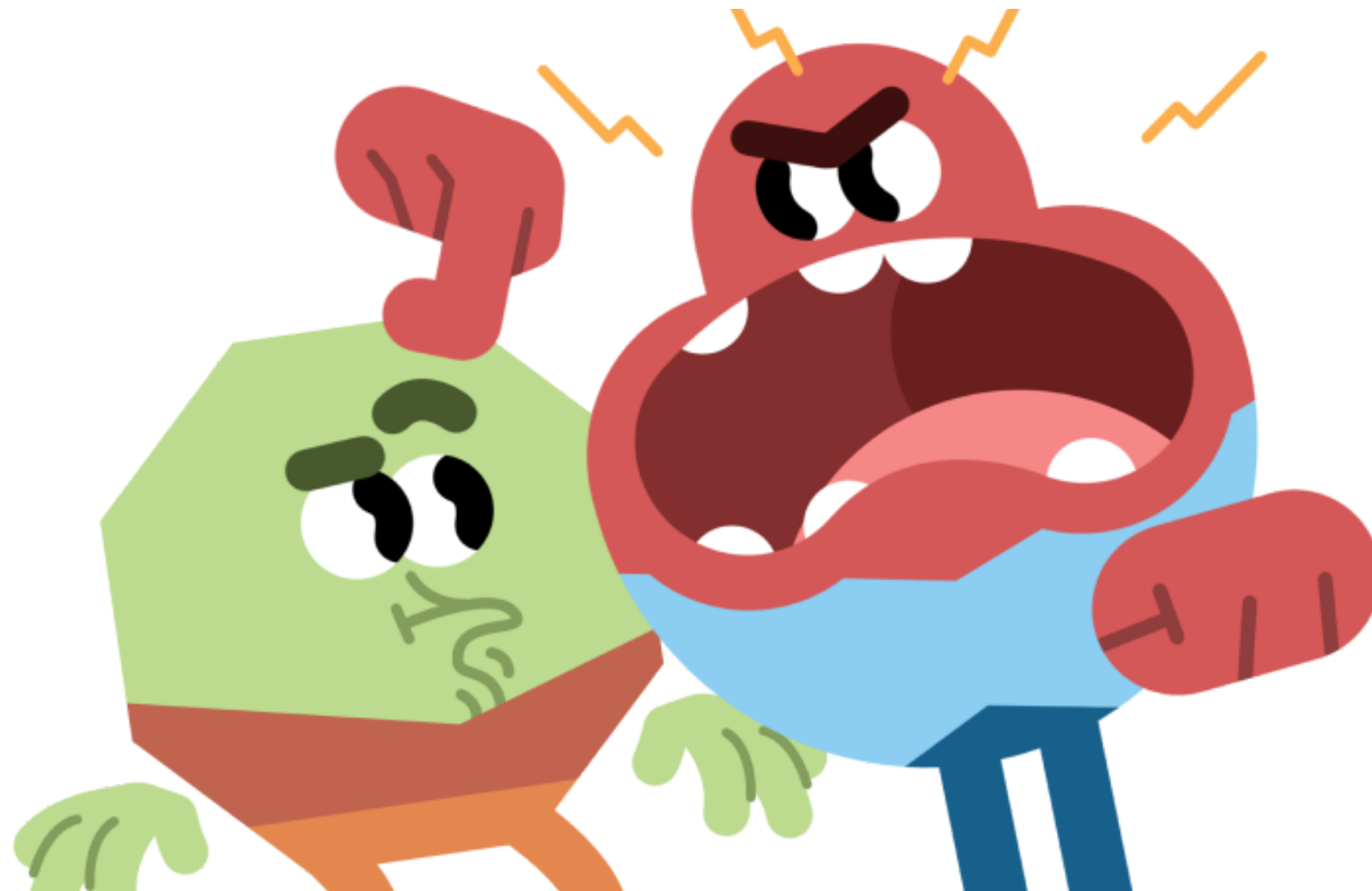
SEMANTIC BARRIERS

Semantic barriers in communication involve misunderstandings due to differences in meanings, interpretations, or language use, hindering effective understanding



EMOTIONAL BARRIERS

Emotional barriers in communication are feelings hindering understanding, causing misunderstandings, and impeding the effective exchange of information and expression



PHYSIOLOGICAL BARRIERS

Physiological barriers in communication are obstacles related to physical conditions that hinder effective exchange of information between individuals.



