

Strand 3 Chapter 15 The importance of communication (1.5 weeks)

Learning Outcomes

15.1 Explain the importance of communication in an organisation.

15.2 Identify different modes of communication and analyse the efficacy of each mode as an approach within an organisation.

15.3 Discuss how technology enables communication in organisations.

15.4 Discuss how communication might be improved in an organisation.

Chapter Overview and Introduction

From the Specification (Pg of NCCA Doc):

“Effective communication is a key factor in successful organisations and in this strand, students explore different modes of communication. A lack of effective communication can be a contributing factor to conflict in the workplace and students have an opportunity to consider the causes of conflict, while also exploring how best to address such conflict.”

Chapter starts on page 274

Hook for the chapter – content in chapter PowerPoint to go with each

Chapter Hook: “Managing a Remote Workforce” (Irish Times, May 2024)

Worksheet, article and teacher sheet -> [HERE](#)

Theme:

The role of communication, trust, and technology in managing modern teams, especially when people work remotely or in hybrid settings.

Purpose:

To introduce students to real-world examples of how effective communication supports collaboration, clarity, and team performance.

This activity encourages students to recognise communication challenges in everyday business before learning key concepts such as modes, principles, and factors influencing communication.

Activity:

Students read or skim *Managing a Remote Workforce Calls for Specific Skills and Interventions* by Danielle Barron (*The Irish Times*, 2024).

Working in pairs or small groups, they answer five short discussion questions on how communication, trust, and technology help remote teams operate successfully.

After discussion, groups share one takeaway on how managers use communication to connect dispersed teams. (Estimated time: 10–15 minutes)

Primer Questions

1. Have you ever misunderstood a message that someone else thought was clear? What caused the confusion?

Teacher Prompts:

- Was the message spoken, written, or sent digitally?
- Did tone, timing, or missing details make it unclear?

2. What communication apps or tools have you seen used in school or work? What were some of their advantages or disadvantages?

Teacher Prompts:

- Which tools help people stay organised or connected?
- Have you ever seen miscommunication happen through one of these tools?

3. How does your choice of communication method change between different groups (friends, family, teachers, coaches, etc.)?

Teacher Prompts:

- Do you change your tone, formality, or message depending on who you're talking to?
- Why might the same message sound different in each setting?

Useful business examples, stories, links, videos, resources...

Digital hub links (these will become hyperlinks as they get added over the summer):

[PowerPoint](#)

[Class exams with solutions](#)

[Worksheet for the Introduction Hook](#)

[Kahoot / Flashcards](#) formative assessment

[Suggested solutions to workbook](#)

[Suggested solutions to sample paper questions](#)

Key information for the chapter:

Strand 3 Chapter 15 The importance of communication		1.5 weeks							
Learning Intention	Learning Outcome	Pg	Mins	Activity Book (HL Qs)	Activity Book (OL Qs)	HL 1	HL 2	OL 1	OL 2
the significance of communicating effectively in an organisation including supporting collaboration, avoiding conflict, increasing engagement, promoting positive culture, managing change, and promoting innovation.	15.1 Explain the importance of communication in an organisation.	275-276	30	Q1, Q6	Q1, Q2		HL2 Q4 (c)		
the parameters around different modes of communication (verbal and non-verbal) and the impact of technology on communication (including modes, speed, cost, access, collaboration, sustainable business practices, productivity, and security).	15.2 Identify different modes of communication and analyse the efficacy of each mode as an approach within an organisation.	277-280	60	Q2	Q3, Q4		HL2 Q5 (a)		OL2 Q5 (c)
	15.3 Discuss how technology enables communication in organisations.	281-282	40	Q3, Q5	Q5			OL1 Q1 (g)	
how to improve communication (including setting clear goals, listening actively, ensuring ongoing engagement, and choosing the correct mode of communication).	15.4 Discuss how communication might be improved in an organisation.	283,	30	Q4, Q6			HL2 Q5 (a)		
		Total Time:	160	Hours:	2.7				

S3 Ch 15 The importance of communication (L.O. 15.1)

Textbook Pages: 275-276

Activity Book: HL Q1,Q6 | OL Q1 Q2

Time Allocation: 3 minutes

Learning Outcome	15.1 Explain the importance of communication in an organisation.
Students Learn About	The significance of communicating effectively in an organisation including supporting collaboration, avoiding conflict, increasing engagement, promoting positive culture, managing change, and promoting innovation.
Sample Paper Q	HL1 Q4 (c) Explain three reasons, apart from avoiding conflict, why effective communication is important in an organisation.
Create other potential Qs	

Specification Language Decoded

Explain: Give a detailed account including reasons or causes

Know	Understand	Be able to do
<ul style="list-style-type: none"> • Communication means sharing information clearly so everyone understands and can act effectively. • Effective communication helps organisations collaborate, solve problems and achieve goals efficiently. 	<ul style="list-style-type: none"> • That good communication supports collaboration, avoids conflict, increases engagement and promotes a positive culture. • That it also helps manage change and encourages innovation by allowing ideas to be shared openly. 	<ul style="list-style-type: none"> • Explain the importance of communication in an organisation using clear examples under the headings: supporting collaboration, avoiding conflict, increasing engagement, promoting positive culture, managing change, and promoting innovation.

