

Communication between Functions is Vital

Whether you are a large or smaller business, there are [people in your workforce](#) who are dedicated to the ongoing operations throughout the business. Depending on how large your organisation is, your team can be partitioned to different functions and then assigned to deliver different aspects of the business. Such functions could be a Marketing, Finance, Human Resources or a Sales Department. This should help organise the business and its members in order to optimise its performance, however, it is dependent on how well the functions communicate with each other.



Surely, I only need to Communicate with my Department?

Wrong! It's paramount that each function communicates with each other, some functions may need to be in regular contact with others as it may be vital to their work. For example, your Sales and Marketing departments need to align and understand what each team is working on, otherwise, how will the marketers know how to promote the company's product or service. How will the Sales department know how to sell their product if they don't know how it's marketed? Both departments need to discuss and decide together how the company wants to be perceived and how they want to deliver the sale. Therefore, frequent communication between these two departments is vital to successfully sell to their market.

This not only applies to just the Marketing and Sales Department but can also be applied to Finance and Human Resources. The likely of communications could concern the budget for staff. Can the company afford to take on a new person? Or are company funds low and the potential of redundancies is increased?

“Communication is a key part of the success of any organisation, executed through a clearly defined vision, mission and based on transparency and communication.” – Dinesh Paliwal.

Conclusion

To sum up, whether you have fully established departments in your business or just one or two people representing them. There needs to be several lines of communication between all functions. This promotes a [healthy company culture](#) where every member is aware of what each other is doing. It will help create many more successful decisions and reduce the likeliness of making an erroneous one.