

Telltale Signs of Poor Organizational Communication

Communication that:

- Attempts to control rather than to educate and inspire;
- Does not have the confidence of management;
- Does not have the trust of employees;
- Is not sufficiently integrated into business planning or not included at all;
- Is referred to as a “necessary evil” or solely as a legal obligation;
- Does not discuss internal and external business realities;
- Fails to deliver what it sets out to deliver;
- Do not reach their intended audience(s)
- Has no mission;
- Is not built around key messages;
- Lacks a feedback loop;
- Represents “talk” that does not align with the “walk”;
- Gets less attention than the “Personals” column or “Classified Ads”
- Only says it once and assumes everyone “gets it”;

. . . is likely to be judged as poor communication.