



GRAPEVINE

COMMUNICATION

What is it?

- It is an informal channel of communication.
- It is called so because it stretches throughout the organization in all directions irrespective of authority levels nor of formal channels of communication.

Why does it develop?

- It exists because Man is by nature a social being.
 - When a company is facing a crisis, the employees feel unsecure.
 - When employees lack self-confidences; they form unions.
 - When managers are unfair and show favoritism towards some employees.

Where does it exist?

- It exists mainly at lower levels of the organization
- In cafeteria, during the break subordinates talk about their superior's attitudes, behaviours and exchange ideas about him.
- They can discuss rumours about promotions outside the company.
- Grapevine spreads like fire; that's why, it is not easy to trace or eradicate.

Advantages of grapevine

- Carries information rapidly;
- Helps managers know about subordinates' reactions concerning policies;
- Creates a sense of unity among employees
- It a supplement when formal comm is not helping.

Disadvantages Grapevine

- Because based on rumours, it carries partial (incomplete) information;
- Because based on gossip, it is not trustworthy;
- Because employees spend more time talking than working, their productivity is reduced;
- It leads to hostility against superiors;
- It ends by creating an « unhealthy » climate in the organization.
- It can destroy the image of the company.

As a conclusion,

- Managers have to be attentive to grapevine, using its advantages and reducing its negative impact on their company.