CULTURAL BARRIERS

Cultural barriers in communication are obstacles arising from diverse customs, values, and norms hindering mutual understanding between individuals or groups.



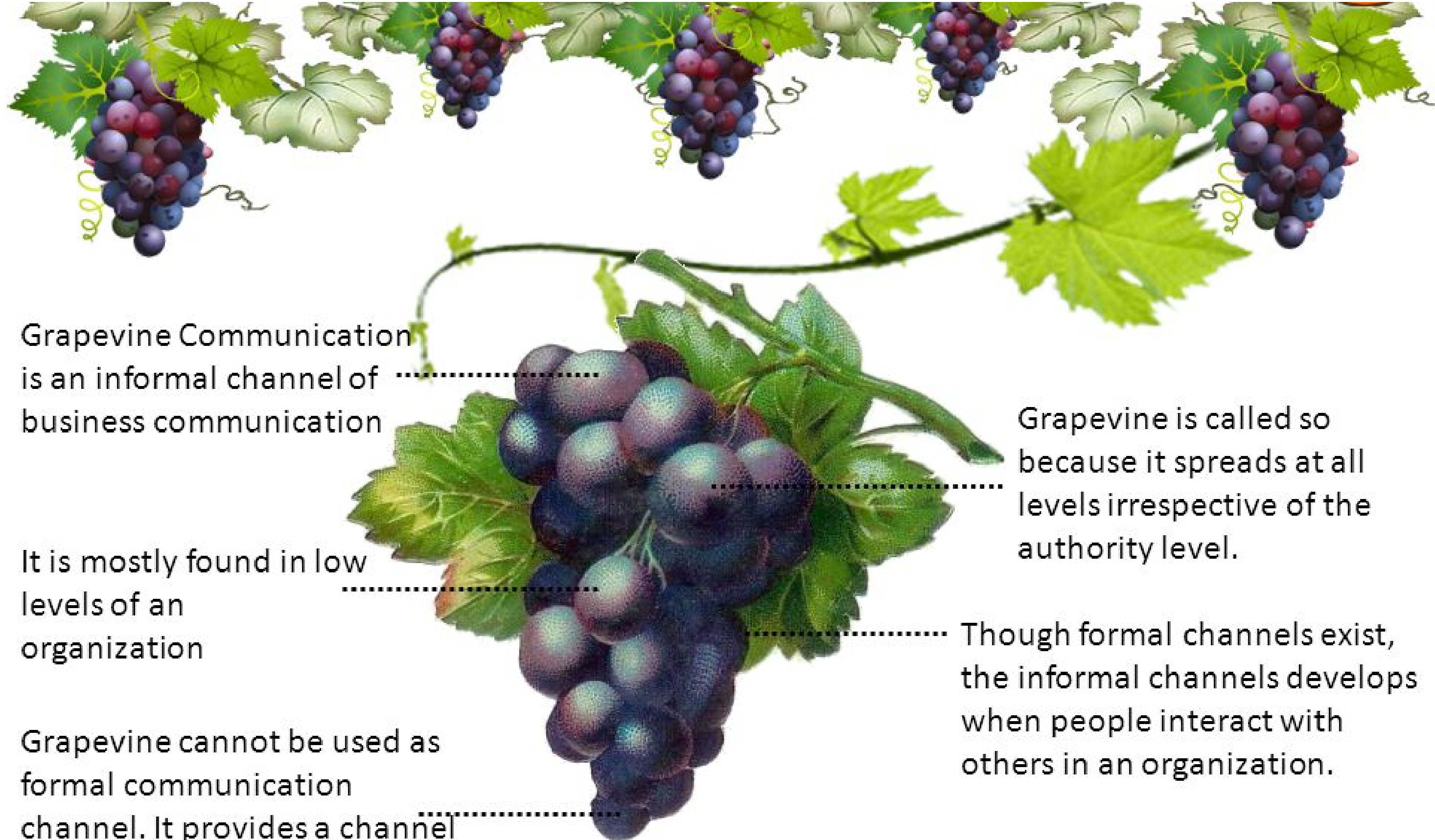
LET'S PLAY

Guess the reaction



You will be divided into small groups. Pay close attention as a situation is being narrated. The group with the most appropriate reaction wins.

