

## COMMUNICATION

### IMPORTANCE

1. **Achievement of Goals** – proper planning ,accurate information , bind together
2. **Decision Making** – adequate information ,effective communication, transmit inf
3. **Co-ordination**- influence ,depts., proper communication, Gen. co-ordination ,
4. **Better Relation** – understand job , 100% involve , avoid delay ,confusion ,
5. **Motivation** – basic tool ,improve moral , clarifies the task , create trust ,
6. **Job Satisfaction** – better performance ,open communication ,feel comfortable ,
7. **Changing Attitude** – well informed, better attitude , oral & written forms of communication
8. **Stakeholders**- investors ,customers ,society ,suppliers , good relation

## BARRIERS TO COMMUNICATION

- Language – known language , understood the message ,unclear-lack clarity
- Psychological Barriers – listening, interpreting , education background job , closed mind ,anger, depression ,
- Organizational Structure – large orgn. Depts. Rules, facilities ,
- Physical Barriers – noise, time ,distance , traffic , crowd , different zones
- Cultural- different culture , color , different -countries – meaning,
- Information Overloaded – many information at a time ,ignore ,errors,
- Conflicts – last time info., select right words , right time ,