

# COMMUNICATION.

- Include both transfer & the understanding of meaning

- Is the sharing of info b/w 2 or more individuals or groups to reach a common understanding

- 2 components — sharing info.  
— reaching common understanding  
(does not mean agreement rather understanding of the message)

- If do not receive or understand the meaning of info, communication did not take place

- Important for org effectiveness  
If ppl lack info, not shared, cannot perform their job well.

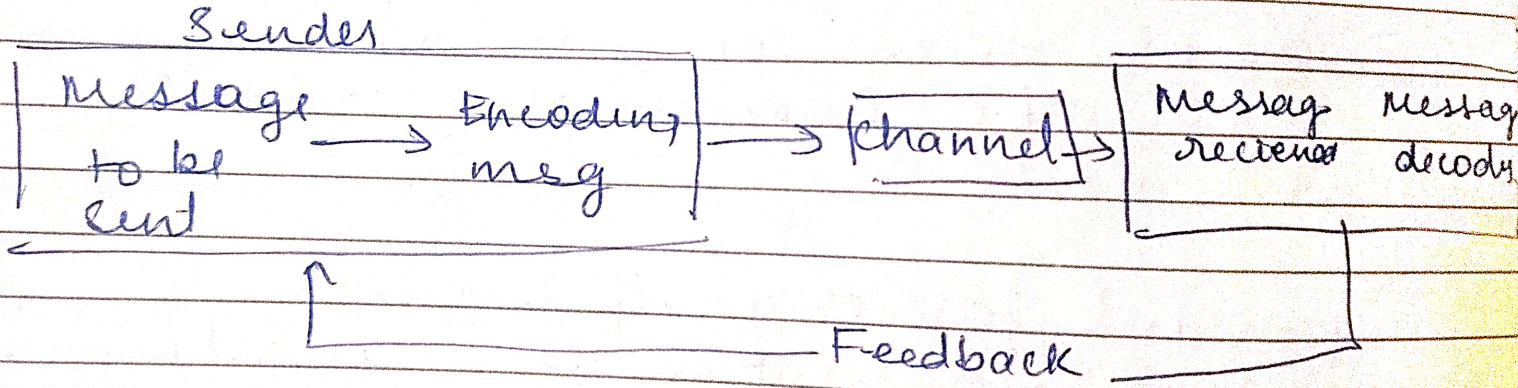
Verbal communication — word — spoken  
— written  
face to face, oral, telephone written  
memo letters, reports, email, fax, mach

Non Verbal — facial expression, body language, dress, gestures, hugs etc.

# Functions

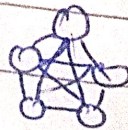
- → Manage members behaviour
- → feedback by clarifying to employees what they must do, how well they are doing it, how can the purpose of it
- → emotional sharing
- → Persuasion
- → Information exchange

# Process



# DIRECTION

- Downward direction
- Upward direction
- Lateral communication
- Wheel
- All channel



# Leadership

- leader is an individual within group or an org who wields the most influence over others.
- pattern of behaviors that a leader exhibits, in influencing his/her subordinates towards the goals of an organisation
- George R. Terry " leadership is the activity of influencing people to strive willingly for group objectives

## main features

- non coercive
- exert influence over others
- involves authority & responsibility
- involves other people employee - followers

Formal and Informal leadership leaders are born or made.

3 general skills -

① Diagnosing -

② adapting -

③ Communicating

## Leadership styles.

- Autocratic leadership
- Democratic
- Laissez-fair leadership

## TYPES.

- Feudal Type
- Paternal type
- Dictatorial type
- Participatory type
- Developmental type
- Bureaucratic type
- Manipulative type
- Expert type
- Charismatic type