

Management

[Business](#), [Management](#)



The right communication channel There are three categories of communication such as verbal communication that involves listening to an individual to clearly comprehend the meaning of the message. Also, there is written communication whereby the message can be read, and nonverbal communication entails observing an individual person and deducing meaning. The most common type of communication is verbal communication. The medium that is used to convey message affects how perfectly the message reaches the intended person. Verbal, written, and nonverbal communications have diverse strengths and challenges. In business, the resolution to communicate in any of the three form of communication can be an influential one. In addition, a good leader is conscious of the nonverbal messages communicated by whichever type of communication. It is vital to note that in most organization only 7% of verbal communications are done via the mouth.

Communication channels differ in how rich their information is. Information-rich channels put across more information that is non verbal. Verbal communications are usually richer than on paper information. Research illustrates that effectual managers are inclined to employ more information-rich message channels than less successful leaders. As it appears in the contemporary business society, the technology is mostly used to deliver information. However, this is not the most effective way to answer and send messages for various reasons.

In the progress of an organizational structure, communication mediums are a significant consideration. The boss in a hierarchical system is a connection in the communication sequence. It is the hierarchical organization that provides

direction to and inflicts limitations upon the stream of communications.

Management choices and rules flow from superior to inferior levels in the business. Replies and reports from the subordinate level managers follow up in the organization. The managers use various mediums of communication depending on the receiver and most importantly the effectiveness of the medium.

Also, there are several mediums of communication that involves the use of business email. In this case, an approximate 60 billion e-mails are sent every day. That makes the use of e-mail as a communication medium the second most accepted medium of communication internationally. The development of e-mail has been stunning but it has also been accompanied by several challenges in managing information in organizations, effectiveness and the growing speed of conducting business. Some leaders feel that the email does not send the message to the receiver better than verbal communication. However, they feel they have to rely on them due to the speed needed in today's management process. To overcome the challenges of people overusing the e-mail organizations such as " Intel" have introduced " no e-mail Fridays" whereby all communication is carried out through other communication mediums.

In addition, there is the use of web pages. A Web page consists of an external communication that is able to combine the essentials of public relations, advertising, marketing, and editorial content, this medium is destined for receivers on numerous levels and in several ways.

Customer Communications also stand out as a medium of communication. In such a case, customer communications may include the use of letters, text

messages, telemarketing message catalogs, and direct mail. Some message receivers filter mass messages automatically. Others may appear to be receptive. The key to a thriving external communication to consumers is to express a business message in an individually compelling manner.

In addition, ads are also a medium of communication: this involves

Advertising places outside business whereby messages target receivers via media buys.

Messages and their communication mediums

Managers at a shipping facility are concerned by the number of back injuries employees are suffering due to improper lifting techniques. Workers have already been trained in proper lifting, so how can management get the message to stick?

Answer: this communication can be done via both verbal and nonverbal ways. First, the manager is supposed to remind the workers about the importance of their safety. Secondly, the manager can engage in nonverbal communication via the use of posters in the workshop.

A college professor wants her students to participate in a research project in the evening. How should she send this message so students will notice it and participate?

Answer: the professor is supposed to use non verbal ways such as the use of email, text messages or put notice on the notice board.

An employee is frustrated by his job. He feels like his boss doesn't give him enough direction about the goals and expectations of the job. How can he best communicate this message to his boss?

Answer: The best way is via verbal communication, he worker ought to

present his complains to the boss face to face so that they can be able to solve the problem together.