

2.6 Communication

The big picture

In an Associated Press article (<https://www.foxnews.com/story/bad-writing-as-written-communication-skills-deteriorate-business-schools-take-aim>), the following example from a company manager's email was shared by Dianna Booher, a communication training consultant for Fortune 500 clients:

‘It is my job to ensure proper process deployment activities take place to support process institutionalisation and sustainment. Business process management is the core deliverable of my role, which requires that I identify process competency gaps and fill those gaps.’

The following translation of this email extract was also shared:

‘I'm the training director.’

Bad communication can hinder the ability of businesses to perform better. The email extract above shows how a simple message can be made complicated. Complex language used in communication puts up barriers between employees and managers and implicitly sends messages about power and authority.

Another poor example of communication is shown in **Video 1**, where the chief executive of Better.com, a US mortgage company, made 900 people redundant, effective immediately, over a Zoom call.

CEO of US mortgage company fires 900 employees on a Z...



Video 1. The CEO of a US mortgage company fires 900 employees over a Zoom call.

Communication is the transfer of information from one party to another. In businesses, it is the process of sharing information among all the internal stakeholders and external stakeholders.

Good communication is vital to the success of an organisation, saving time, effort and money. It is an important tool in getting work done effectively and increasing productivity levels of the employees. Strong working relationships and clear communication at different levels of the business's hierarchy are important to build trust and increase output and employee motivation. Good communication helps a business to delegate work, to convey marketing-related and sales-related messages and to streamline business operations.



Figure 1. Communication comes in many forms and is vital to business functions.

Credit: Busakorn Pongparnit, Getty Images

In this subtopic, you will learn about the different types of communication in the business world, the advantages and disadvantages of formal and informal communication and barriers to communication.