



L U Y Management Communication S

Leadership and Management

Communication in Business

Effective communication is a building block to business sustainability and success.

Good communication in an organisation can lead to a positive organisation culture and motivated employees.

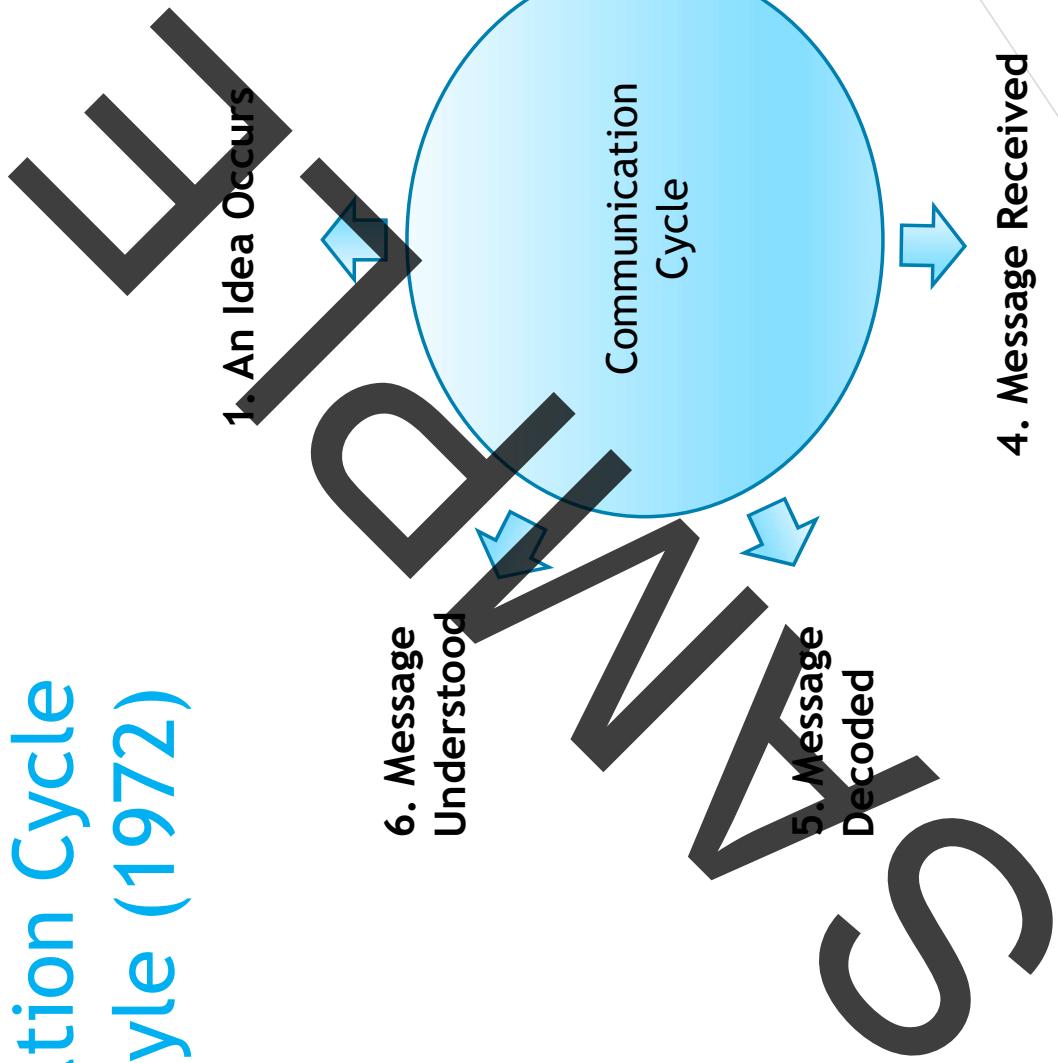
Verbal, non-verbal and written communication is crucial in altering peoples attitudes both internally and externally.

Communication helps in controlling function of management.

Communication Cycle

Michael Argyle (1972)

Michael Argyle developed his communication cycle in 1972 and included six stages.



Read more:
https://books.google.co.uk/books?id=ZV3jBgAAQBAJ&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q=false

(The Little Book of Big
Coaching Models 2015)