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EFFECTIVE COMMUNICATION: A NEED OF BUSINESS

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ABSTRACT

Communication is an aid used in everyday life, be it personal or business. In the business world communication is very important for the daily operations of the company it affects sales and profitability of the company without good communication internal and external structure of a business can face numerous challenges. Communication constitutes a very important function of management. It is said to be the number one problem of management today. Nothing happens in management until communication takes place. Without communication we cannot live or work together in an organized way. There are three types of communication verbal, written and expression are used internally and externally to conduct a business. Effective communication strengthens the connections between a company and all of its stakeholders. Problems with communication occurs when the way in which we express ourselves is not fully understood and appreciated by those we want to communicate with. Some of these differences are within our control and others are not. It is essential to deal and cope up with these communication barriers so as to ensure smooth and effective communication.

KEYWORDS

communication, purpose, audience, structure, effective, credibility, persuade.

INTRODUCTION

Communication takes place when one person transfers information and understanding to another person. It refers to the exchange of ideas, feeling, emotions, knowledge and information between two or more people whether by speech, writing or sign, for instance a teacher while delivering his lecture communicates to his students but if he speaks or writes in a language which is not understandable to his students there is no communication.

COMMUNICATION IN BUSINESS

In business management ideas, objective, order, appeals, observations, instructions, suggestion etc. have to be exchanged among the managerial personal and their subordinates operating at different levels of the organization for the purpose of the planning and executive the business policies.

Modern organizations are complex social system. No social system functions effectively without meaningful interaction between its participants. Thus communication can be described as a means through which organizational participants are linked, we can say that good managers are good communicators and poor managers are poor communicators. Managers rely on the information from their employees to take suitable and necessary action. Communication can help an organization by boosting employees morale by keeping employees informed about what is going on, involving them in decision making and getting feedback from them regarding their opinions, attitudes and suggestions. As a result, employees are more willing to assume responsibility and support management effort.

EFFECTIVE PRINCIPLES FOR BUSINESS COMMUNICATION

First of these, is know your subject-identify the topic you are going to discuss and find out all you need to know about it. In particular, find out all the important specific details because without details it is not possible to guide or instruct any one clearly. Many people make the mistake of trying to convey everything they know about a subject. Unfortunately, when a message contains too much information it's difficult to absorb. So if you as the communicators want to get your point across, decide what to include and what to leave out. In business, there should be proper induction program so that the policies of the company are clear to all the employees.

Secondly, focus on the Purpose - You should know the purpose of your message. The basic, purpose of communication is to achieve organizational goals. The organizational structure should not be complex. The number of hierarchical levels should be optimum. There should be a ideal span of control within the organization. Simpler the organizational structure, more effective will be the communication. When middle and lower level manager's fails to understand their organizational goals and planning, their planning efforts are likely to fail. Therefore, top level managers should communicate goals and planning throughout the organization. The information should be clear and specific it helps the employees to understand their role and the plan as a whole. Plans and policies are formulated at the top level management and forwarded to the various divisions, units and departments in terms of various instructions or notifications.

Thirdly, know your audience-to convey your purpose effectively, you must know about and understand your audience. You need to know something about the basis, education, age and status of the receiver to create an effective message. Decision about the content, organization, style and tone of the message all depend on the relationship between communicator and audience. They should listen attentively and carefully. There is a difference between "listening" and "hearing". Active listening means hearing with proper understanding of the message that is heard. By asking questions the speaker can ensure whether his/her message is understood or not by the receiver in the same terms as intended by the speaker.

Fourth one is, Be organized- communication should be organized in such a way that it convey the sender's message in a structured way that it is easily readable by the audience. If message is short it can be organized within a single paragraph otherwise introduction, body, conclusion or close format should be followed. During communication one should make effective use of body language. He/she should not show their emotions while communication as the receiver might misinterpret the message being delivered. For example, if the conveyer of the message is in a bad mood then the receiver might think that the information being delivered is not good.

Another one is, actively involve senior leader in developing the message, purpose and approach. Senior leaders should take initiative and come out with a message that clearly reflects their ideas, objective and values. Effective communication should be coordinated at the most senior level and should be consistent. The managers should know how to prioritize their work. They should not overload themselves with the work. They should spend quality time with their subordinates and should listen to their problems and feedbacks actively.

Next is, don't overlook the basic element of effective communication. It should be clear and simple. Use of ambiguous words and jargons should be avoided. Important points should be repeated over and over again. It should involve a flow of information from both the directions, people should be allowed to ask questions and contribute ideas and opinions. Active participation helps people to understand in formations. Noise is the main communication barrier which must be overcome on priority basis. It is essential to identify the source of noise and then eliminate that source.

