

Why Communication matters at Workplace

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Abstract:

The foundation of every structured action in an organization is the business communication process and your communication strategy. This could encompass everything from administrative communication to technical vendor communication. Additionally, the fundamental elements of the company may disintegrate if communication breaks down. A company with a solid communication strategy will undoubtedly see a rise in employee engagement. Businesses employing networked staff have also shown productivity increases of up to 25%. Clear and effective corporate communication is crucial for teams, employees, managers, and executives to carry out their tasks and fulfil their obligations. When the right procedures and tools are not in place, information flow is disrupted, and people are left in the dark. Unhappy employees and customers could have a serious negative impact on the company's finances. Open information flow is a clear primary aim of a firm communication approach.

Keywords:- Effective corporate communication, Unhappy employees, communication, productivity

Introduction:

Understanding what communication implies goes beyond a purely scholarly endeavor. Humans base their decisions on their opinions and convictions. As a result, we will react as suitable if we have a certain perspective on human communication. Our activities may be problematic if we have an incorrect perspective. Giving an illustration of how manager's act based on their perceptions and cause problems can help to clarify this idea.

Communication is important because:

- It is the foundation for collaboration and productivity.
- It facilitates the development of answers and solutions because it fosters an environment where a manager can identify employee suggestions and client concerns.
- It fosters harmony and trust, which promote productive workplace relationships.

Your ability to get along with others and how you come across to those around you are frequently taken into account when evaluating you at work. This involves much more than simply choosing your words wisely. Along with your spoken language, you must pay attention to your body language and gestures. These could have a significant impact on your success and have the power to build or ruin relationships. In order to enhance your communication abilities, be sure to pay close attention to a number of significant nonverbal cues. Effective

communication is especially important in work. It might have real benefits, like decreasing unnecessary departmental competition. It also encourages more amicable workplace collaboration. It is also well known fact that more productive teams provide better customer service. When conversing, make an effort to stay on the same page as the other person. This does not obligate you to copy them, though! Remember, that when we like someone, we often mimic and mimic their body language, tone of voice, and motions. You can establish a good rapport with the other person by doing this. Furthermore, if you don't "move in sync" with your teammates, they might think you're dishonest, aren't interested in them, or aren't a good team player. Effective communication has various benefits for professionals at their places of employment that aid in people understanding what you mean. There are several benefits to having efficient communication inside a firm, including:

- Strong management;
- Effective problem-solving and conflict management;
- Enhanced productivity;
- Team building;
- Satisfied employees;
- Growth;

Effective communication is essential to achieving productivity and maintaining positive working relationships at all levels of a business. The Covid-19 epidemic has forced many people to work from home, which makes this especially true today. Employers who make an effort to provide open lines of communication will gain the trust of their staff members fast. A person is a valuable asset to any organisation if they can work well with coworkers, superiors, and customers. This talent can also help them stand out from the competition while searching for jobs. Employees who lack motivation and may begin to doubt their personal confidence in their abilities and the organisation as a whole will come from poor workplace communication.

Importance of the Study

People are all around us in the world. We share a home, a place to work, and time to play. We rely on one another for support, friendship, stability, and affection in our private lives. To accomplish our aims and objectives in our working environment, we depend on one another. Communication is necessary to accomplish each of these objectives. The fundamental link that connects us is communication. We express our needs, wants, ideas, and feelings through spoken and nonverbal communication. Our ability to realise our goals and aspirations increases with our ability to communicate effectively (Alessandra, Hunsaker, 1993). This study is crucial since it appears that there is a lack of communication within the business, at least based on talks among customer support representatives. Some employees believe that despite the supervisors' regular meetings, little information is communicated on company changes or/and processes. Anybody finds it challenging to efficiently accomplish goals when there is a communication gap within the organisation. The primary duty of the customer service representative and/or unit leaders is to communicate information to the clients that the business serves. Employees run the danger of offering clients erroneous information if changes are not communicated to them. When

responding to phone calls and/or written enquiries, the representatives will differ from one another. The goal of this study is to ascertain whether or not the communication gap within the organisation between the supervisors, unit leaders, and customer service personnel effect its functioning.

