

Exhibit 1.8, Barriers of Communication

Communication – barriers

Aiming to achieve effective communication is one thing - actually doing it is another. There are several **barriers to communication**, including:

Barrier	Explanation
Language	The communication message might not use vocabulary that is understood by the receiver - e.g. too much use of technical or financial jargon
Noise	Various things stop a message from getting through or being heard - e.g. poor connection, background noise, distractions, too many people speaking
Overload	Too much information can cause problems e.g. slow down decision making
Emotion	The relationship between the sender and receiver of communication might adversely affect the message - which could be ignored or misinterpreted
Gaps	Too many intermediaries (e.g. too many layers in hierarchy through which message has to be passed) might prevent or distort the message
Inconsistency	If people receive conflicting or inconsistent messages, then they may ignore or block them

