

14.13: Introduction to Channels of Business Communication

What you'll learn to do: differentiate between typical channels of business communication

The previous section looked at common barriers to communication. This section will identify different methods, or channels, of communication and how to tailor a message to its audience. What is the best way to tell your boss that you are leaving to work for a competitor? How would you communicate your concerns about a disappointing customer reaction to a rollout of a new product? Would you send a business memo to invite a coworker to join you for lunch? Effective communicators have mastered the skill of choosing the channel and style that is most appropriate for the message.

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