

Horizontal/Literal communication

Horizontal communication normally involves coordinating information, and allows people with the same or similar rank in an organization to cooperate or collaborate. Communication among employees at the same level is crucial for the accomplishment of the assigned work.

Horizontal Communication is essential for:

Solving problems

Accomplishing tasks

Improving teamwork

Building goodwill

Boosting efficiency

External Communication

Communication with people outside the company is called "external communication". Supervisors communicate with sources outside the organization, such as vendors and customers.

It leads to better:

Sales volume

Public credibility

Operational efficiency

Company profits

It should improve:

Overall performance

Public goodwill

Corporate image

Ultimately, it helps to achieve:

Organizational goals

Customer satisfaction