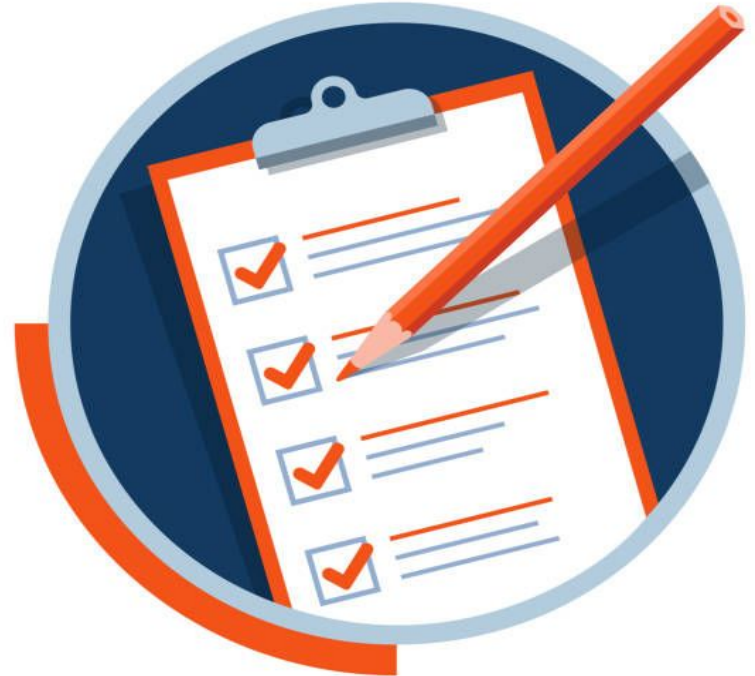


Formal and informal communication

Manaswini Das

Agenda

- Definitions(types, methods, examples)
- Characteristics
- Advantages
- Proper use
- Tips
- Balancing both
- Activities

