

# FORMAL FLOW OF COMMUNICATION

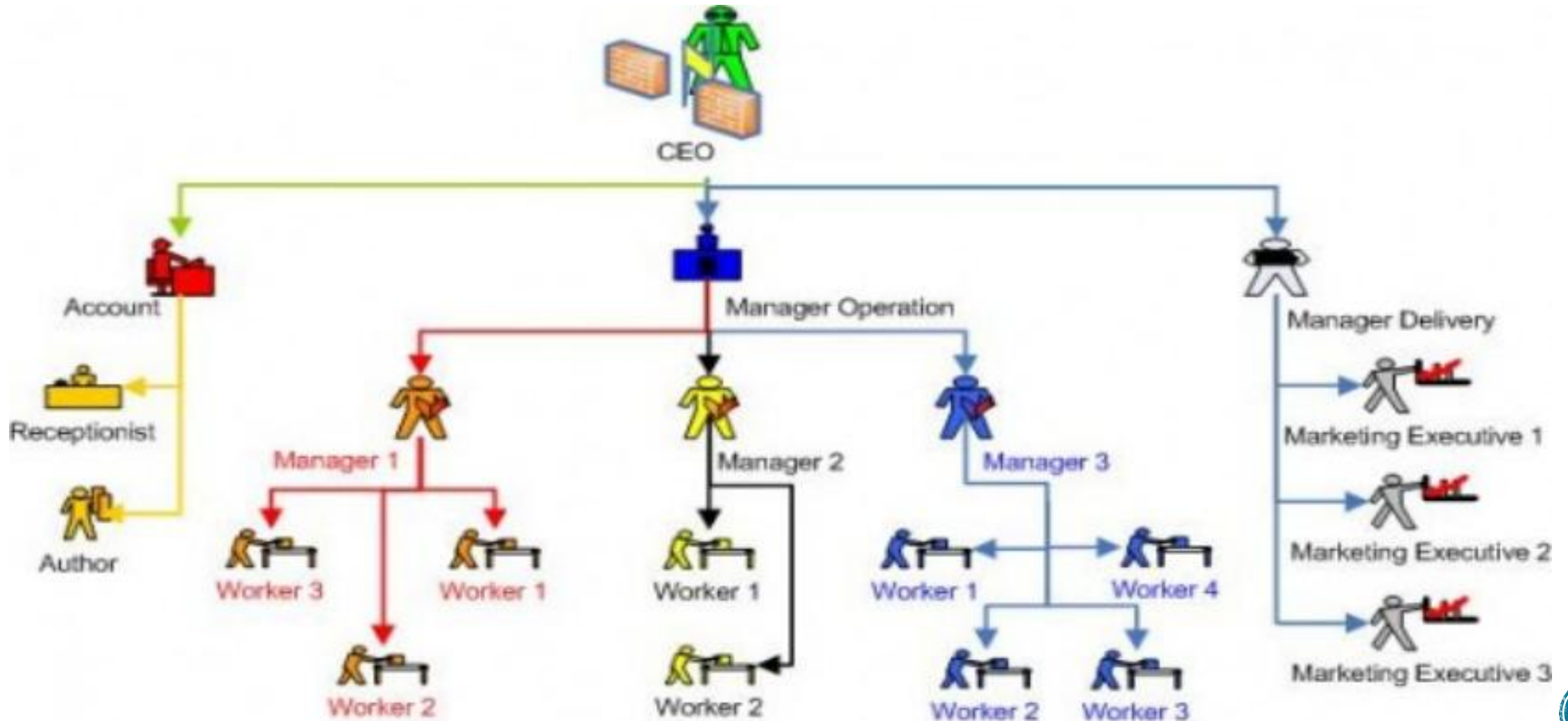
In Other Words, Protocol



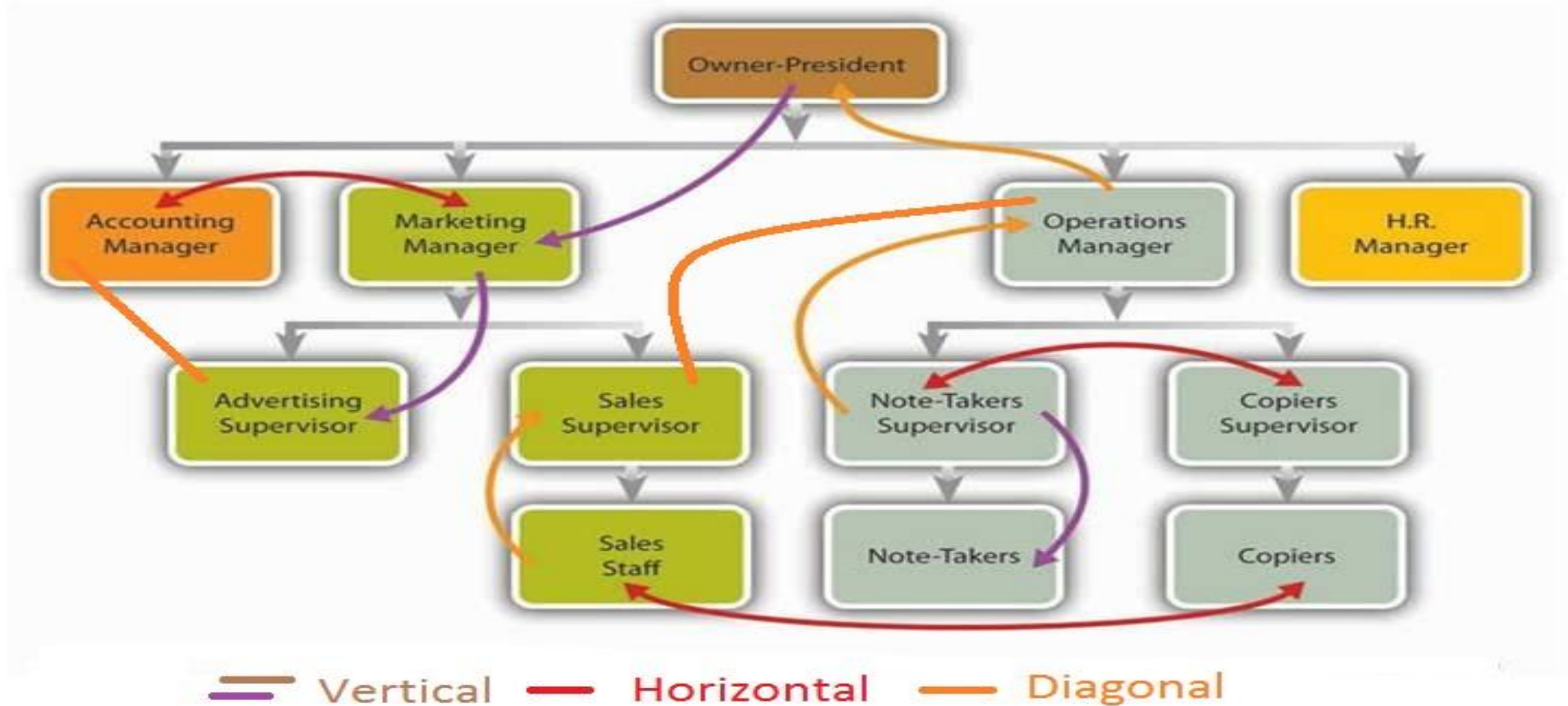
# WHAT IS FORMAL FLOW?

- Structured flow of communication in an organization
- Follows pre-specified channels
- Based on organizational charts
- Single channel, single version of information
- Formal flow types in an organization:
  - a) Vertical (i) Downward (ii) Upward
  - b) Horizontal/ Lateral
  - c) Diagonal
  - d) External

# ORGANIZATIONAL STRUCTURE



# TYPES OF FLOW



# VERTICAL COMMUNICATION: DOWNWARD

- Communication from higher level to lower level of hierarchy i.e. from superior to subordinate
- Telling employees what is important (mission) and what is valued (policies)
- Downward communication comes after successfully established upward communication
- Manager instructs employee = 'enables' employee to do their job
- Other examples: e-mail/ memo from management; performance reviews; manager explaining task to employee etc.

# VERTICAL COMMUNICATION: DOWNWARD

## Purposes:

- # Give instruction
- # Encourage discussion
- # Seek co-operation
- # Increase efficiency
- # Transmit vital information
- # Announce decision
- # Boost morale
- # Obtain feedback

# VERTICAL COMMUNICATION: UPWARD

- Communication from subordinate level to superior level of hierarchy e.g. employee to supervisor, supervisor to department head, department head to vice president etc.
- Collected information flows up to top levels of management for review and decision-making
- Without upward communication, management will not know if instructions are received properly, or if other problems exist in the organization

# VERTICAL COMMUNICATION: UPWARD

## Purposes:

- # Exchange information
- # Provide feedback
- # Offer idea
- # Express enthusiasm
- # Achieve job satisfaction