Opportunities to differentiate for this Learning Outcome

Support Strategies	Extension Opportunities
Use a matching task where students link each benefit (e.g. “avoids conflict”) to an example scenario (e.g. “a manager explains expectations clearly before a project begins”).	

Note

S3 Ch 15 The importance of communication (L.O. 15.2)

Textbook Pages: 277-280

Activity Book: HL Q2 | OL Q3,Q4

Time Allocation: 60 minutes

Learning Outcome	15.2 Identify different modes of communication and analyse the efficacy of each mode as an approach within an organisation.
Students Learn About	the parameters around different modes of communication (verbal and non-verbal) and the impact of technology on communication (including modes, speed, cost, access, collaboration, sustainable business practices, productivity, and security).
Sample Paper Q	HL1 Q5 (a) (i) Outline two considerations that should be taken into account when choosing an appropriate mode of communication in a business setting. OL1 Q5 (c) (i) Calculate difference in a bar chart (ii) Analyse two benefits of using non-verbal communication (such as a bar chart) for a business.
Create other potential Qs	

Specification Language Decoded

Identify: Recognise patterns, facts, or details; provide an answer from a number of possibilities; recognize and state briefly a distinguishing fact or feature

Analyse: Study or examine something in detail, break down in order to bring out the essential elements or structure; identify parts and relationships, and to interpret information to reach conclusions

Know	Understand	Be able to do
<ul style="list-style-type: none"> The main modes of communication are verbal (spoken or written) and non-verbal (body language, visuals, charts, tone, gestures). Technology has changed how businesses communicate affecting speed, cost, access, collaboration, productivity, and security. 	<ul style="list-style-type: none"> That each communication mode has strengths and limitations depending on the purpose, audience and context. That digital tools (e.g. email, video calls, shared documents) can improve collaboration but also risk overload or misinterpretation. 	<ul style="list-style-type: none"> Identify different modes of communication used in business and analyse when each is most effective. Compare the impact of digital versus traditional communication in terms of efficiency, cost and sustainability.

Opportunities to differentiate for this Learning Outcome

Support Strategies	Extension Opportunities
Create a communication comparison grid where students list modes (e.g. email, video meeting, memo, infographic) and record their advantages and disadvantages for business use.	Students could design their own visual communication (poster, bar chart, infographic) to present business data clearly.

Note

The Specification clearly lays out the modes of communication as **verbal and non-verbal** so I tried to put types in to either of those to stay in line with the Spec. It also noted graphs as **non-verbal** in the Sample Papers, so I put it there, but lots of modes seem mixed (e.g. graph has both) so I was trying to go with the Specification for this section.

S3 Ch 15 The importance of communication (L.O. 15.3)

Textbook Pages: 281-282

Activity Book: HL Q3 Q5 | OL Q5

Time Allocation: 40 minutes

Learning Outcome	15.3 Discuss how technology enables communication in organisations.
Students Learn About	The parameters around different modes of communication (verbal and non-verbal) and the impact of technology on communication (including modes, speed, cost, access, collaboration, sustainable business practices, productivity, and security).
Sample Paper Q	OL1 Q1 (g) Discuss the ways EverGlow Organics Ltd can use technology to overcome the potential communication challenges as described above.
Create other potential Qs	

Specification Language Decoded

Discuss: Offer a considered, balanced review that includes a range of arguments, factors or hypotheses and is supported by appropriate evidence

R&R activity

Pg 282	<p>1. Suggested Responses:</p> <ul style="list-style-type: none"> • <i>Microsoft Teams</i> – used for meetings, chat and document sharing in one platform. • <i>Canva</i> – supports visual communication and design collaboration for marketing or presentations. • <i>Notion</i> – combines notes, databases and project tracking to help teams stay organised. <p>2,3,4. Student response</p>
---------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Know	Understand	Be able to do
<ul style="list-style-type: none"> • Technology enables communication through tools such as email, messaging apps, video conferencing, and cloud collaboration platforms. • Digital communication improves speed, cost-efficiency, access, and global connectivity for organisations. 	<ul style="list-style-type: none"> • That technology can strengthen teamwork and productivity but also create challenges such as information overload, lack of personal contact, or security risks. • That choosing the right digital tool depends on the message, audience and level of formality required. 	<ul style="list-style-type: none"> • Discuss how technology enables communication within organisations, using examples such as hybrid meetings, digital noticeboards, or internal messaging systems. • Evaluate both the opportunities and risks associated with digital communication.

