

# Strategic organizational communication essay examples

[Sociology](#), [Communication](#)



## **Introduction**

Strategic organization communication entails the various ways in which companies use their corporate and institutional modes of communication to promote and strengthen their opinions in order to attain the organizational goals. It helps in promoting the desired public policy outcomes as well as reducing costs incurred in doing business. This is also achieved through the various techniques meant in supporting the marketing and operational effectiveness. Effective communication is very vital in any organization as it helps eradicate misunderstandings and challenges (Diggs-Brown, 2012). This paper will focus on the Centre for Disease Control and Prevention to bring out its mission as well as the strategic communication within the organization. It will focus on areas where effective communication has been applied and brought about to the accomplishment of the mission as well as growth.

The company has utilized the various forms of relaying information to reach out to the people where they have applied the guide to community preventive service that offers evidence- based recommendations and findings on the policies that help improve health and prevent diseases within communities. This form of communication helps the users in conducting research on the relevant topics such as nutrition and other preventive measures. The users also give feedback and provide information on the policies, programs and services that should be rectified and improved. It also uses other forms of communication to provide information to the community at large and develop their marketing strategy. The organization has a media access guide that helps the communities in developing effective working

relationships with the media as well as gain valuable news coverage for health related issues. Their social media tool kit is meant for helping the users in the community to access information that helps in developing governance as well determine other channels that help meet the communication objectives (Rowitz, 2013).

Strategic organization communication involves engaging the employees to understand the goals of the organization and help them contribute to promote the company's vision as well as meet to the demands of the customers. It helps build credible relations between the subordinates and employees and helps them work better as they understand the reasons why and how their jobs in an effective and productive manner (Wiesen, 2013).

Ensuring strategic organizational communication brings about the ability to build and acquire the trust of the community as well as other parties. The Centre for Disease Control and Prevention has adopted the use of strategic organizational communication in building the trust with their clients and the community at large. This has been evidenced in the way they develop programs and services that allow people to air their views and get response to inquiries on the objectives of the organization (Bouzon, 2012). This proves that effective communication has built on public relations as the organizations ensures that the community is aware of their mission and vision as well as the new agendas they have in mind. Strategic organizational communication has ensured that the organization keeps in touch with the general public to acquire information from them in the areas that they should improve as well as notify them on the issues they should be aware of in preventing and controlling diseases. This helps the public feel as

part of the organization as their input is considered (Diggs, 2012).

Public relation is an important aspect in strategic organizational communication as it ensures that the mission and goals of the organization are met with consideration to the general public. In the case of CDC, the community Health Resource Database ensures that the community contributes through the evaluation of community health as well as programs that facilitate good health among the members. It helps the organization to create clarity of purpose and make knowledge and information accessible in order to inspire the people to do their best to provide quality results. It also brings the employees and the subordinate together in order to acquire ideas that may be beneficial to the organization (Diggs-Brown, 2012).

Similarly, strategic organizational communication leads to growth and development of internal communications. It lays a platform for employees to air their views as well as get to interact with the subordinate in terms of sharing ideas that may bring growth to the organization. It can help in engaging employees to effect communication into the basis of the company's growth. The Centre for Disease Control and Prevention has focused on this aspect and introduced a service where workers can get to interact with the employees to share ideas and bring growth to the organization. This is coupled with the subordinates' capability to bring the employees into the awareness of the mission and objectives of the organization. It also helps the organization in partnering with other organizations to provide information on the resources and key steps to work with health care delivery systems (Diggs-Brown, 2012).

Media relation is another aspect that is brought out due to strategic

organizational communication. It assists in developing effective working conditions with the media to acquire and gain valuable news coverage for health related issues. People can get important tips from the media on how to prevent themselves from various diseases as well as instructions, tips and templates for media advisories. This effective way of conveying such information is brought due to the strategic organizational communication that allows the CDC organization to maintain good relations with the media (Wiesen, 2013). The media also helps in providing information about the organization to assist people. It may also be a way of marketing the organization as the media portrays the goals and objectives that help in developing the organization. The Centre for Disease Control and Prevention has utilized the strategic organizational communication aspects to market itself to the people. It relays its information about marketing features that attract more customers and also promotes better health. The ability to communicate effectively and maintain good relations with other organizations enables the company to stand in a better position of bringing growth and promoting health. It will also ensure that disseminated information meets the standard of quality guidelines that are set in place to keep the organization in check. The Centre for Disease Control and Prevention is liable and responsible for ensuring that they maximize on the quality, objectivity and integrity of information that is disseminated to the public (Wiesen, 2013).

Advertising is another feature that should be looked into developing strategic organizational communication. This ensures that the public gets to know of the organizations objectives and goals. It promotes the chances of the

company to grow and meet their goals by using services that provide and access information to the general public in terms of their agendas. This feature allows the community to view the records of the organization due to their ability to communicate effectively with the community at large to acquire information. This is achieved through planning against financial metrics that aim at solving the function to business goals and ensures that effective communication used adds value to the organization in a manner that is measurable. It promotes the ideas of the organization by putting more emphasis on their objectives and allows the public to take part in developing it. It also offers chances to the public to probe the organization in terms quality delivery.

Strategic organizational communication allows risk and crisis assessment and management as it brings people together to deliberate on the issue and come up with logic solutions that help in containing the situation. The CDC has developed ways in which they can reach out to the public and come together to solve and be better equipped in preventing the crisis from happening again. The organization provides information through their databases to equip people and teach them on ways to prevent calamities and diseases. It also helps them to take preventative measures in terms of diseases. This helps strongly in the risk and crisis management simply because the organization was able to communicate the information effectively and strategically.

## **Assessment**

The Centre for Disease Control and prevention effectively uses strategic communication as it has developed various services that help in providing information to the employees and the public at large. These services help the employees and the public to interact and share ideas with the organization by accessing the services and giving their insight on the various strategies adopted by the company. This also helps the public as well as the employees to remain aware of the objectives and goals of the organization as well take part to bring development to the organization. Strategic communication in this organization is very effective as it allows the community at large to work together to provide better prevention and control of diseases as the people are aware of what they are and are not supposed to do in order to be safe.

## **Recommendations**

The organization should ensure that the services are revised daily in order to acquire the sentiments of people who air their views on these areas. It should also aim at generating forums that help the employees and employers interact with the public through gatherings such as games, and other activities. This would create a basis where the organization would better reach out to the public. It should also focus on partnering with other organizations that would facilitate their growth in order to improve on their objectives.

## References

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