

EFFECTIVE ORGANIZATIONAL MESSAGES

OBJECTIVES

- ❑ are measurable
- ❑ contain facts
- ❑ describe the desired result

CHANNELS are

- ❑ **Oral**
 - ❑ face to face
 - ❑ telephone
 - ❑ private meeting
 - ❑ group meeting
- ❑ **Written**
 - ❑ official policy statement
 - ❑ memo
 - ❑ letter
 - ❑ bulletin board

MESSAGE STRUCTURE should

- ❑ be specific
- ❑ be in logical order
- ❑ be complete
- ❑ include time frames (if applicable)
- ❑ ask for feedback

FEEDBACK should be

- ❑ timely
- ❑ specific (not yes or no but descriptive of the task or problem)
- ❑ appropriate to the message

Bron:

SHOCKLEY – ZALABAK, P.1991, *Fundamentals of Organisational Communication*, Tweede Uitgawe, Longman, White Plains, New York, p.163.