

**Topic 2.5.1b Communication**

**Core Knowledge**

**Communication methods:**

* **Verbal –** meetings, telephone, digital methods such as Zoom
* **Written –** letters, reports, posters
* **Digital –** email, instant messenger, texting, social media

**Communication problems:**

* Too little communication – can lead to employees being unaware of what is happening, leading to mistakes and inefficiency
* Too much communication so employees are overloaded
* Other information or activities act as barriers to communication

**Barriers to communication**

* **Written –** illegible handwriting, poor spelling and grammar, poor font or presentation
* **Verbal –** language not understood, accent not understood, speaking too fast or slow, not pausing when speaking
* **Receiver –** poor attitude, not listening
* **General –** timeliness, structure of communication not clear, cultural differences, use of jargon, technical issues, no opportunity for feedback

**Don’t be a “man on the street”**

* Remember that not all people have the internet or social media,  
  so don’t assume this is always the best way to communicate
* Remember that email is not free communication – it is cheaper than traditional methods, BUT, still costs in terms of connections and time to compose / send and monitor

**Synoptic Links**

**Motivation –** too little, or too much can lead to poor motivation

**Technology** – has enabled more methods to be available

**Stakeholders** – different groups will need to be communicated with in different ways

**Globalisation** – being able to use electronic communication has helped with globalisation

**Wider Business World**

**Microsoft –** research by Financial Times identified Microsoft as having excellent communication

**BUSINESS**: ***Creating informed, discerning employees, consumers and future leaders***

**Key Vocabulary**

**Communication –** the passing of information from one person or organisation to another

**Insufficient communication** – too little communication which may leave some staff under-informed and demotivated

**Excessive communication** – too much communication, causing overload for staff; a particular problem with email

**Barrier to communication** – something that prevents the flow of communication

**Jargon** – technical or obscure words used by a particular group of people that may not be understood by everyone