



# THE TIMES 100

Edition 14

## **Building Societies Association: The importance of effective communication** **Answer sheet**

1. It has been said that every mistake in the world that has been made has been caused by a breakdown in communication. To what extent do you agree?  
Yes because it means that there were either misunderstandings which is a break down in communication, if a problem occurs it means that there was no warning and therefore ineffective communication occurred.
2. Using the diagrams in the case study and explanations of the Chain, Wheel, Circle and Y networks, give examples how these types of communication can occur in your life?  
Chain . army, circle . forums for discussion or even a group meeting, wheel . project manager and Y -delegation
3. Why will there always be a stakeholder versus shareholder concept / argument?  
The stakeholder will want what's best for the business and longevity whereas the shareholder simply wants a return on their investment. Profit versus quality.
4. What is the difference between formal and informal communication?  
Formal communication is where there are specific channels to pass on messages . notice board, email etc whereas informal communication is gossip, friendships.
5. List as many different forms of communication that are in your school / college that you could use to get the message across. There are thinkers and doers. Which one are You? + to everyone.  
Registers, assemblies, newsletters, notice boards, teachers, intranet
6. From your list, choose three forms and write out the advantages and disadvantages for each.
7. In your classroom / study area how might there be barriers to communication?  
Disruption from class mates, forgotten books, do not understand teacher, mind on other things, boredom.