

Mediums of communication

Lean communication is essentially one-way in nature and includes mediums such as posters and company bulletins. Rich communication is two-way and invites receivers to provide feedback. Examples of rich mediums would be team meetings and online forums. Identify several ways to convey the message to ensure it is heard and processed appropriately.

Activity 3-5

What's the priority here?

List as many communication mediums you can think of in your organization. Sort and rank them from lean to rich, identifying the pros and cons of each medium.

Share your list in the **Discussion 3-3: Communication Strategies and Mediums** topic in the Discussions area. Compare your list with your classmates' and respond to at least two posts.