Review of Literature

All professionals should focus on the most crucial element, which is excellent communication, in order to perform well at work. In addition to being crucial in everyday interactions, communication is also essential at the workplace, in the classroom, and in any other setting where people come into contact (Encarta, 2005). When it comes to job, having excellent communication skills is essential for success. Every step of the communication process, which includes the sender, message, channel, receiver, feedback, and context, is susceptible to the emergence of communication barriers, which run the risk of causing misunderstanding and confusion. Your aim should be to reduce the frequency of these barriers at each level of this process using clear, succinct, accurate, well-planned communications in order to be a good communicator and to get your idea across without being misunderstood or confused (Fowler & Manktelow, 2005). When we discuss "upward communication," the ability to listen takes on a very significant role. There are many ways for management to communicate messages downward through a company organisation, but there are few ways for information to go in an upward manner (Nichols & Stevens, 1999).

In a study conducted by Kasim and Ali (2010) on the importance of excellent communication skills in multinational corporations, the response analysis revealed that 71 to 80% of the respondents regarded it as the most crucial competency needed at work. Additionally, they clearly identified the situations in which verbal communication skills are necessary in multinational corporations, including making oral presentations, explaining and demonstrating to subordinates, speaking on the phone, having informal business-related discussions, attending meetings, and interacting with coworkers.

You don't need to be an expert in management to understand that the better the communication, the more effective and efficient the people and their operations will be, according to Covey (1990). Any employer's ideal employees are those who are committed to their work, boost productivity, maintain a great work environment, and are loyal to the business as a result of their cooperation and teamwork. In essence, they are responsible for ensuring the organization's long-term prosperity (Frandsen, Johansen and Pang, 2013). According to Odine (2015), the two main issues with the communication process within organisations are the usage of inappropriate channels and the existence of imprecise information. The author also came to the conclusion that a lot of experts failed to consider the characteristics of their intended audience or receiver (for instance, their background and knowledge).

Importance of Workplace communication

The process of conveying information verbally and nonverbally within a company is called workplace communication. There are numerous ways to communicate. You must master all the appropriate communication techniques if you want to contribute effectively and positively to

your company. The accomplishment of corporate goals is guaranteed by effective workplace communication. Organizations place a great deal of importance on workplace communication because it boosts efficiency and production. Ineffective workplace communication results in gaps in employee communication, which adds to confusion, loses time, and lowers productivity.

Effective communication helps people avoid misunderstandings that lead to conflict. It must move from a sender to a receiver for communication to take place. Whatever the method of communication, this must take place. Effective communication depends on the recipient's comprehension and ability to respond. This means that reasoning, reading, speaking, and listening are all necessary for effective communication. There are numerous opportunities for a communication's initial meaning to change as it travels from the source to the receiver. In order to ensure that the recipient has grasped the message, listening, deliberating, and providing feedback are crucial steps in the process. The "noise" of the conversation must also be taken into account. This includes other events, diversions, baggage, and other factors. The message that the receiver decodes can be significantly impacted by noise.

Workplace Communication is important because:-

1. Employee productivity is increased via workplace communication.

Effective lateral and work group communication, improves overall corporate performance. Additionally, it is found that workers who received the highest work productivity grades had the best communication with their superiors.

2. Employee job satisfaction may rise as a result of workplace communication.

If employees can get upward communication, they feel more powerful. In an organization, information goes upward and typically includes feedback in this style of communication. Employee job satisfaction rises when supervisors or employers are able to hear their concerns and respond. Additionally, if there is effective downward communication—information flowing from managers or superiors to direct reports—employees are happy.

3. Absenteeism and turnover rates can benefit from improved workplace communication.

Workplace communication is crucial to employees. Employees must have confidence that their superiors are providing accurate and current information. They also want to be able to communicate their ideas, issues, and views with others within the business. According to studies, businesses that have outstanding communication are able to keep their surviving staff even after a time of downsizing.

4. Ineffective communication's effects on company

When communication is unclear, disorganised, lacking crucial information, and not conducive to genuine two-way interaction, staff morale suffers. Poor communication has a significant negative impact on both customers and suppliers. As a result of feeling marginalised, they start doing business elsewhere.

5. Higher rate of staff turnover

Any employer must bear a large loss due to employees quitting on their own. The cost of replacing an employee might be up to three times that employee's yearly compensation. According to a Watson Wyatt study, organisations with the best communication are at least 50% more likely to report turnover levels below the industry average than those with the worst communication, which is only 33%. The bottom line may be significantly impacted by this.

6. Inadequate client service

Ineffective employee communication results in ineffective customer communication. Employees who don't receive direction from management and aren't allowed to have open discussions about their work struggle to understand how to satisfy consumers and lose the motivation to do so. The result could have an impact on the bottom line.