Grapevine Communication



Grapevine Communication
is an informal channel of
business communication

It is mostly found in low
levels of an
organization

Grapevine cannot be used as
formal communication
channel. It provides a channel
for issues.

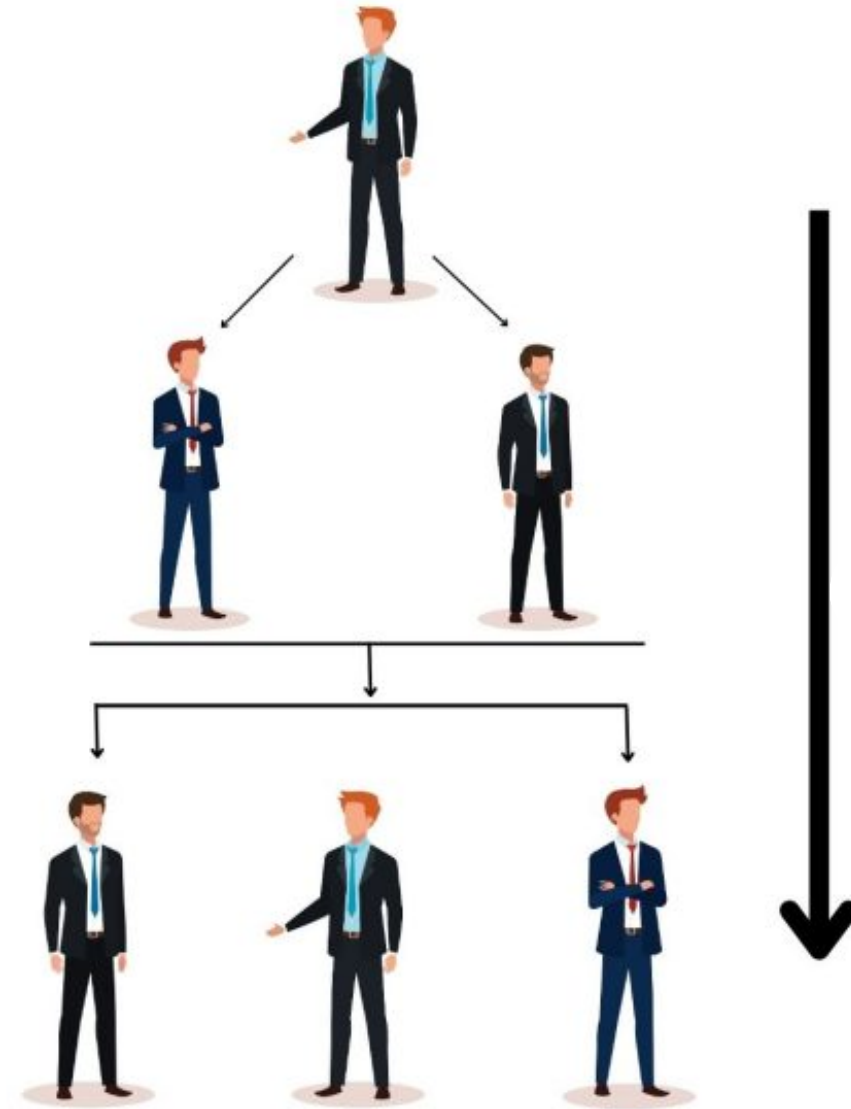
Grapevine is called so
because it spreads at all
levels irrespective of the
authority level.

Though formal channels exist,
the informal channels develops
when people interact with
others in an organization.



