



# SL IB Business Management



Your notes

## 2.5 Communication

### Contents

- \* Formal & Informal Communication

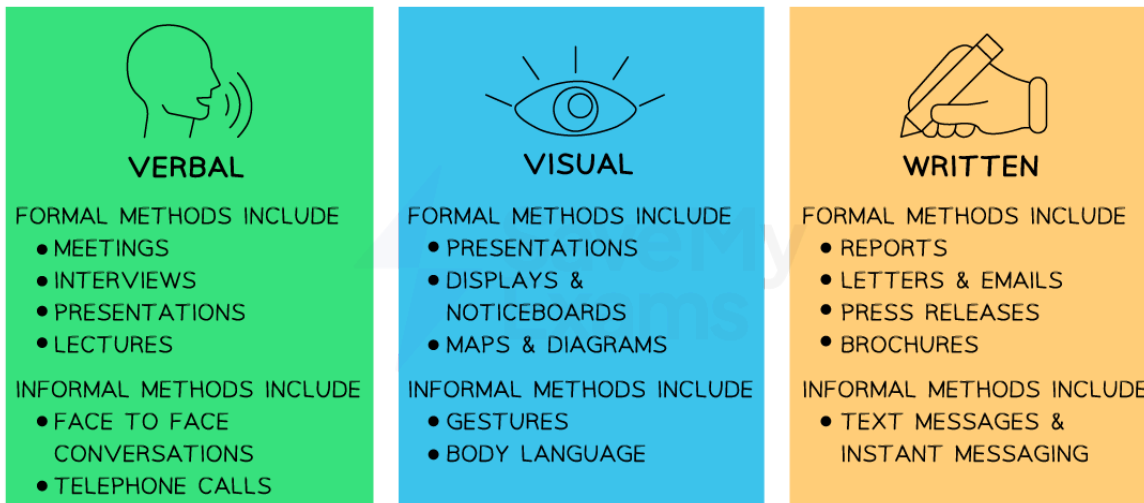


Your notes

## Formal & Informal Communication

### Methods of Communication

- The aim of communication is to **exchange** or **transfer information**
- **Formal communication** is channeled **through a businesses formal organisation structure** and is likely to be capable of being recorded in some way
- **Informal communication** is any communication that takes place **outside of the official channels** and is unlikely to be formally recorded



Copyright © Save My Exams. All Rights Reserved

#### The main forms of communication used by businesses

- The effectiveness of each method **depends on the business context**, the nature of the communication and the **personal preferences** of both the sender and receiver of information

#### Strengths & Weaknesses of a Range of Communication Methods

| Method of Communication    | Strength   | Weakness   |
|----------------------------|--|--|
| Face-to-Face Communication | <ul style="list-style-type: none"> <li>▪ Face-to-face communication allows for the exchange of <b>facial expressions</b>, <b>body language</b>, and</li> </ul> | <ul style="list-style-type: none"> <li>▪ Face-to-face communication may not always be feasible due to</li> </ul> |



Your notes

|  | <b>tone of voice</b> which enhance understanding  | <b>geographical distances or time constraints</b>  |
|--|---|--|
| <b>Written Communication</b>                     | <ul style="list-style-type: none"> <li>Written communication provides a <b>paper trail</b> that can be referred to in the future for clarity</li> </ul>                                     | <ul style="list-style-type: none"> <li>Without facial expressions and tone of voice, written messages can sometimes be <b>misinterpreted</b> or lack emotional context</li> </ul>  |
| <b>Phone Calls</b>                               | <ul style="list-style-type: none"> <li>Phone calls allow for <b>real-time</b> communication, enabling quick exchange of information and resolution of queries</li> </ul>                    | <ul style="list-style-type: none"> <li>Without seeing the other person, it can be challenging to <b>interpret their body language</b> and facial expressions accurately</li> </ul> |
| <b>Video Conferencing</b>                        | <ul style="list-style-type: none"> <li>Video calls allow people in <b>different locations</b> to connect</li> </ul>   | <ul style="list-style-type: none"> <li><b>Unreliable internet connections</b> or audio/video problems can hinder effective communication</li> </ul>                                |
| <b>Instant Messaging &amp; Chat Applications</b> | <ul style="list-style-type: none"> <li>Instant messaging (WhatsApp, Slack) enables <b>fast and real-time communication</b> making it ideal for brief exchanges or urgent matters</li> </ul> | <ul style="list-style-type: none"> <li>Text-based communication <b>lacks non-verbal cues</b>, increasing the chances of misunderstandings or miscommunication</li> </ul>           |



Your notes

## Barriers to Communication

- Barriers to communication **hinder the flow of information** leading to potential misunderstandings, conflicts and inefficiency

### An Explanation of the Barriers to Communication in Business

| Barrier                | Explanation   |
|------------------------|---|
| Language and jargon    | <ul style="list-style-type: none"> <li>The use of <b>technical terminology</b> or <b>industry-specific jargon</b> can <b>be misunderstood</b></li> <li>Industry- or business-specific acronyms can confuse new staff</li> <li>Staff in businesses that operate across international borders may <b>speak different languages</b></li> </ul> |
| Noise and distractions | <ul style="list-style-type: none"> <li><b>Loud machinery</b> or a <b>crowded workspace</b> can interfere with effective communication</li> <li><b>Distractions</b> including phone notifications and email alerts which can divert attention</li> </ul>   |
| Lack of feedback       | <ul style="list-style-type: none"> <li>The <b>absence of feedback</b> can affect understanding and lead to <b>misunderstandings</b></li> <li>Messages may require <b>urgent clarification or correction</b> to avoid mistakes being made</li> </ul>   |
| Cultural differences   | <ul style="list-style-type: none"> <li>Cultural norms and <b>expectations</b> can affect communication style</li> </ul>   |



Your notes

|                               |  |
|-------------------------------|--|
|                               |  |
| <b>Lack of time</b>           | <ul style="list-style-type: none"><li>▪ <b>Busy work schedules</b> and <b>competing priorities</b> can limit the time available for communication</li></ul>                                  |
| <b>Technological barriers</b> | <ul style="list-style-type: none"><li>▪ <b>Technical issues</b> such as poor internet connections, malfunctioning equipment or unfamiliarity with platforms can slow communication</li></ul> |

- Organisations should **encourage open communication**, may consider providing **training on effective communication techniques** and encourage a **culture of transparency and collaboration** to overcome these obstacles