

## Communicating in Organizational Settings

Messages flow into, through, and out of business organizations in a variety of ways. **Internal communication** takes place between people inside the company, whereas **external communication** takes place between the company and outside parties. In addition, messages travel over both *formal* and *informal* channels

	Internal	External
Formal	Planned communication among insiders (such as memos, reports, e-mail, instant messages, executive blogs, conference calls, and presentations) that follows the company's chain of command	Planned communication with outsiders (such as letters, reports, speeches, websites, instant messages, and news releases, advertising, and executive blogs)
In formal	Casual communication among employees (such as e-mail, instant messages, face-to-face conversations, phone calls, team blogs, and wikis) that do not follow the company's chain of command	Casual communication with suppliers, customers, investors, and other outsiders (such as face-to-face conversations, e-mail, instant messages, phone calls, and customer-support blogs)