7. Higher frequency of injuries

Organizations and taxpayers lose billions of dollars each year due to stress-related illnesses and occupational health and safety mishaps. One of the main contributing factors to many of these occurrences is poor communication.

8. Lower employee morale

Employee morale is largely impacted by the stress that comes from having bad relationships at work. According to a research, 16% of employees experience relationship stress. Setting up collaborative communication channels and conflict resolution procedures can significantly help to lessen the impact on an organization.

Methods to Improve Communication at Workplace:

The individual is where workplace communication begins, but it doesn't end there. Technology, norms, and company culture can all affect how well people communicate there.

The following are some suggestions for enhancing workplace communication:

1. Improve your own communication abilities.

Having productive conversations with coworkers is essential to enjoying your job. Here are a few things to have in mind as you communicate with coworkers if you're wanting to improve your communication abilities on an individual level:

- a) **Be aware of nonverbal signs:** Tone of voice and body language have a lot to say that words cannot. Keep an eye on both your partner's and your own body language as you speak to someone. In text-based conversations, tone can be more difficult to understand. Offer an alternative means, such as video conferencing or a face-to-face conference, if you find it difficult to grasp someone's email or chat communication.
- b) **Listen:** Mutual communication goes both ways e.g. by taking in what you hear and paying attention to the intention and emotion underlying what you're being told, you can practise active listening.
- c) **Provide helpful criticism:** Each individual member of a team should have their effort respected. When giving feedback, strike a balance between what's effective and what may be made better.

- d) **Be present during meetings:** Review the agenda or previous notes before the meeting to familiarize yourself with the topics being addressed, and start considering how you may contribute. Pay attention to what is being said, make any necessary notes, and raise pertinent issues.

2. **Know which technique to employ.**

Not every problem requires a separate meeting. When choosing the appropriate channel to convey a message, keep its importance, urgency, and complexity in mind. A brief email or group message can communicate the message. The best approach might be a face-to-face encounter. Establishing team-wide procedures for when to use which kind of communication can be a smart idea.

Whether the technology in your workplace needs to be updated, talk to your manager to see if the company will make the necessary investments. Numerous chat services, email services, and video conferencing capabilities can greatly enhance communication.

3. **Make meetings productive.**

There are certainly a number of methods to enhance how meetings are conducted at your company.

Here are some tips for conducting successful meetings:

- a. Create a meeting agenda and objectives. Agendas that recycle are best avoided.
- b. Give the team advance notice of the meeting so they can examine the agenda and other documents, such as presentations, that will be discussed.
- c. Only invite those who truly deserve it.
- d. Ask yourself if a meeting is really the best approach to get a message across.
- e. If a meeting isn't necessary, call it off.
- f. Check that the technology is operational in advance.
- g. Hold on-time meetings that end on time.
- h. After the meeting, distribute the notes.

4. **Make an inclusive culture.**

Building a trustworthy environment at work is essential for effective communication. People should feel free to express their worries, ask questions, and offer their suggestions.

- a) Schedule bi-weekly or monthly lunch meetings, as well as events like happy hours or off-sites, to give workers a chance to unwind and get to know one another better. This could promote trust and foster a more encouraging work atmosphere.
- b) Present many options for participation. Individuals can have varying communication styles. While some people aren't afraid to speak up at big meetings, others might choose asking questions via text-based forums. To ensure you hear from as many people as possible, vary how you get suggestions and feedback.

- c) Include workers who are remote. Despite the rise of remote employment, people still need and require face-to-face interaction.
- 5. Set up regular team and one-on-one meetings.**

Employees may raise issues at regular meetings that they otherwise wouldn't know how to address. Encourage your direct supervisor to schedule regular one-on-one meetings if they haven't previously (or direct reports). Regular team meetings can also provide team members a chance to voice their issues more openly and get feedback from others.

Even while it's acceptable to call off a meeting if there isn't an agenda, try to avoid doing so excessively. This could undermine employee trust and rob them of critical time to ask questions.

Conclusion

Establishing and maintaining effective working relationships in organisations depends on communication at work. Effective communication in the workplace is crucial because it facilitates the transfer of knowledge and understanding between individuals. This is because every administrative task and activity involves some sort of direct or indirect communication. As a result, administrators must practice active listening techniques and become aware of the significance of sender and receiver roles in order to improve the effectiveness of communications. An administrator's capacity to be a great leader will develop with effective communication skills in the workplace. Therefore, administrators should foster a culture where issues, plans, opinions, thoughts, and ideas related to work are discussed and managed in a skilled and professional manner through effective and constructive communication.

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