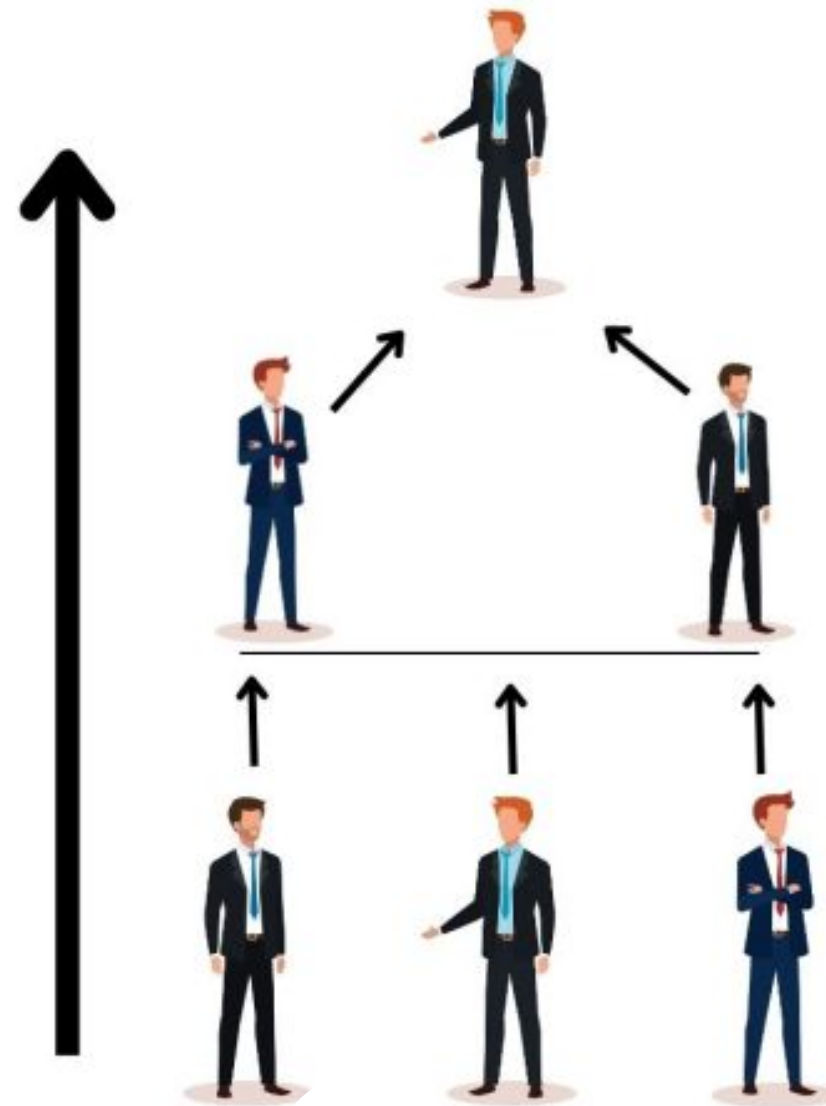
Horizontal Communication:

Horizontal communication involves information exchange among individuals at the same organizational level, fostering collaboration and coordination for shared goals



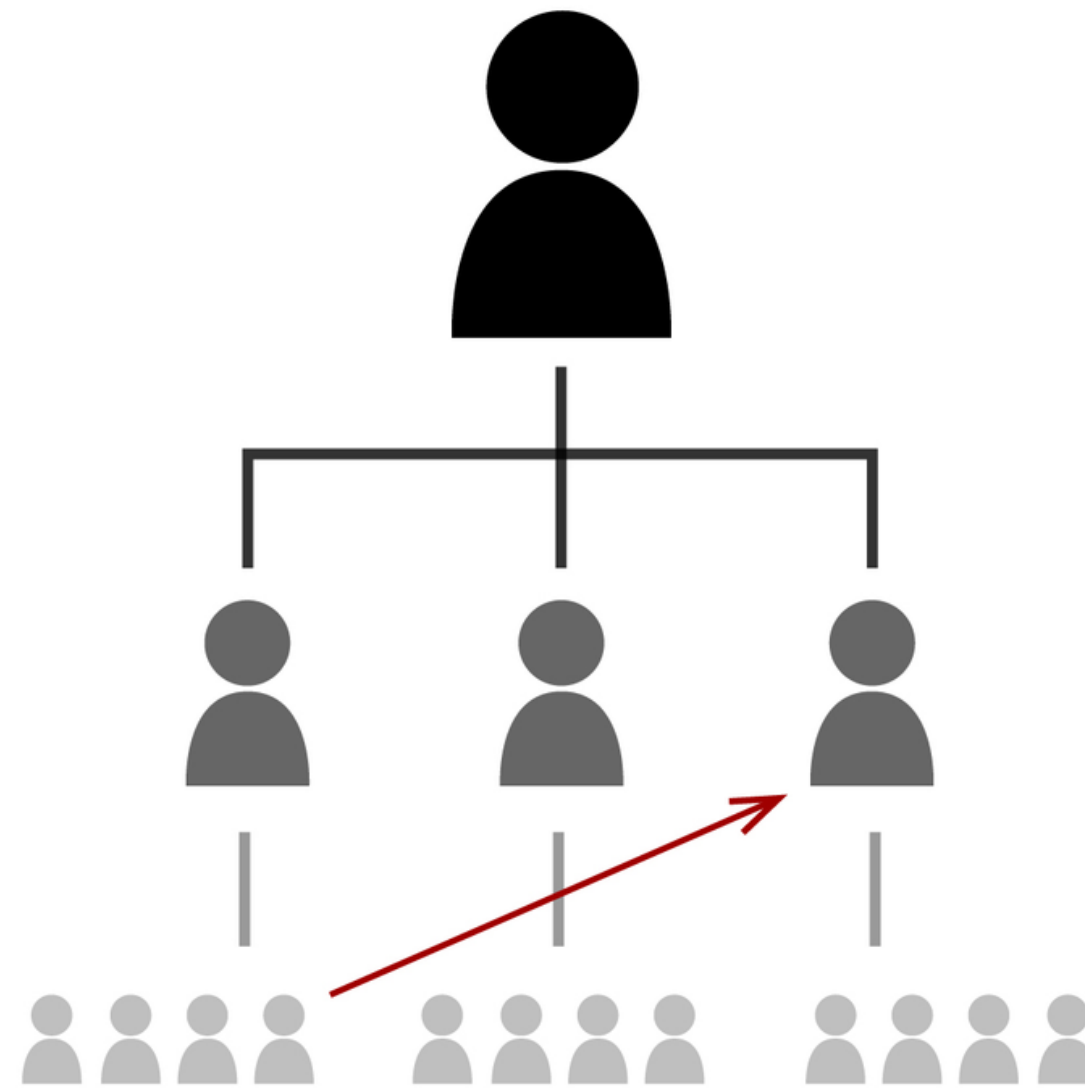
Downward Communication:

