

COMMUNICATION

**THE LIFE BLOOD OF A
SUCCESSFUL ORGANISATION.**

nmc QC - CHENNAI

WHAT IS COMMUNICATION

- ◉ **COMMUNICATION IS THE PROCESS OF TRANSFERRING MESSAGES OR INFORMATION FROM ONE TO ANOTHER THROUGH VARIOUS MEANS.**
- ◉ **COMMUNICATION IS THUS THE CAPACITY OF AN INDIVIDUAL OR A GROUP TO CONVEY THE IDEAS AND FEELINGS TO ANOTHER INDIVIDUAL OR A GROUP TO EVOLVE A DESIRED RESPONSE.**

EFFECTIVE COMMUNICATION INVOLVES MANY ACTIVITIES

- **SUCH AS.....**

- Teaching

- Prea

- Persuading

- Conversing

- Negotiating

- Smiling

- Showing

- Acting

- Odour

- Nature

Sometimes Keeping Mum also

Business Communication Goals

- Receiver Understanding
- Receiver Response
- Favorable Relationship
- Organizational Goodwill

Sender is responsible for these goals.

**Sensitivity
to Audience**

**Trust
worthiness**

**Sender and
Message**

Delivery Style

**Selection
of Medium**

Timing & Timeliness

Nonverbal Communication

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graph TD; A[Nonverbal Communication] --> B[Oculesics and Kinesics]; A --> C[Paralinguistics]; B --> D[Proxemics]; B --> E[Tactilics]; C --> E;
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**Oculesics
and Kinesics**

Paralinguistics

Proxemics

Tactilics

Communication in Organizations

Formal

- Reporting
- Formal Liaisons
- Integration Methods

Informal

- Friends and Allies
- Social Groups
- Cliques

Direction of Communication

Upward

Downward

Lateral



External Organizational Communication

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graph TD; A[External Organizational Communication] --> B[Public Relations]; A --> C[Marketing and Advertising]; B --> D[Surveys]; B --> E[Lobbying]; C --> E; C --> D;
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**Public
Relations**

**Marketing and
Advertising**

Surveys

Lobbying

External Strategic Communication

**Public
Relations**

**Meeting
the Press**

Communication Barriers

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graph TD; A[Communication Barriers] --> B[Individual]; A --> C[Organizational]; B --> D[Perceptual Biases]; D --> E[Lack of Attention]; C --> F[Structure and Culture]; F --> G[Status and Time]
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Individual

Perceptual Biases

Lack of Attention

Organizational

Structure and Culture

Status and Time

Active Listening Skills

- Remain silent
- Avoid distractions
- Focus on the message
- Let the other person speak
- Use nonverbal signals
- Ask questions and paraphrase



Effective Feedback

Address Job-Related Behavior

Offer Immediate Feedback

Ensure Understanding