

## COMMUNICATION AREAS AND OBJECTIVES

	<b>COMMUNICATION AREA</b>	<b>OBJECTIVES</b>
<b>I. MANAGERIAL</b>	1. The communication downwards and sideways of corporate or functional objectives, policies, plans and budgets to those who have to implement them.	1. To ensure that managers and supervisors receive clear, accurate and prompt information on what they are expected to achieve to further the company's objectives.
	2. The communication downwards of direct instructions from a manager to a subordinate on what the latter has to do.	2. To ensure that the instructions are clear, precise and provide the necessary motivation to get people into action.
	3. The communication upwards and sideways of proposals, suggestions and comments on corporate or functional objectives, policies and budgets from those who have to implement them.	3. To ensure that managers and supervisors have adequate scope to influence corporate and functional decisions on matters about which they have specific expertise and knowledge.
	4. The communication upwards and sideways of management inform on performance and results.	4. To enable management to monitor and control performance so that, as necessary, opportunities can be exploited or swift corrective action taken.
<b>II. INTERNAL RELATIONS</b>	5. The communication downwards of information on company plans, policies or performance.	5. To ensure that (i) employees are kept informed of matters that affect them, especially changes to working conditions, and factors influencing their prosperity and security; (ii) employees are encouraged to identify themselves more completely with the company.
	6. The communication upwards of the comments and reactions of employees to what is proposed will happen or what is actually happening in matters that affect them.	6. To ensure that employees are given an opportunity to voice their suggestions and fears and that the company is in a position to amend its plans in the light of these comments.
<b>III. EXTERNAL RELATIONS</b>	7. The receipt and analysis of information from outside which affects the company's interests.	7. To ensure that the company is fully aware of all the information on legislation and on marketing, commercial, financial and technological matters that affect its interests.
	8. The presentation of information about the company and its products to the government, customers and the public at large.	8. To ensure influence in the interests of the company, to present a good image of the company and to persuade customers to buy its products or services.

**BRON:**

Armstrong, M 1987. *A Handbook of Personnel Management Practice*, Tweede uitgawe, Kogane Page LTD, Pentonville Road, London, p.371.