

Top Down Communication

From: Managing Director

To: Vice President

Tomorrow morning there will be a total eclipse of the sun at nine o'clock. This is something which we cannot see every day. So let all employees line up outside, in their best clothes to watch it. To mark the occasion of this rare occurrence, I will personally explain the phenomenon to them. If it is raining we will not be able to see it very well and in that case, the employees should assemble in the canteen.

From: Vice President

To: General Managers

By order of the Managing Director, there will be a total eclipse of the sun at nine o'clock tomorrow morning. If it is raining we will not be able to see it in our best clothes, on the site. In this case, the disappearance of the sun will be followed through in the canteen. This is something we cannot see happening every day.

From: General Manager

To: Industry Managers

By order of the Managing Director, we shall follow the disappearance of the sun in our the best clothes, in the canteen at nine o'clock tomorrow morning. The Managing Director will tell us whether it is going to rain. This is something which we cannot see happen every day.

From: Industry Manager

To: Location heads

If it is raining in the canteen tomorrow morning, which is something that we cannot see happen every day, the Managing director in his best clothes, will disappear at nine o'clock.

From: Location head

To: Marketing Executives

Tomorrow morning at nine o' clock, the Managing Director will disappear without his clothes. It's a pity that we can't see this happen every day.

