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the standpoint of the organization is its successful functioning.

Internal and external communication are considered to be very important resources of corporate communication.

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Internal communications (IC) is the function responsible for

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effective communications among participants within an organisation. The scope of the function varies by organisation and practitioner, from producing and delivering messages and campaigns on behalf of management, to facilitating two-

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way dialogue and developing the communication skills of the organisation's participants.

~~What is internal communication?~~
~~All Things IC~~

Internal Communication uses memo, circulars, staff news letter,

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fax, notice, minutes on meetings, video conferencing, presentations, seminars, agenda, manuals, etc. as a mode of communication. Definition of External Communication

~~Difference Between Internal and~~

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Written by experts with extensive experience as consultants and in-house leaders in the private, public and not-for-profit sectors, Internal Communications covers how to build an internal communications team and plan;

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devise messages and decide which channels to use; work with line managers and senior leaders; research and evaluate internal communications and support change within an organization.

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Practitioners Practice

All the following internal communication examples are ordered under the 'seven golden rules' of internal communication, as proposed by Fitzpatrick in his ground-breaking publication *Internal Communications: A*

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Manual for Practitioners. This helps us categorise where the successes lie, and where the mistakes were made.

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