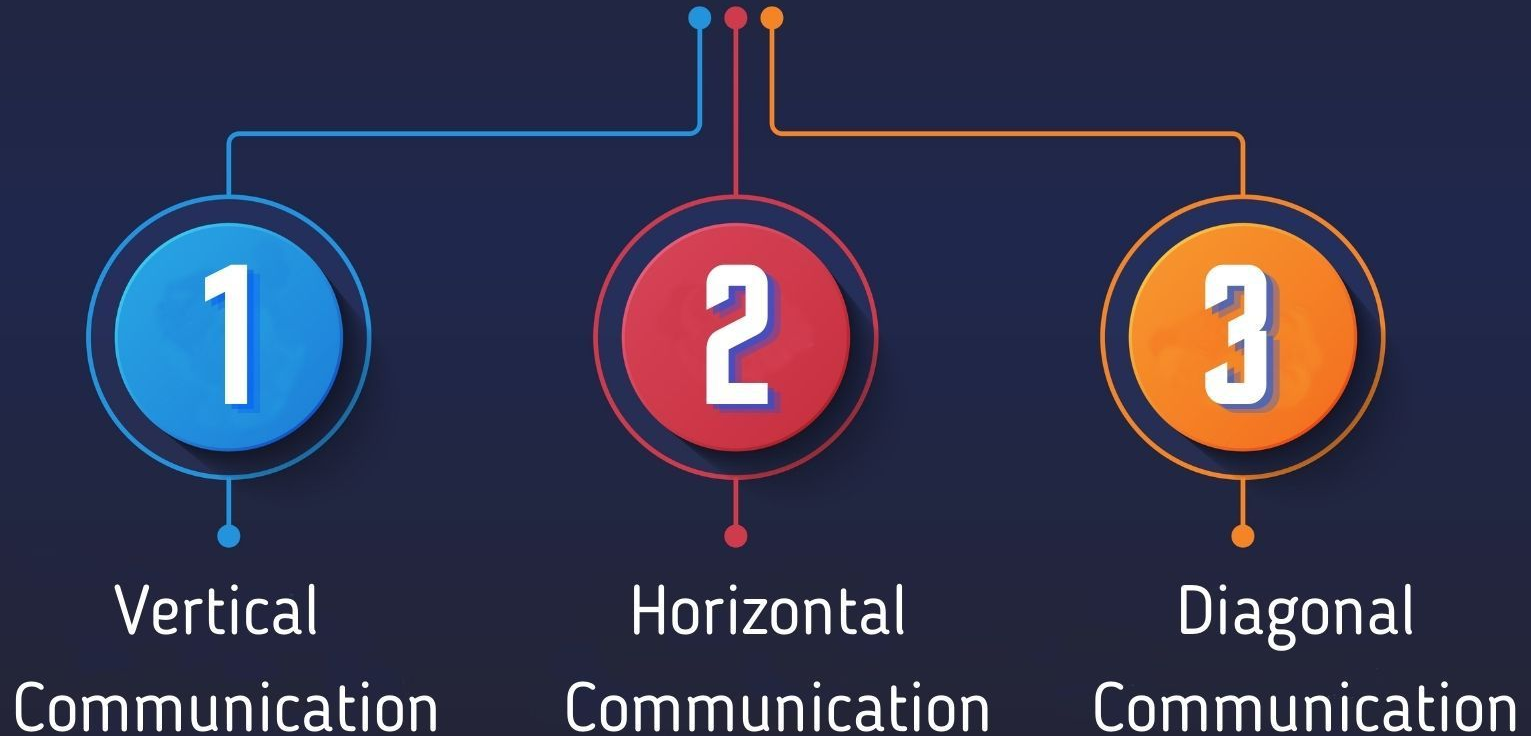


Formal communication

- Exchange of official information
- Controlled means of communication; establishes authority
- Obeys predetermined rules, standards, processes and regulations set by the company

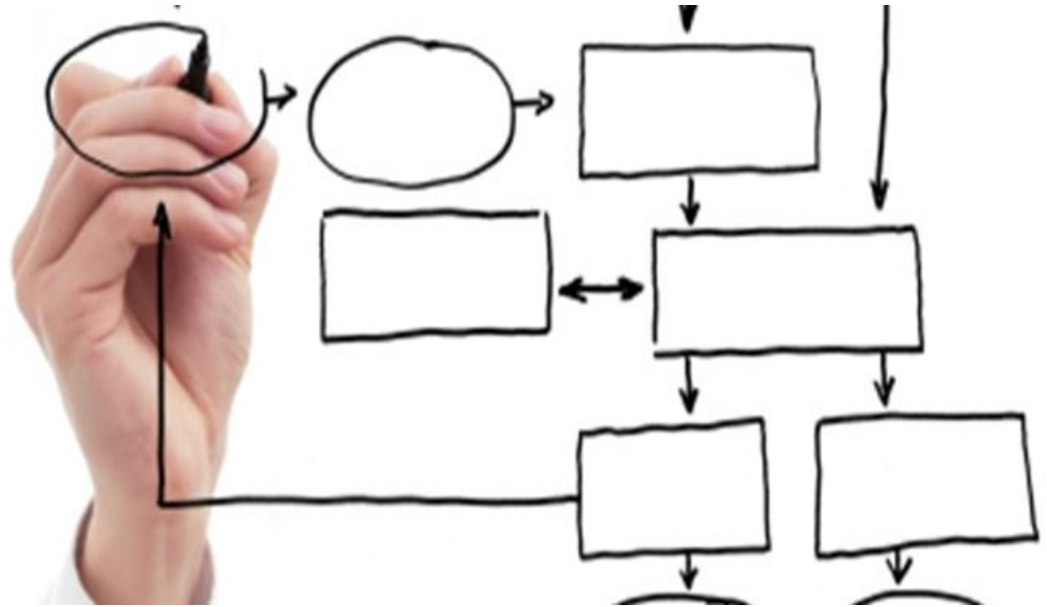


Types of Formal Communication



Formal communication methods

- Meetings
- Activity reports
- Memos
- Letters and emails
- Formal discussions - 1:1



Informal communication

- casual communication that occurs outside of the formal structure of an organisation
- Examples of informal communication: Watercooler conversations, instant messaging, social media interactions, personal emails, and casual conversations between colleagues.



