

Communication in Organization

Assignment 01
Group 05-CIS

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INTRODUCTION

What is the meaning of **Communication** in organization?

- Organized communication is a term that covers all communication employed by a company and its representatives.
- Effective organizational communication creates an environment where your business can thrive.



IMPORTANCE OF COMMUNICATION IN ORGANIZATION

- It helps to create a company brand
- It allows managers to set staff policies
- It makes it easier to respond to unforeseen events
- It keeps all staff focused on the same goals
- It helps maintain a positive workspace
- It facilitates change and growth
- It improves your company's public image



INTERNAL COMMUNICATION

- Internal communication entails the methods an organization uses to communicate among staff.
- Covers a broad range of communication styles, such as written and oral, across different organizational tiers and levels of formality.
- Effective internal communication uses a mix of communication styles in different situations to let everyone in an organization interact more effectively



STAKEHOLDERS OF INTERNAL COMMUNICATION

1. Employees

2. Management

3. Executive leadership

4. Human Resources

5. Internal Communication Specialists

6.IT Department



CHANNELS OF INTERNAL COMMUNICATION

1.Email

2.Intranet

3.Instant messaging and Chatting tools

4.Meeting

5.Internal social media



EXTERNAL COMMUNICATION

- External communication involves the ways organizations interact with **audiences outside their internal environment**, such as customers, partners, investors, and the public.
- The primary goal is to build **relationships, enhance reputation, and promote products or services.**
- Effective external communication is essential for influencing public perception and achieving business objectives.



