

Sample essay on external communication of an organization

[Business](#), [Company](#)



Couse:

External communication entails or involves the give-and-take of information as well as communications not only between one organization and the other but also stakeholders, shareholders, groups, or personalities that are not in the formal structure of the organization. The main objective of external communication is that it does expedite cooperation creating a favorable organization image that will create customer loyalty. It is with such importance that challenges sometimes arise on how an organization will carry its external communication.

Wal-Mart which is an American multinational retail corporation running in various countries is an example of organizations that have external communication challenges. For instance, cross-cultural communications as well as confusing distribution schemes are some of the challenges the corporation encounters in its operations. Different cultures that the organization deals with brings about the cross cultural communication challenges due to the fact that effective communication gets tricky with different cultures something that tends to slow business down PINSdorf, 1998. Equivalently, the different distribution schemes that exists between the headquarters based in America and the different branches that the organization operates in brings about the logistical problems that end up in shortages something that can be avoided to maintain customers.

In order for the organization to improve its external communication, various steps have to be implemented. To start with, the new location ought to be analyzed beforehand enabling the development of constituent relationships. It is through the development of the relationship that the organization can

align its corporate values and local culture to their own in addition to the reviewing their plans with the local subject matter experts something that will foster customer loyalty translating to good business. It is through an on-going reviewing of the local market and on time reaction that Wal Mart will be able to remodel its overseas stores to the local needs making it proactive rather than responsive MCINTYRE & HANCOCK, 2011. By so doing, external communication will be made possible and with good communication, good business is guaranteed.

Reference List

- MCINTYRE, D. H., & HANCOCK, W. I. (2011). Business Continuity and Homeland Security the Challenge of the New Age. Cheltenham, Edward Elgar Pub. <http://public.eblib.com/EBLPublic/PublicView.do?ptilID=807370>.
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