# HORIZONTAL COMMUNICATION

- Communication at **same levels of hierarchy**
- Involves coordinating information
- Allows people with equal or equivalent rank in an organization to cooperate or collaborate e.g. vice-presidents of a company holding quarterly meeting to discuss upcoming quarter

# HORIZONTAL COMMUNICATION

## Purposes:

- # Facilitate co-ordination of the task
- # Resolve conflict
- # Solve organizational problem
- # Improve teamwork
- # Build goodwill
- # Boost efficiency

# DIAGONAL COMMUNICATION

- Communication between superiors of one workgroup and subordinate employees of other workgroup
- Does not appear on organizational chart
- E.g. to design a training module, a Training Manager interacts with an Operations Personnel to enquire how they perform their task

# DIAGONAL COMMUNICATION

## Purposes:

- # Flexibility of communication across different levels
- # Speedier transaction of business
- # Certain degree of Informality
- # Involves people of all levels

# EXTERNAL COMMUNICATION

## EXTERNAL COMMUNICATION



- Communication with third parties or sources outside organization, i.e. suppliers, vendors, banks, financial institutes, and customers
- **Enhances** operational efficiency and overall performance
- Builds up public credibility and customer satisfaction
- **Increases** sales volume and company profits

# EXTERNAL COMMUNICATION

## Purposes:

- # Sales volume
- # Operational efficiency
- # Overall performance
- # Corporate image
- # Public credibility
- # Company profits
- # Public goodwill
- # Customer satisfaction

# PROS & CONS

## PROS

- Permanent record and reference
- Maintenance of discipline
- Ease of co-operation, co-ordination, and delegation of authority

## CONS

- Wastage of time
- Inflexibility
- Lack of initiative
- Expensive

**AND THAT'S THE WAY IT IS...**



*and here*