**LADDER OF EFFECTIVE COMMUNICATION**

**\_\_\_ Face-to-face conversation**

**\_\_\_ Small group discussion or meeting**

**\_\_\_ Telephone conversation**

**\_\_\_ Hand written letter**

**\_\_\_ Printed personal letter or e-mail**

**\_\_\_ Large group discussion or meeting**

**\_\_\_ Video**

**\_\_\_ Mass produced letter**

**\_\_\_ Newsletter**

**\_\_\_ Brochure**

**\_\_\_ News item**

**\_\_\_ Advertisement**