



# A study on the effectiveness of communication in an Organization

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## **Abstract**

Effective communication is a basic requirement for the attainment of organizational goals. Communication plays a fundamental role in all aspects of business. Effective communication is important for the development of an organization. It helps the managers to perform the basic functions of management – Planning, Organizing, Staffing, Directing, Co-ordination, Motivating, and Controlling. Thus, it can be said that effective communication is the building block of an organization. The survey and percentage research design were employed. The results is largely supports the effective organization communication and its channel suitability and how receptive or accessible are the superiors to the subordinates, among other factors.

**Keywords: Communication, Effective organisation, Communication and Organisation**

## **Introduction:**

Organisation flow of communication designed in such a very to simplify communication structure and quality. Where the manager and workers get treated based on the information shared to them. It concludes that, effective communication is the “lifeblood” of organizations, and that efficient and effective communication influences the positivity “bottom line” of our organizations in achieving organizational strategic goals.

Effective communication is more importantly focused on open communication within workplace. Good communication within a team also tends to boost employee morale. Regular internal communication can also lead to an improved work ethic if staff are reminded of achievements and feel they are working towards a common goal.

As Nitin Nohria, Dean of the Harvard Business School, says that, “Communication is the real work of leadership”. It explains that communication is the human connection and it is the key to personal and career success. Similarly, “Like a human being, a company has to have an internal communication mechanism, a ‘nervous system’, to coordinate it’s actions”, says Bill Gates, an American business magnate.

## **RESEARCH PROBLEM:**

Without communication in the workplace, there’s a risk that quickly lead to conflict. The only issue maybe a misunderstanding of another person’s expectations and different personalities. Poor communication is frustrating in the workplace and can lead to poor performance, lack of teamwork, low morale and reduced profits. In a workplace dominated by quick replies via text and email, details can be lost, overlooked or misunderstood. When you’re part of a group brainstorming session, there’s always the potential to assume someone else has a task covered. Failure to consider what you are about to write or say can lead to a breakdown in communication.

When you are unprepared mistakes, misunderstandings and even the misdirection of a project or task can occur.

Misjudging the situation and picking the wrong tool can lead to a breakdown in communication and create confusion, misunderstanding and hurt feelings. This results in over sharing or releasing personal or sensitive information.

Organizational communication can be divided in two directions: inside communication and outside communication. Inside communication proposes that information transmission triggers the fulfilment, by the staff of those activities, while ensuring a stimulation of the employees towards their adhesion to the objectives of the organization. Outside communication implies contacts which have the object of business through connections with suppliers, distributors, consumers, public opinion, together with the promotion of these ties.

Communication is a relational process, in which two or more parties shall exchange information, understand and influence each other; it is an indispensable element for the optimal operation of any human collectivities. This consists of the transmission, receipt, storage, processing and use of information. Communication is also a functional way of psycho-social interaction of people, achieved by means of symbols and meanings of the generalised social-reality, in order to obtain stability in times of changes of individual and group behavior. Effective communication requires specialised personnel in the field of communication, which deals with communication of information both internally and externally.

Internal communication aims to send, by audiences, suitable messages on which the organisation wishes to serve in society. Effective internal communication will certainly result in the welding of the team working in a harmonious relationship between the employee and the employer, whereas it offers everyone the chance to get to know each other, get to know the organisation's objectives in working effectively, to work, to actively participate in all activities within the Organisation, to be more motivated, etc. As an instrument of internal communication, through which the Organisation informs, reminds, announces projects, policies, actions, activities etc., a periodic newsletter can be used, sent via e-mail or on paper.

External communication refers to communication management strategy, which any organisation applies for the purpose of communicating messages to the general public. Any kind of information, consultation, advertisement, brochure, letter, and any form of contact between persons or things in your organization and those outside it is or should be part of the communication strategy. External communication takes into account: the identity of the organization, the organization's image, brand identity/brand, integrated campaigns. Through them, the organization/institution is known and informs all those interested in information about the activities and actions undertaken.

Communication between employers and employees will be more efficient if, after a period of three months of employment, employees were asked to complete a questionnaire regarding satisfaction at work. Then, these questionnaires should be applied to all employees each year, the answers being interpreted by specialists. Another effective method of communication and, at the same time, a way to improve the performance of your employees and your organization's development would be the existence of a program with employees so that when they have something to say they can confidently go to the employer and discuss openly about any concern.

