

- 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 delaying.