

Under Internal Business Communication types, there come:

#### Upward Communication

Upward communication is the flow of information from subordinates to superiors, or from employees to management. Without upward communication, management works in a vacuum, not knowing if the messages have been received properly, or if other problems exist in the organization. By definition, communication is a two-way affair. Yet for effective two-way organizational communication to occur, it must begin from the bottom.

Upward Communication is a mean for the staff to:

Exchange information

Offer ideas

Express enthusiasm

Achieve job satisfaction

Provide feedback

#### Downward Communication

Information flowing from the top of the organizational management hierarchy and telling people in the organization what is important (mission) and what is valued (policies). Downward communication



generally provides information – which allows a subordinate to do something. For example, instructions on how to complete a task. Downward communication comes after upward communications have been successfully established.

This type of communication is needed in an organization to:

Transmit vital Information

Give instructions

Encourage 2-way discussion

Announce decisions

Seek cooperation

Provide motivation

Boost morale

Increase efficiency

Obtain feedback

Both Downward & Upward Communications are collectively called “Vertical Communication”