

# Quality Management for Organizational Excellence

Lecture/Presentation Notes

**By:**

**Dr. David L. Goetsch and Stanley Davis**

**Based on the book**

***Quality Management for Organizational Excellence  
(Sixth Edition)***



# Eleven: Effective Communication

## **MAJOR TOPICS**

- Defining Communication
- Understanding the Role of Communication in Total Quality
- Understanding Communication as a Process
- Recognizing Inhibitors of Communication
- Establishing a Conducive Communication Climate
- Communicating by Listening
- Understanding Nonverbal Communication Factors

# Eleven: Effective Communication (Continued)

## Major Topics Continued

- Communicating Verbally
- Communicating in Writing
- Communicating Corrective Feedback
- Improving Communication
- How Interpersonal Skills Affect Communication
- Personality and Communication