

LINK BY LINK: STRENGTHENING YOUR COMMUNICATION CHAINS

THE SOURCE ENCODES A MESSAGE FOR A DESTINATION

Sources encode and send a message that accurately represents their meaning.



THE DESTINATION ACCURATELY DECODES THE SOURCE'S MESSAGE

Destinations need to decode the source's message.



THE DESTINATION ENCODES ACCURATE FEEDBACK FOR THE SOURCE

Having decoded the message, destinations encode the feedback they send back to the source.



THE SOURCE ACCURATELY DECODES THE FEEDBACK FROM THE DESTINATION

Finally, the source accurately decodes the destination's feedback.

