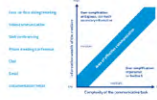


THE RIGHT MEDIUM FOR THE CURRENT SITUATION

Every medium can be used for the wrong purpose and at the wrong time. That's why you should ask yourself before every communication: **What is my communicative intent?** Do I want to just share some thing or discuss it? Do I need to find an appointment or have an employee meeting?
Depending on how you answer this questions, you should choose a different medium.



THE MEDIA RICHNESS MODEL

The Media Richness Model is based on the ideas of Robert H. Lippert and Richard L. Bell. It assumes that the **complexity** of the communication task and the **wealth of information** of the medium must be in a **proper ratio** if the communication is to be effective (see illustration).

What is the meaning of wealth of information?

What is communicated asynchronously and what is communicated synchronously?
Correctly put the media in order by dragging them.

INFO!

Video conference

Phone

Blog

Personal conversation

Wiki

Voice mail

Email

Chat

Letter

Synchronous communication

Drop your answers here.

Asynchronous communication

Drop your answers here.

EFFECTS OF THE MEDIA ...

1. Information is filtered AND TIPS ON HOW TO DEAL WITH THAT
2. Communication is increasingly in written form and here's how to deal with it
3. Information is distributed at lightning speed and here's how to deal with it
4. Hierarchies are easier to overcome and here's how to deal with it
5. Participation in communication is changed and here's how to deal with it
6. Transparency is changed and here's how to deal with it

e-learning

Virtual Communication in the Team

Do you often work from home or do you spend more time in hotel rooms somewhere in the world than in the office? In such cases, you have to bridge the physical distance both when collaborating and when communicating with customers, colleagues, partners, etc., using media such as telephone, email or (video) chat.

You will have certainly already noticed by now that this can be tricky and not always successful. And it is not always due to problems with the technology, as you will see in this e-learning course.

Group of participants:

For professionals and managers from all sectors who want to use and effectively shape the possibilities and opportunities of „virtual distance“.

Duration: **approx. 0,5 hours**

Language:

Learning objectives

- ✓ You know the special features and challenges of virtual communication.
- ✓ You are able to select and use the right medium for the task and goal.
- ✓ You know the obstacles of virtual communication and master them confidently.

Contents

How does communication work?

What are the special features of virtual communication?

Which media does a/my team need?

How do I find the optimal communication medium?

What should I pay attention to with emails?

What should I pay attention to with phone conferences?

What should I pay attention to with web conferences?



Information on the web

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