Selecting the Best Channel

1. A communication channel is a means of communication or access.

2. There are five factors to consider before choosing a communication channel.

3. The first factor to consider is the urgency that you need to get your message out.

4. The second factor is the speed of feedback required.

5. Conversations, phone-calls or emails are the best communication channels for both the first and second factors.

6. The third factor is to think if a permanent record is required.

7. The fourth factor is the cost of the channel. Some channels are more costly than others.

8. The fifth and final factor to consider is the degree of formality of your message.

9. There are around ten different communication channels.

10. The ten communication channels that can be used are: conversation, telephone, voice mail, fax, email, group meeting, video or teleconference, memo, letter and report or proposal.