

Strategies for effective communication in a business setting



(www.google.com, n.d.)

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- ❖ sender
- ❖ Message
- ❖ medium channel,
- ❖ receiver response
- ❖ feedback
- ❖ are all part of the two-way communication process. (Kashyap, 2020)

Effective Communication Strategies



(Kashyap, 2020)

Strategies for Effective Communication in a Business Setting

The process of disseminating information within and outside a corporation is referred to as business communication. Employees and management communicate to achieve organisational goals through effective business communication. Its goal is to enhance organisational procedures and cut down on mistakes.(www.google.com, n.d.)



What are the benefits of effective communication on the organization's business process?

- ❖ It is simpler to converse vocally than any other method since you can grasp every detail that the other person is saying.
- ❖ Customers may connect with Tesco employees, which is advantageous since it allows them to ask questions if they don't grasp the instructions completely. (Nelson, 2012)

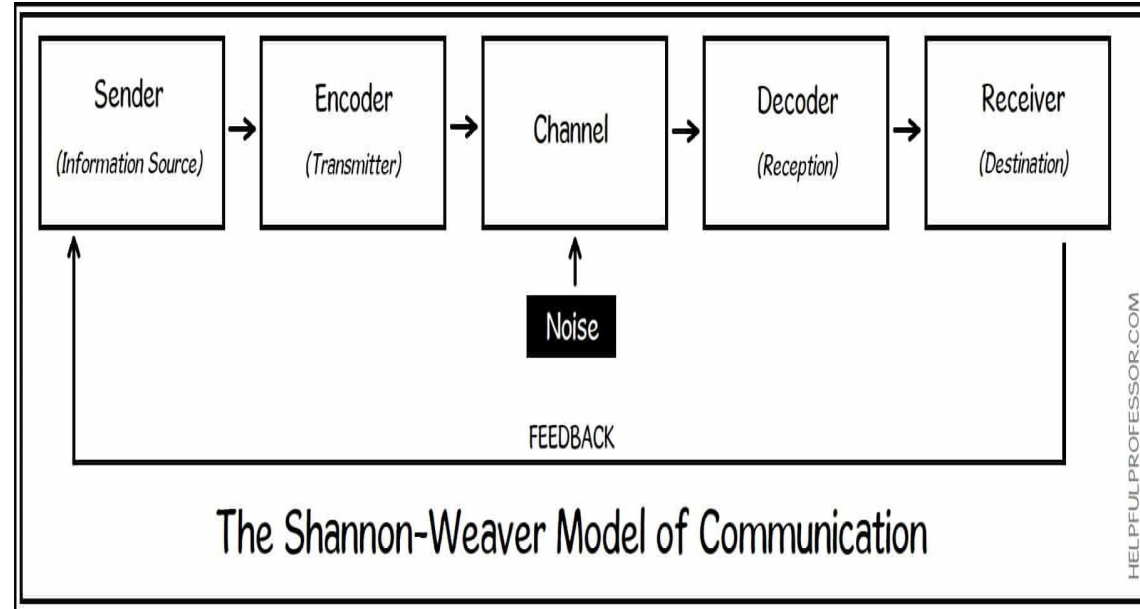


(Buzz, 2008)

How should the organization use the theories relating to models of communication

Everyone should know what the channels of communication are

- ❖ Everyone should have access to a formal channel of communication
- ❖ Lines of communication should be as short and direct as possible. (Kennedy, 2007)
- ❖ Numerous communication models have been postulated to examine the most effective way of communicating in the office.
- ❖ A prominent model is that of Shannon Weaver. (Drew, 2019)



(Drew, 2019)

The type of barriers that can prevent effective communication between the organisation and their external stakeholder

Shareholders:

- ❖ They maintain regular dialogue with investors and analysts throughout the year, attending meetings and responding to questions on particular issues of interest.
- ❖ Tesco board meetings may be used to provide information regarding the company's future development plans. They also use face-to-face communication to communicate information to their customers, and they receive an immediate response.(Tesco PLC, 2021)

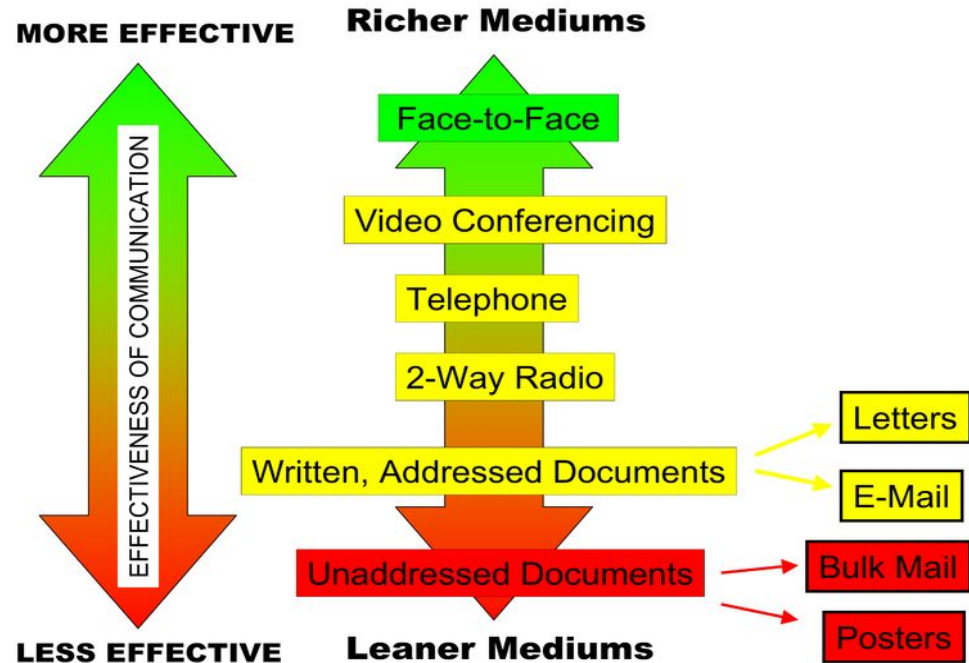


: (techthug99, n.d.)

- ❖ Employees were encouraged to submit their ideas by text or email, lowering the barrier to participation.
- ❖ Texts, voicemails, the intranet, blogs, and in-store communications were all used by leaders to reply.(Tesco PLC, 2021)
- ❖

What are the channels of communication used by the organisation and channels that can be used to improve communication?

1. Email and Newsletter are two methods of communication.
2. Email Automation is a term used to describe the process of sending
3. Online/Virtual Presentations are a type of presentation that takes place through the internet.
4. Report on the Project Summary.
5. Meetings through group video call or 'Screen to Screen' (Dialpad, n.d.)



(Lumenlearning.com, 2016)

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