TYPES OF INFORMAL COMMUNICATION

1



Single Strand Chain

2



Cluster Chain

3



Probability Chain

4



Gossip Chain

Image credits: Clearinfo

Examples of informal communication

- Conversation over meals
- Grapevine rumour
- Virtual water cooler
- Open door policy



Characteristics of formal communication

- Clear predefined structure
- Official tone
- Documented for future reference
- Purpose-driven
- Authentic(trustworthy)



Characteristics

Characteristics of informal communication

- Unofficial and independent(may not be accurate)
- Flexible and rapid
- Friendly, multidirectional and spontaneous
- Relationship-oriented
- Emotional and social expression



Characteristics

Advantages of formal communication

- Clarity - orderly flow
- Authority(control)
- Identified source
- Accountability
- Reliable



Advantages of informal communication

- Provides an alternate system
- Enables better interpretation
- Improves relations - builds rapport
- Increases efficiency
- Providing recommendations
- Increases job satisfaction
- Creates positive work culture
- Measures reactions



Proper use of formal communication

- When communicating with superiors or higher-level authorities.
- When addressing official matters, policies, or legal issues.
- When communicating with external stakeholders or clients.



Proper use of informal communication

- Social bonding: For team-building activities and fostering a positive work environment.
- Quick updates: For sharing non-critical information with colleagues in a casual manner.
- Creative brainstorming: Informal discussions can encourage free-flowing ideas.



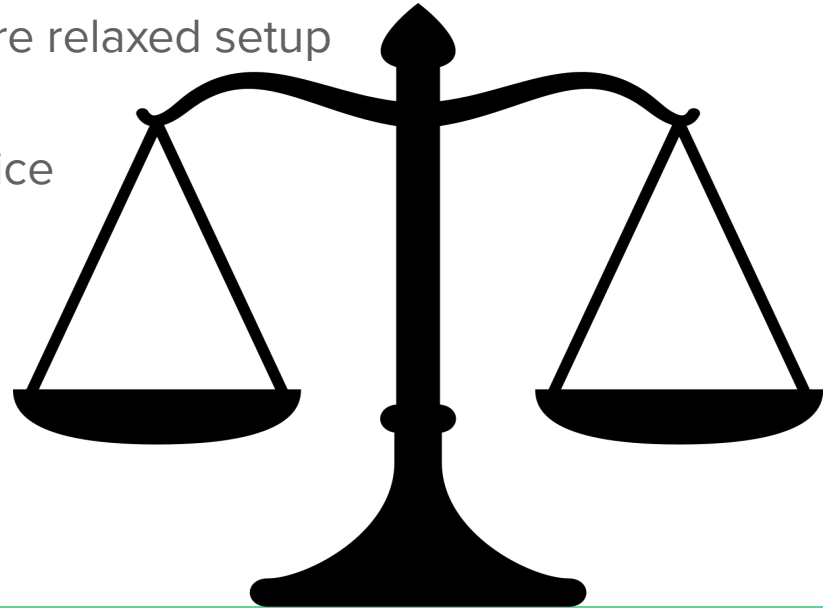
Tips to improve formal communication

- Avoid contractions
- Address people formally
- Avoid using anecdotes and analogies - Be direct and clear
- Use related acronyms(jargon) or communicate with SMEs to know the best terms to communicate



Balancing formal and informal communication

- Both are important
- Identify when to use what?
- Formal communication yields better results professionally
- Informal communication is required in a more relaxed setup
- Be respectful nevertheless
- Communicate clearly and effectively - practice



Activity time

Thank you

