

# Communicating

## Learning Objectives

- Appreciate the importance of communicating effectively with internal and external stakeholders
- Define communicating and model and discuss the basic mechanism of communication
- Understand the environmental (contextual) and personal barriers to communicating effectively and how to manage these barriers
- Understand how communication flows within HSOs/HSs and how these flows are combined into patterns called communication networks
- Understand the importance and mechanisms of informal communication
- Understand the special challenges and importance of communicating with an HSO's/HS's external stakeholders