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Coordination and Communication (Indispensable Elements of Successful Organization)

- Coordination : What is it all about ?
 - Pulls all management functions and activities together.
 - Brings unity of action and direction.
 - Combines human as well as non-human resources (materials, machines and money) to achieve goals.
- Coordination is the process of integrating the objectives and activities of separate units of an organizations, to achieve organizational goals.

Basics of Coordination

- "To coordinate means to unite and correlate all the activities" – Henry Fayol
- Deliberate action
- Group effort
- Continuous activity
- Permeates all management functions
- All of the above are crucial to the success of any organization.

Coordination VS. Cooperation

- Cooperation : Voluntary in nature
- Coordination : Deliberate effort of putting in order
 - (i) Status
 - (ii) Deliberate
 - (iii) Nature of work
 - (iv) Broad

Need and Significance

- Need :
 - Increase in size and complexity of operations
 - Specialization
 - Class of interests
 - Difference in attitudes and working style
 - Interdependence of organizational units

Significance :

- >Increases efficiency
- >Improves human relations
- >Departmental harmony
- >Key to other functions

Types of Coordination and Elements of Successful Coordination

Types :

- Internal and External
- Vertical and Horizontal

Elements :

1. Clearly defined and understood objectives
2. Proper division of work
3. Proper organization structure
4. Clear lines of authority
5. Effective communication
6. Effective leadership

Successful coordination : A sequential process of using a variety of techniques.

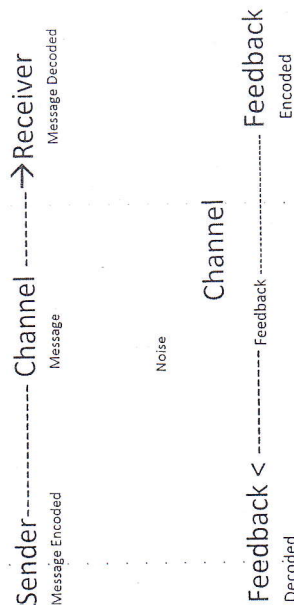
Communication : Its Nature

- Process of passing information and understanding from one person to another.
 - Exchange of facts, ideas, opinions or emotions by two or more individuals.
 - Bridge of meaning between people.
- Essentials of Communication
- Two people
 - Sequential process
 - Continuity
 - Pervasive
 - Transference of meaning and understanding

Communication : Why Is It needed

- Basis of every action
- Facilitates planning
- Helps decision making
- Means of coordination
- Improves relationships
- Enhances motivation and morale

A Simple Model of Communication



Communication : Media/Methods and Types

- Media :
- Oral communication
 - Written communication
 - Non-verbal communication
- Types :
- Formal communication
 1. Downwards
 2. Upwards
 3. Lateral and diagonal
 - Informal communication

Effective Communication : Challenges

- Semantic Barriers
- Interpersonal Barriers (ineffective expression, filtering, credibility, inattention, perceptual difference, jealousy, emotions and time pressure)
- Structural Barriers (hierarchy, status, specialization,

Ten Commandments of Good Communication

1. Clarity
2. Purpose
3. Physical and human setting
4. Participation
5. Word choice and body language
6. Empathy
7. Actions
8. Use of feedback
9. Communicate for tomorrow as well as today
10. Be a good listener