

Communication Profile Matrix

Directions: For each message within your Communication Plan, consider the following influences on the sender and receiver groups involved. In the Comments/Considerations column, note the barriers to communication caused by the influences. For each perceived communication barrier, recommend an action to overcome it.

Group name:

Communication Influences	Comments / Considerations	Recommended Action
Individuals <ul style="list-style-type: none"> ▪ Frame of reference (attitudes, ideas, sentiments, objectives, past experiences, etc.) ▪ Style/ efficiency of receiving information ▪ Style/ efficiency of distributing information 		
Culture/ Policy <ul style="list-style-type: none"> ▪ Organisation's culture (Rigid? Conservative? Liberal? Progressive?) ▪ Nature/ Number of policies/ procedures (numerous stringent policies dictating conduct, dress, etc.) 		
Organisational Structure <ul style="list-style-type: none"> ▪ Number of organisational layers ▪ Geographical dispersion of organisation ▪ Degree of interdependence between work groups (NOTE: Groups with high interdependence will require more communication between groups; Groups with low interdependence require less frequent communication) 		
Technology <ul style="list-style-type: none"> ▪ Effectiveness of available technology in facilitating communication ▪ Employee knowledge/understanding of proper use of communication technology 		
Ergonomics <ul style="list-style-type: none"> ▪ Effective environment (temperature, lighting, noise, room configuration) on communication) 		