

**EFFECTS OF COMMUNICATION ON PERFORMANCE  
OF STATE CORPORATION**

**(A case study of Post Bank Kenya)**

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**DECLARATION**

This Project is my original work and has not been presented for examination to any university or examining body:

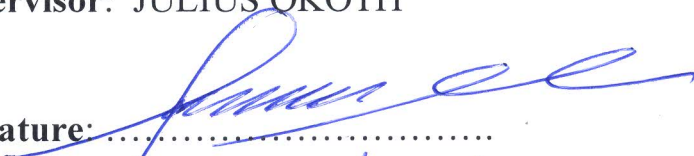
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**Date:** ..... 15/7/2009 .....

This project is presented to the University of Nairobi with my approval as supervisor.

**Supervisor: JULIUS OKOTH**

**Signature:**  .....

**Date:** ..... 16/07/09 .....

## CHAPTER ONE

### 1.0 Introduction

Communication is life blood of a business organization. No organization can succeed or progress, build up reputation, and win friends and customers without effective communication skills.

In fact successful communication is the bed rock of ground and pleasant relationship between the seniors and sub ordinates, between the workers and the management, between the customers and the sellers good and efficient system of communication helps in better coordination and efficient control. It results in clear understanding, good production, healthy climate within the organization willing cooperation among the various levels, if businessman can communicate effectively and successfully. Profit and prosperity shall knock at the doors of firm, organization or shop keeper through effective system of communication.

Poor and ineffective communication system may result in mismanagement, bad business and sure show down. Communication can build or destroy trust depending on use of words. A poorly worded message or talk may result in communication break down. On the other hand planned and well meant communication helps in better service, removes misunderstanding and doubts; builds up good will, promotes business and earns favorable references. It is the key to success in business