Information flow from higher to lower levels in an organization, conveying directives, policies, and instructions efficiently.



Upward Communication:

Conveying information from lower to higher levels in an organization, facilitating feedback, and addressing concerns for improvement.



Diagonal Communication:

Cross-level or cross-functional communication between individuals at different hierarchical levels, fostering collaboration and information exchange across organizational boundaries.



FACE-TO-FACE
MEETINGS



VIDEO CONFERENCE
CALLS



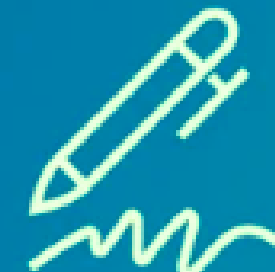
TRADITIONAL
CONFERENCE
CALLS



TOWN
HALLS



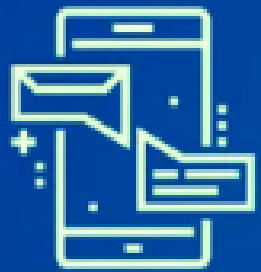
PODCASTS



WRITTEN
COMMUNICATION



EMAIL



TEXT
MESSAGES



VOICEMAIL



BLOG



INTERNAL
PUBLICATIONS



INTERNAL
SOCIAL MEDIA



INTRANET



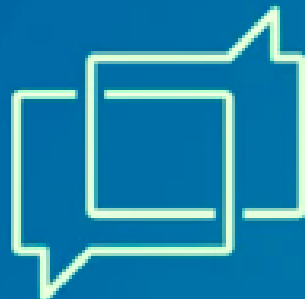
EMPLOYEE
SURVEYS



NOTICE BOARDS



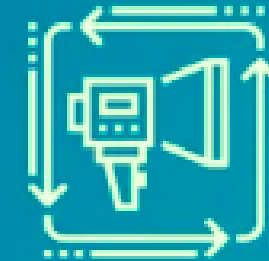
TRAINING
VIDEOS



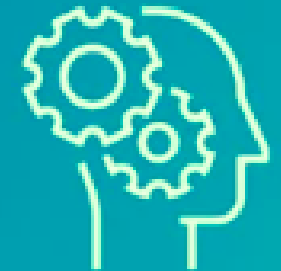
GRAPEVINE



YOUR
CEO



EMPLOYEE
AMBASSADORS



FRONT-LINE
MANAGERS

LET'S SPEAK

Tell a Story



Listen to your friend narrate a tale
and mark them accordingly