

COMMUNICTAION

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You make the choice... We make the difference

THE NATURE OF COMMUNICATION IN ORGANIZATIONS

Sender



Sender encodes message by selecting and sorting:

Knowledge

Feelings and emotions



Message

Verbal (Oral or written)

Non-verbal



CHANNEL



Code



MEDIUM

NOISE BARRIER

NOISE BARRIER

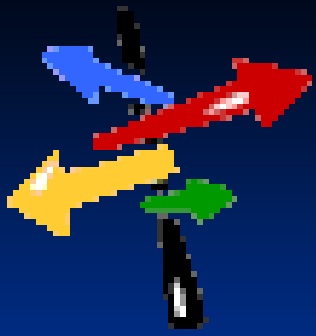
RECEIVER DECODES MESSAGE

FEEDBACK/RESPONSE

- Interpretation

- Reconstructing response





CAN YOU COMMUNICATE EFFECTIVELY

- **K** - **Know** what you want
- **F** - **Find** out what you are getting
- **C** – **Change** what you do until you get
what you want

