- Cheaper
- Cater to a visual learner
- longer lasting impact

○ **Purpose of chart**
  - Bar Chart – used for showing comparison (month to month sales)
  - Pie Chart – shows percentage figures
  - Line Graph – shows time-series data (sales during last 12 months)
  - Histogram – good for showing trends over time

○ **Other Examples of Visual Communication**
  - Photographs, symbols, tables, maps, sketches, and diagrams
  - Other forms include sign language and body language

○ **Informal Communication**
  - Refers to all unofficial channels of communication
  - Some view informal communication as beneficial:
    - Fosters a sense of belonging.
    - Foster a sense of security and mutual support.
    - Pooling of ideas can help generate solutions.

○ **Formal Communication**
  - Refers to all official channels of communication.
  - Written communication methods tend to relate to formal channels of communication.

• **Barriers to effective communication**
  - High Cost
  - Language
  - Accents
  - Technological Breakdown

• **Poor Communication**
  - Lowers morale, confidence and sense of direction.
  - Errors and reworking will rise.
  - Loss of competitiveness
  - Lack of control

• To solve these communication problems, you as the manager must
  - Look at the causes of the breakdown.
  - You may have to consider delayering.