

COMMUNICATING IN ORGANIZATION

Business communicators must be concerned with the **bigger picture** which involves sharing information in organizations by communicating both **internally and externally**.



source: https://lh3.googleusercontent.com/1_jAggSNGTbN8OFps-LtXvx5jGll3thLjyJS91dd22XLJfb20nIVOuFcZqUBorom6dGVEA=s137

Operational Communication

The business workplace is a place of operations, actions, and activities that involve lots of communications among the organizational people at various hierarchy levels, all working together to achieve their organizational goals. Here **communication takes place within and outside the organization**.

Operational Communication is mainly classified into two categories:

Internal operational

- All communication that occurs within an organization is classified as internal-operational



source: https://www.learnpick.in/userfiles/resources_conversion_files/presentation_communication_skills_1495997232_244125-17.jpg

- **Internal Operational Communication**
 - **Memos, office orders, and circular notes** were written by managers to employees.
 - The **annual report** prepared by top-level management, **financial reports** prepared by the finance manager, and **market survey report** prepared by the marketing manager.
 - Correspondence with different branches of the organization asking for performance statements, stock statements, and financial statements.
 - BOD meetings, monthly staff meetings, and other official meetings.
 - **E-mails are sent to the employees** of the organization informing the changes in some rules and policies of the workplace.
- **External Operational Communication**

External Operational

- The Work related communication that an organization does with the people outside the organization is called external-operational.



athena
ATHENA GLOBAL EDUCATION

source: https://www.learnpick.in/userfiles/resources_conversion_files/presentation_communication_skills_1495997232_244125-18.jpg

- Different **business letters** such as inquiry letters, order letters were written to suppliers, and customer complaint letters.
- **Reports** on Poverty alleviation, population composition, and water resources, **prepared by different government departments.**
- Correspondence to and from the **insurance company** regarding premiums and claims, banks regarding loans, and statement payments.
- Public speeches are given by the manager on behalf of the organization and various interaction programs with customers and stakeholders.
- **E-mails sent to the clients** informed about the new product launch. Reminder letters for prompt payments. Information on new services.

Non-Operational Communication

All communication activities are **not organizational and business-related.** Communication takes place even when there is a business. We communicate even when we have little or nothing to say and we also communicate with the people we do not know.

Non-operational communication is a perfect blend of internal and external forms of communication. It is concerned with an **informal approach to communication,** initiated by the organization for the

social and cultural harmony of an organization.

- **Internal and External Communication**

Internal communication includes sharing ideas and messages with superiors, coworkers, and subordinates. **Functions of internal communication are:**

- To issue and clarify procedures and policies
- Inform management about the progress
- Persuade employees or management
- To make changes or improvements
- Coordinate activities
- Evaluate and reward employees

External communication is generally the communication held with customers, suppliers, government, and the public e.g. by sending letters on the company's stationery.

The functions of external communication are:

- To answer queries about products or services
- Clarify supplier specifications
- Issue credit
- Collect bills
- Respond to government agencies and
- Promote a positive image of the organization

Personal Communication

Human beings are not machines. They need time to rest and talk freely on non-business related matters, concerned with family, social or financial problems. With an opportunity to talk about such problems, they feel a sense of relief and can perform better. This reality calls for personal communication.

Importance of Personal Communication

Importance of Personal Communication

Building Trust

Preventing or Resolving Problem

Providing Clarity and Direction

Creates Better Relationships

Increases Engagement

Improves Productivity

Promotes Team Building

- Builds confidence to communicate with senior managers
- Gives mental satisfaction
- Contributes to conflict resolution
- Promotes a sense of belongingness
- Provides feedback
- Bridges the gap between junior and senior staff members

Disadvantages of Personal Communication

- Personal sympathy might sometimes turn into an undue privilege to the staff
- It may spread the unnecessary rumor
- It may go beyond the code of conduct