STAKEHOLDERS OF EXTERNAL COMMUNICATION

1. Customers

2. Suppliers

3. Government agent

4. Communities

5. Employees



CHANNELS OF EXTERNAL COMMUNICATION

1.Social media

2.News letters

3.Direct mail

4.Websites & blogs

5.Advertising

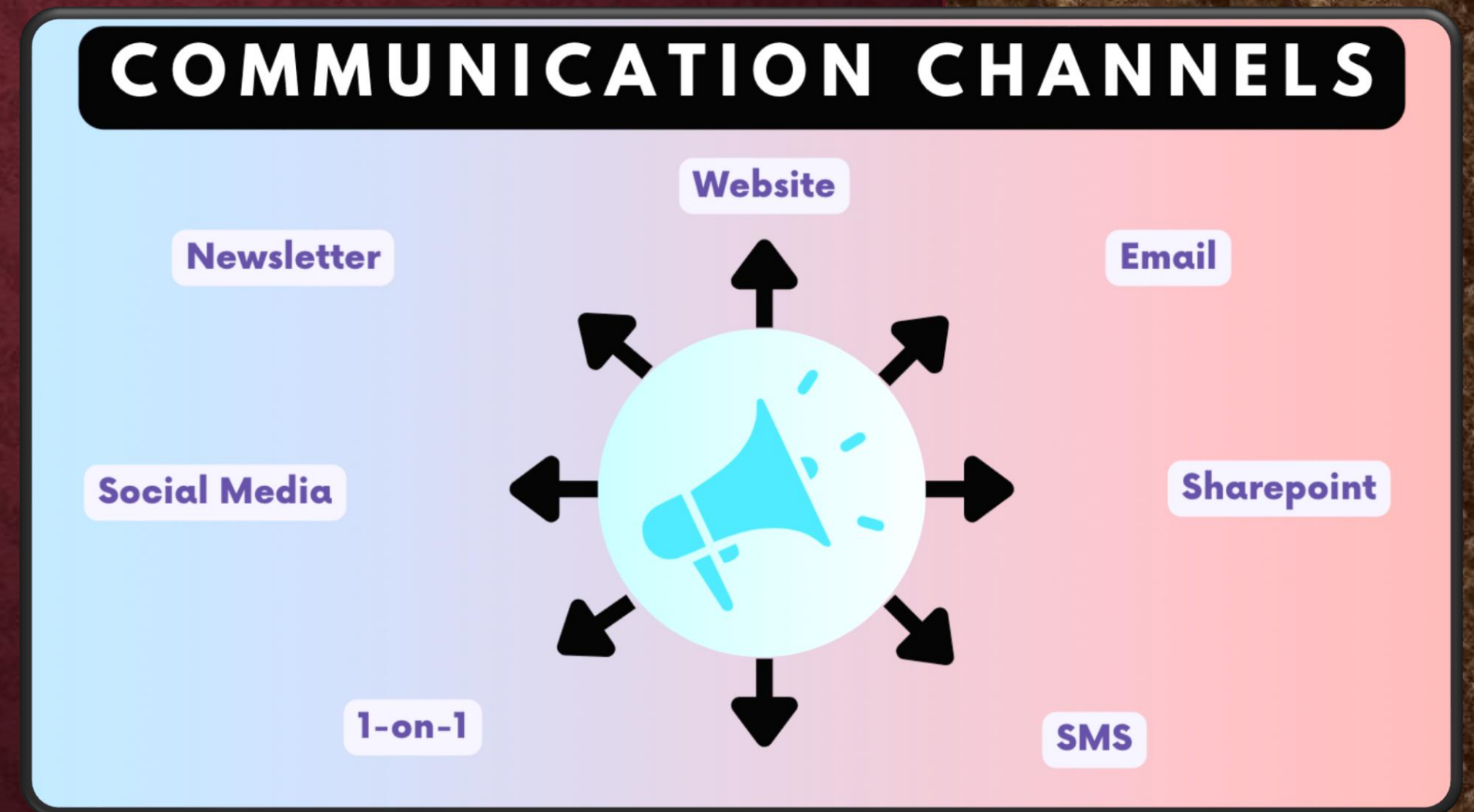
6.Public speaking & events

7.Sponsorships & Partnerships

8.Customer support channels

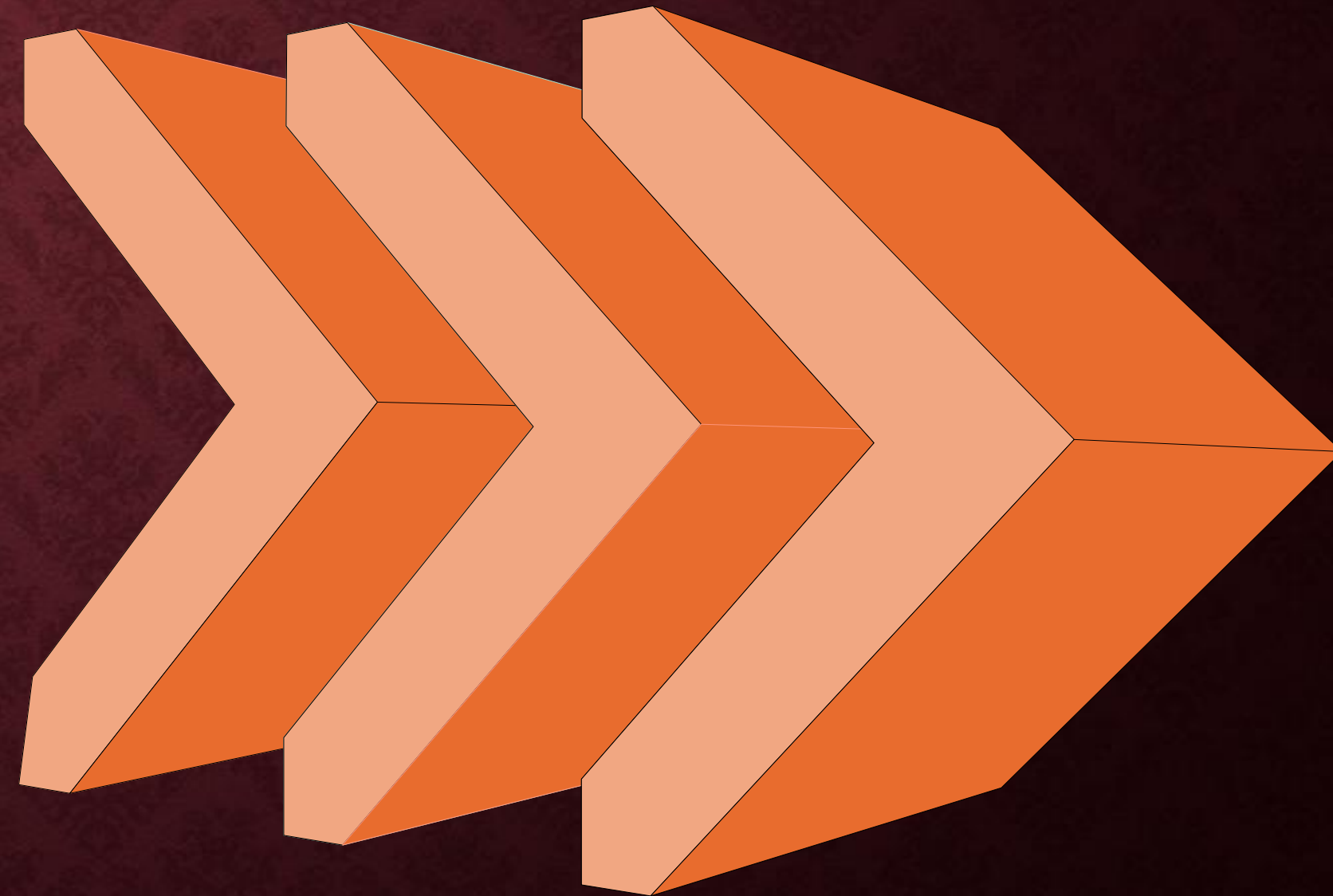
9.Press Release

10.Corporate Social Responsibility



CONCLUSION

- Internal communications effectively align internal groups within an organization by focusing on common goals.
- external communication with stakeholders and scrollers is also quite important and needs to be the same across all channels.
- It is with these forms of strategic management that trust, collaboration, and success can be developed inside organizations



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Thank you!