In order to achieve the desired objectives, employers need to be aware that people are less predictable and less manipulated, and managers need to work with people requesting more wisdom, energy and experience than to work with lifeless things. Therefore, the relationship between employee and employer acts as a factor of utmost motivation for the employee. Employers must not omit employee acknowledgements when required. Everyone wants to be appreciated, wants to see that his progress does not remain unnoticed, so that recognition, preferably in public, of his merits matter enormously. Being appreciated, the employee will be more motivated, more effective, more efficient, and this only requires resources of time, not necessarily money.

#### **OBJECTIVES:**

- To under the quality of consciousness, Formulation and execution of plans
- To analyse the effectiveness of communication in achieving organisational goals

**LITERATURE REVIEW:**

Communication is an asset available to each organization and must be harnessed for the purpose of attaining the aims set out which are of major importance. This asset is seen, on the one hand, as a series of products, services, brands, and performance, part of respecting the objectives of the organization and on the other hand even as personality. Permanent contact with the developing organization creates connections: whether you are with your customers, suppliers, competitors, employees, or other audiences, all of which cannot exist without a communicative potential (Slatten, Göran and Sander, 2011).

Communication objectives should motivate the management to exchange quality information, ideals, attitudes, and feelings through the process of communication (Etuk, 1991).

The dynamic communication channels streamline individuals of the organization, namely the work force, will be the first to benefit from the results of the strategy or not, because they are the ones who execute the tasks assigned to attain the objectives (Bodie and Crick, 2014). As Imaga (2001) rightly puts it. "It is not how much a manager says, but what he says that matters."

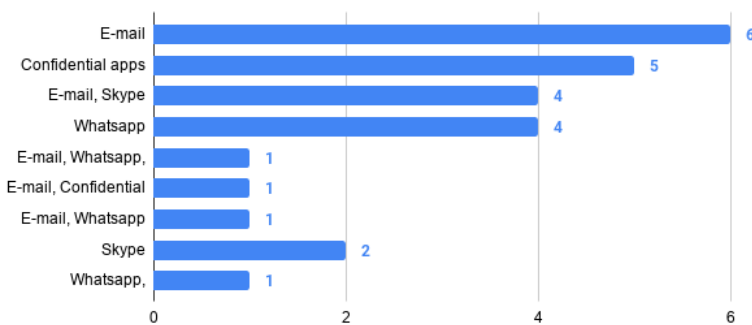
Adirika, Ebue and Nnolim (1996) used eight different variables for effective communication as the sender, encoding, message, media, decoding, receiver, response and feedback. If noise exists in these elements in anyway, clarity of meaning will be affected.

**RESEARCH METHODOLOGY:**

The study for this data is based on primary data collection as the subject is very dynamic and varies person to person. For this purpose, a questionnaire was framed with a view to obtain necessary information about the personal information about the respondents and related to the communication in their particular organisation.

**DATA ANALYSIS AND INTERPRETATIONS:**

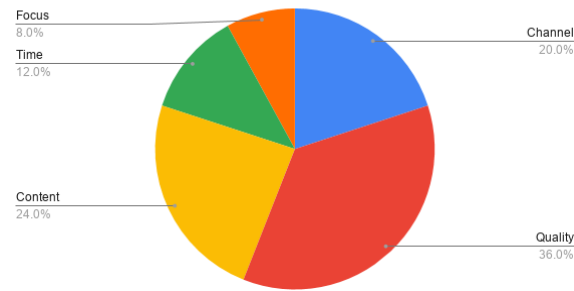
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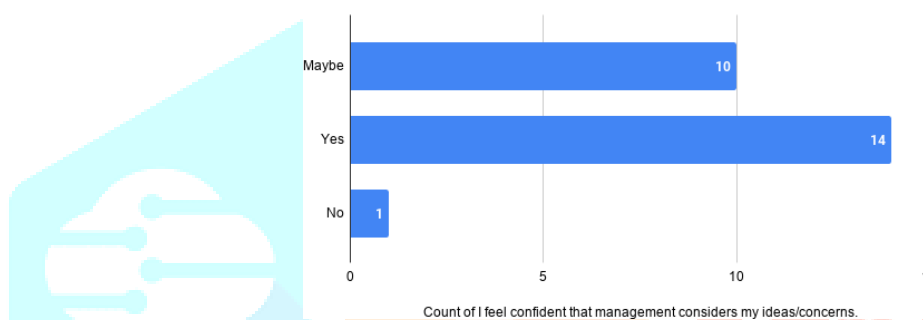
It is found that majority of the respondents use Email as their communication tool and second most highly in use is confidential applications. And it is a tie between WhatsApp and Skype. It is inferred that Email is the most convenient medium for communication.

