**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**