



ORGANIZATIONAL COMMUNICATION

- Objectives**
- to identify various organizational audiences, appropriate content and means of communication with them
 - to recognize the importance of good organizational communication in the successful implementation of strategic plans
- Time takes**
- 1 hour
- What you need**
- flipchart and markers
 - handout "Organizational Communication".
- How it's done**
1. Introduce organizational communication with a brief presentation by making the following points, putting key words on the flip chart:
 - 1) In the most basic terms, *communication* can be defined as the transmission of information or the *giving of messages* to others.
 - 2) When we consider "*organizational communication*", we reflect on *what message our organization as a whole* is transmitting and *how best to send it* to different audiences. This is an area where we can share and learn from each other - we all wish to send messages that are *consistent with our purpose, goals, objectives and the implementation of our plans*. Our success stories may help others.
 2. In the large group, do a round to name categories and/or subcategories of "audiences" for organizational communication, e.g. 1) within (*members, staff, volunteers, supporters*); 2) without a) *partner organizations, interagency groups*; b) *funders, creditors, government officials*; c) *local leaders and decision makers*; d) *the general public*. Allow 15 minutes.
 3. Introduce the group work with the following directions: Each group will take one audience category and 1) discuss effective organizational communication for their "audience category" under the headings "purpose/s" (e.g. *motivation, lobbying, awareness*), "content" (e.g. *upcoming events, plan progress*), and "means" (e.g. *presentation, media*). 2) Summarize main points and note any major differences in experience and recommendations of participants from different organizations. Distribute "Organizational Communication" handout. Divide participants into mixed working groups corresponding to the number of "audience categories. Allow 25 minutes.
 4. Have groups report, compare and summarize. Briefly discuss when a "communications plan" might be developed and implemented as part of the organizational strategic plan (e.g. *when, who should be responsible*). You may collect small group work for copying and later distribution.

Organizational Communication

Directions:

- 1) Discuss effective organizational communication for your "audience" under the following headings. Talk about how to send messages consistent with purpose, goals, objectives, plans and their implementation.
- 2) Summarize main points of your discussion and differences in experience and recommendations.

Audience: _____

Purpose/s of Organizational Communication:

Suggested Content:

Means: (how to put message across)

Summary: