

## SU2 -Activity 2 reflection

What I learnt from this activity is that a small miscommunication between two people can possibly lead to a lot of damage being done. The miscommunication between Ms Dlamini and Mr Pieter resulted in a delayed sense of urgency from Ms Dlamini, in a matter that required to be given attention urgently. This led to other departments such as the Head of Communications, who could've handled communications properly, not being informed in time, resulting in the matter being communicated to the public through a social media post. The communications department had to present formal communication to the public without having much information on the matter. The company's reputation had already been compromised because customers would not trust RetailCo with their information again.

What I realised in all this is that communication between entities should be clear and concise when handling serious issues to avoid major damages