

EFMD EQUIS ACCREDITED

Management
Communication

Leadership and Management

Communication in Business

Effective communication is a building block to business sustainability and success.

Communication serves as a foundation for planning.

Good communication in an organisation can lead to a positive organisation culture and motivated employees.

Verbal, non-verbal and written communication is crucial in altering peoples attitudes both internally and externally.

Communication is key to a strong team.

Communication helps in controlling function of management.

DRINKS

Communication Cycle

Michael Argyle (1972)

Michael Argyle developed his communication cycle in 1972 and included six stages.

Read more:
https://books.google.co.uk/books?id=ZV3jBgAAQBAJ&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false

(The Little Book of Big Coaching Models 2015)

