Communication Management

Name

Course

Tutor

Date

Communication Management

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| **STAKEHOLDER** | **PORTOFOLIO** | **INFLUENCE** |
| Owner  | * The last authority of reference
* Preserves the right of ownership
 | * The interests of the owner becomes that of the company hence is the final decision-maker in regards to the project.
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| Executive Management | * Represents the owner at the company.
* Takes care of the interest of the owner and the company at large
 | * The liason between the owner and the company, makes sure that the project is a representation of the owner’s interests.
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| Middle-level management | * Aligns the interests of the owner with those of the company.
 | * Determines the scope covered by the project, the financing and the human power required and available.
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| Staff | * Mainly concerned by the impact on the consumer
* Takes orders from the middle managers on how best to serve.
 | * Are the users of the proposed system hence must be involved in its design and manufacture to find ways of optimizing its implementation.
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| Consumers  | * Ultimate bosses in any business organization.
* Acquisition of company product determines its survival.
 | * Ultimate givers of the general direction adopted by the project.
* The convenience, preferences and comfort of users directs the company on what to make and how to make it.
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**Communication tools and techniques**

*Owner;* the central communications that an owner makes come in the form of conference calls and reports. For these, the tools needed are electronic mail, internet access, and a physical presence once or twice for handing in reports. As for the techniques necessary, clarity and accuracy of instructions are some two procedures that ensure that the guidelines are taken as they are given (De Paepe, et al., 2018)

*Executive Management*; more like a conduit for instructions and decisions, they require more consultations and insight to make the right choices. For that, boardroom meetings, access to reports and consultative interactions are some of how communication is carried out at these level. For that, they would need internet access, electronic media as well as a personal presence as some of the tools for communication. As for the strategy adopted, they would require a concise representation of facts to enable intelligent decision-making.

*Middle-level management and staff*

They form the backbone of operations at the company hence require more interactive communication amongst themselves with limited though binding interactions with other levels. The most effective tools at this level include social media, group discussions, and electronic media. In meetings and conferences, the techniques that could be applicable include round-table talks with no head to maintain an illusion of equality, attention to individual quality and animated addresses either with gesticulation or on your feet (Kakani, & Raissinia, 2018).

*Consumers*

The company serves many consumers, and therefore their communication is limited to social media and electronic mail to access the input of the customers and analyze the same. Here, incision and coherence are of absolute necessity as techniques of communication.

**The efficiency of the proposed communication methods**

One factor that the communication methods proposed have in common is speed. Almost all levels of the organization base their communication on electronic means which assure not only speed but also the accuracy of the information sent, covering the very definition of efficiency as far as organizational transmission is concerned (Sooudi, et al., 2015).

**References**

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