



Prifysgol Cymru

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University of Wales

Trinity Saint David

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*Cernucci –
Urban
Jewellery,
online shop*

CERNUCCI

Organization structure:

*Operators,
Quality check,
returns
(2-3 people)*

*Team-Leader
(1 person)*

*Supervisor
(1 person)*

*Manager
(1-2 people)*

*Analytics,
Planners,
Accountants
(1-2 people)*

The benefits of effective communication in the organization:

Effective communication relationships, increase:

- Interpersonal confidence,
- Support,
- Sociability
- Job satisfaction
- Performance
- **Effective communication relationships, help to:**

Control and focus

Motivate

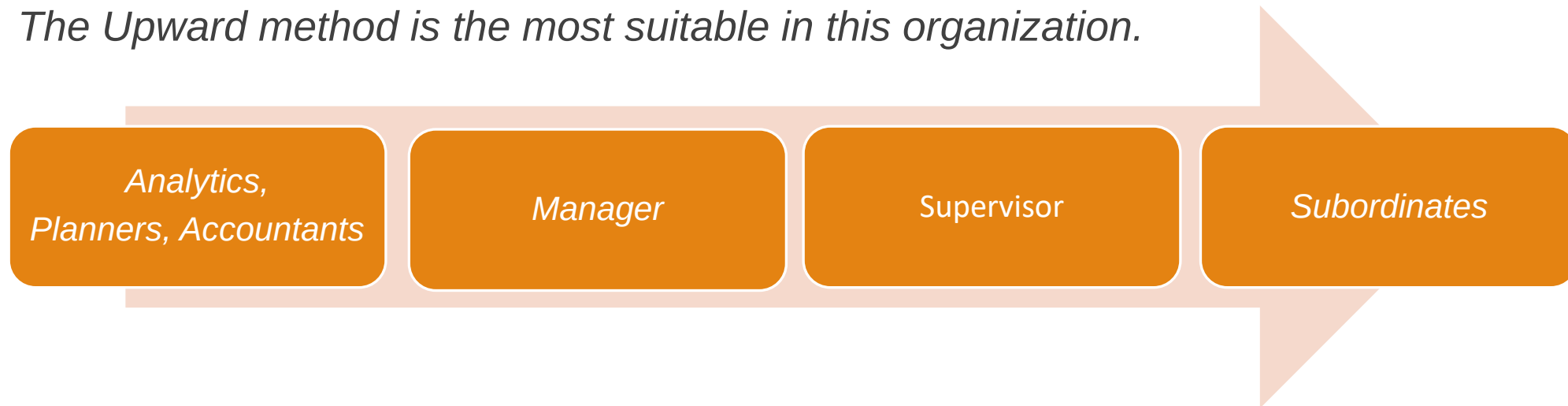
To advance (in your career)

Each organization needs to communicate in several directions, including:

- *Downward*
- *Upward*
- *Horizontal*
- *Diagonal*

**Vertical
Communication**

The Upward method is the most suitable in this organization.





Through this method, the information travels from top to bottom, which is much more practical.

Therefore, the information is initially taken over by the higher authorities and later transmitted to the lower ones.

The information can be transmitted: orally, face-to-face, written via e-mail or teams, outlook, or even by call.

DISSATISFACTION OR DISINTEREST WITH ONE'S JOB

- If you are dissatisfied with your job or have lost interest in it, you are far less likely to communicate successfully - both giving and receiving. To put it another way, your heart isn't in it. This is likely the most hardest obstacle to overcome since it requires a shift in mentality, which generally does not occur until the individual departs.

NABILITY TO LISTEN TO OTHERS

- Effective communication relies heavily on active listening. You won't be able to interact with someone if you don't listen to them because you'll make assumptions about their needs based on your preconceptions rather than fact.

LACK OF TRANSPARENCY & TRUST

- When there is a lack of openness and trust, it is incredibly difficult to express anything. If your employees feel you're withholding information, they'll be worried, some may speculate, and it'll be more difficult for them to digest any attempts you make to connect with them.

COMMUNICATION STYLES

- Everyone has a unique way of communicating. Some individuals prefer to be straightforward, while others prefer to be more subtle. Some employ specific information, while others depend on generalisations, and so on. Occasionally, one person's communication style is so ingrained that they find it difficult to communicate with others who use a different style. "Mary never explains what she wants me to accomplish, she's never explicit," or "Bill gets so wrapped up in the weeds, I lose sight on the greater vision," are examples of statements you could hear.

CONFLICTS IN THE WORKPLACE

- Conflict arises for a number of causes, and when it happens, it obstructs good communication. It is not necessary to know the nature of the disagreement; what matters is that you strive to address it. When disagreement is not resolved, it escalates, and individuals begin to take sides, obstructing efficient communication even more.

CULTURAL DIFFERENCES & LANGUAGE

- It's crucial to be aware of the cultural variances in communicating. But don't only think globally; keep in mind that in Japan, one's surname comes before their given name. Regional distinctions can also exist; for example, a northerner may dislike the phrase "y'all" or may not even comprehend the more complete version, "all y'all." While these instances may appear little, the point is that cultural differences may exist inside the United States, and if one does not acknowledge these differences, one risks insulting the other. Communication breaks out during the offence.

COMMUNICATION CHANNELS

- Over the last 20 years, the number of communication channels accessible to a manager has risen. Some of the new options include video conferencing, mobile technology, electronic bulletin boards, and fax machines.
- Managers can no longer rely on face-to-face communication to get their message through as their firms increase in size.
- Managers nowadays confront a dilemma in determining the sort of communication channel to use in order to carry out successful communication.
- To make the job of a manager easier, communication channels are divided into three categories: formal, informal, and unofficial.

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