

**MICROCREDENTIAL**  
**EFFECTIVE BUSINESS COMMUNICATION**  
**DISCUSSION QUESTION**

**INSTRUCTION**

1. Form a group consists of **THREE (3)** to **FOUR (4)** members.
2. Answer all questions given.

**EFFECTIVE BUSINESS COMMUNICATION STRATEGY**

A multi-national organization operates in various countries including Australia, Vietnam, India, Oman, and Nigeria. The organization manufacturers and distributes agricultural equipment to local and international clients. In total the organization has 8,000 employees in five countries and more than 1 million customers worldwide. The head office is based in Australia. In recent years the organization is facing several communication challenges. They include:

1. Ineffective use of social media such as blogs, wikis, social networks to support teams in sharing ideas, building knowledge bases and task management.
2. Lack of quality feedback from clients on ways to improve product quality and service delivery.
3. Misunderstandings and lack of trust based upon intercultural communication issues in different contexts.

Sources : <https://www.scribd.com/document/548413003/Effective-Business-Communication-Case-Study>

**QUESTION**

1. Develop **FIVE (5)** strategies and plans that can help to improve communication at all levels in the company.
2. Discuss **FIVE (5)** principles of effective business communication that can apply in the company to help them improve their performance.