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 no 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.