One of the most important is proper media selection. The managers should properly select the medium of communication. Simple messages should be conveyed orally, like: face to face interaction or meetings. Use of written means of communication should be encouraged for delivering complex messages. For significant messages reminders can be given by using written means of communication such as: Memos, Notices etc.

Last is, assume your credibility- credibility is the major factor affecting communication. Any attempts to hide the real facts would erode the credibility of the organization. Don't use variety of themes these would confuse the audience. Internal communications do get leaked out to the media, competitors and customers in a matter of time. If there is a possibility that you would not like to be tired to the comments then take another look at what you were planning to say. When

you are in doubt tell the truth. In all seriousness honesty really is the best policy. Trust once is lost is very difficult to win back. Avoid giving negative feedback. The contents of the feedback might be negative, but it should be delivered constructively. Constructive feedback will lead to effective communication between the superior and subordinate.

WHY IS EFFECTIVE COMMUNICATION IMPORTANT IN BUSINESS?

The basic purpose of communication is to facilitate and lubricate the organization. A major purpose of communication is to help people feel good about themselves and about their friends, groups and organization. The classic purpose of communication is to often limited to celebratory occasions and products or services that are being marketed to customers and clients.

Relationships are built and can be maintained by positive encounters with others. Communication will be key to this process without effective skills, it will be difficult to properly construct and foster productive relationships. When employees feel comfortable in openly communicating new ideas, cooperation and innovation will be at an all-time high. In addition, if staffs are unable to convey their ideas due to limited communication skills, it is likely that the idea will not be implemented to its full potential.

It helps managers in achieving organizational goals. It helps to perform all managerial functions and predetermined goals when middle and lower level managers fails to understand their goals. Business has external and internal activities these are supported by internal activities. So a bridge is required to integrate and adjust such is provided by business communication. For example, to sell any new product in the market required advertisement because it highlight the product and customers are attracted to buy the product, so it is a communication to inform the general people. Moreover, the advertisement requires financing which involve in internal activities of the management.

If open communication within a workplace is encouraged, a more cohesive and effective team will emerge. Good communication within a team also tends to boost employee morale. When employees feel that they are well informed of the company's direction and vision, they will feel more secure within their role. Regular internal communication can also lead to an improved work ethic if staffs are reminded of achievements and feel that they are working towards a common goal. When managers are effective communicators, they are more able to inform staff adequately of their responsibilities and what is expected from them. Good communication skills also help managers to provide constructive feedback to their staff, build better relationships, and understand personal goals that staff may wish to work towards.

Strong image of a business firm helps it to gain competitive advantage in the market. Business communication enhance image and helps to retain it. It helps management to make decisions and therefore needs accurate information timely. Managers cannot implement their plans and policies without effective communication. It helps management in maintaining good relationship with workers, customers, suppliers, shareholders, government and society. Communication is the means by which the behavior of the subordinates is modified and change is effected in their actions. It is the key to word more and such motivation can be a letter which praises the individuals with words of excellence or appreciation and their morale is boosted. Managers can motivate people by effective communication.

It creates Job satisfaction among employees by reducing the gap between management and employees. It increases mutual trust and confidence through the sense of belongingness. They work with zeal and enthusiasm. Actual performance of subordinates can be compared with the help of standards set by plans and taking corrective actions on deviations communication acts as a tool of effective control.

A lack of communication can lead to the collapse of any organisation. Whilst that is a bold statement – without proper marketing collateral and communication internally and externally, most organisations will struggle to survive. Communication can also lead to productivity and helps to avoid unnecessary delays in the implementation of policies. When regularly communicating both internally and externally, organisations remain more transparent. This is important in building trust in your brand, in your services and also internally when it comes to the trust that employees have in higher management. Tony Deblauwe from Examiner adds that 'when tough decisions need to be made, transparent leaders will have an easier time explaining why'.

CONCLUSION

Communication is the process by which information is exchanged and understood by two or more people, usually with the intent to motivate or influence behavior. Managers spend 70% to 80% of their time, interacting with subordinates and others. The manager must possess effective communication skills to achieve the goals of an organization, the managers must interact with his superiors, subordinates and various external parties. The interaction between managers and other organizational participants can be productive only if he is able to communicate effectively. We can say language is God's greatest gift to mankind and effective communication if used properly can enable organization to overcome all hurdles to survive the worst of crises.

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