Opportunities to differentiate for this Learning Outcome

Support Strategies	Extension Opportunities
<ul style="list-style-type: none"> • Use a group card-sort where students match types of technology (e.g. video call, instant message, shared document) to their best use in an organisation (e.g. collaboration, quick updates, presentations). • Allow students to pair up and describe one workplace scenario where technology could improve communication and one where it caused confusion or problems. 	

S3 Ch 15 The importance of communication (L.O. 15.4)

Textbook Pages: 283

Activity Book: HL Q4,Q6

Time Allocation: 30 minutes

Learning Outcome	15.4 Discuss how communication might be improved in an organisation.
Students Learn About	How to improve communication (including setting clear goals, listening actively, ensuring ongoing engagement, and choosing the correct mode of communication).
Sample Paper Q	HL Q5 (a) (ii) Explain two ways, apart from choosing the correct mode, how communication might be improved in an organisation.
Create other potential Qs	

Specification Language Decoded

Discuss: Offer a considered, balanced review that includes a range of arguments, factors or hypotheses and is supported by appropriate evidence

Explain: Give a detailed account including reasons or causes

Know	Understand	Be able to do
<ul style="list-style-type: none"> Communication can be improved by setting clear goals, listening actively, encouraging feedback, and maintaining regular engagement. Choosing the right communication mode for the audience and purpose is key to avoiding misunderstandings. 	<ul style="list-style-type: none"> That improving communication involves two-way interaction speaking clearly and listening effectively. That consistent, transparent communication strengthens trust, teamwork, and employee motivation within an organisation. 	<ul style="list-style-type: none"> Discuss and explain ways communication can be improved in an organisation using real or hypothetical examples.

Opportunities to differentiate for this Learning Outcome

Support Strategies	Extension Opportunities
Use Think–Pair–Share on which single improvement would have the biggest impact and why.	Students can compare how two businesses (e.g. a start-up vs. a large company) might approach communication differently.

Links to cross-cutting themes:

Entrepreneurial Thinking:	(LO 15.1 & 15.4) Encourages innovation and adaptability through open, collaborative communication that supports problem-solving and creative thinking.
Ethics and Sustainability:	(LO 15.1 & 15.4) Promotes fairness, transparency, and respect in workplace communication, helping to build an ethical and inclusive culture. (LO 15.2) Emphasises clear and responsible communication to reduce misunderstandings and foster a positive, sustainable work environment.
Digital Transformation:	(LO 15.2 & 15.3) Demonstrates how digital tools enable faster, more efficient and collaborative communication, while raising awareness of security, privacy, and digital overload challenges. (LO 15.4) Shows how technology can be used strategically to improve ongoing engagement and communication flow in modern workplaces.
Business and Financial Literacy:	(LO 15.3) Connects digital communication efficiency with cost-effectiveness and sustainability in managing modern business operations.

Assessments

Formative	Summative	AAC (Investigative Study)
<ul style="list-style-type: none"> • Think–Pair–Share activities • Group roleplays and discussions • Matching / fill-in-the-blanks tasks • In-class Kahoots or Blooklets 	<ul style="list-style-type: none"> • Written class exam • End-of-chapter quiz 	

What examples/resources have we used before that we can adapt for this chapter?

E.g. Think-Pair-Share, Roleplays, Debates, Inquiry tasks, Digital tools

Think-Pair-Share	
Roleplays / Simulations	
Inquiry Tasks	
Debates	
Digital Tools	

Teacher and Department Review

1. Teaching and Learning Effectiveness	2. Differentiation and Inclusion
<ul style="list-style-type: none">• Did students clearly understand the role of communication in supporting collaboration, motivation, and innovation? • Which learning strategies (e.g. case studies, group tasks, R&R activities) best supported engagement and comprehension?	<ul style="list-style-type: none">• Were literacy supports and visual aids (e.g. charts, examples, sentence starters) effective in helping all students access key concepts? • Did classroom discussions and examples reflect a variety of communication styles and workplace contexts to promote inclusion?
3. Resource Use and Gaps	4. Connections and Continuity
<ul style="list-style-type: none">• Which chapter resources (PowerPoint slides, flashcards, Kahoots, R&R tasks) were most effective in reinforcing learning? • Are there any missing digital or real-world examples (e.g. new communication tools or Irish case studies) to add next year?	<ul style="list-style-type: none">• Did students make clear links between communication, leadership, and motivation (Chapters 14 and 15)? • How can communication themes be reinforced in later chapters (e.g. change management, planning, or corporate culture)?