What are the key elements that one needs to follow while communicating?



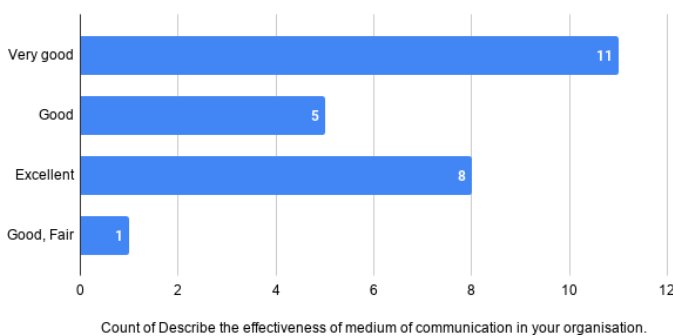
It can be found that 36% of observations has felt Quality is the most important thing while communicating and 24% of respondents feel the Content is a key element whereas 20% of them has agreed that Channel do plays an important role and 12% of them agreed to the Time. It is inferred that Quality, Content and Channel should be kept in mind while one is communicating.

I feel confident that management considers my ideas/concerns.

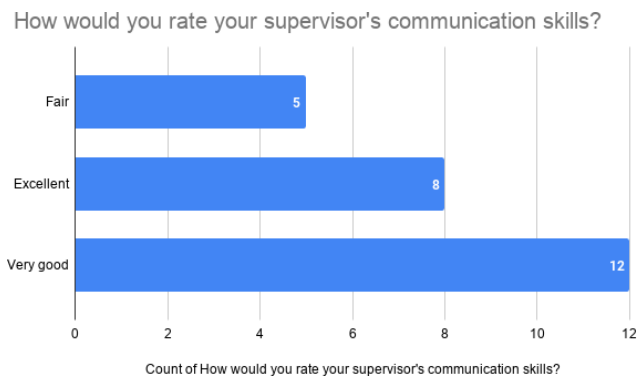


14 respondents experience confidence when their ideas are accepted. 10 of them aren't sure of it yet, they are in between yes or no and in rare case few respondents doesn't feel confident at all. It shows accepting the employee's ideas will boost up their interest and confidence.

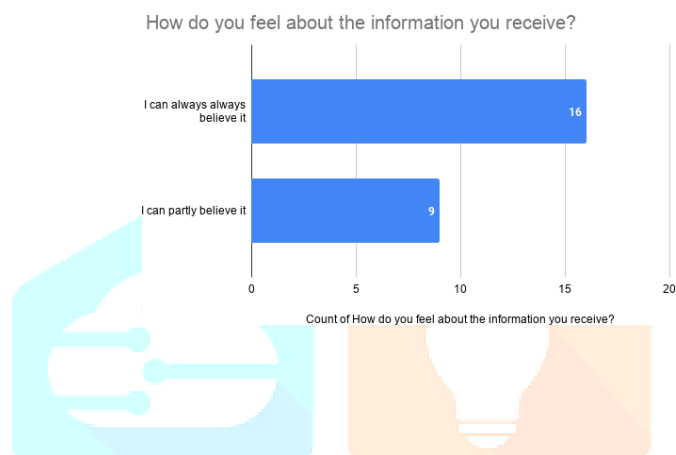
Count of Describe the effectiveness of medium of communication in your organisation.



It is found that 11 observations have experienced Very good medium communication in their organisation and 8 of them have experienced Excellent and 5 rated for Good. It is inferred that the tool used for communication has made feel comfortable for the employees.



The above graphs shows that 11 respondents are fully satisfied with the communication in the organisation and 7 are only satisfied and another 7 are fairly satisfied. It is observed that comparatively most of them aren't Fully satisfied.



It is found that 16 of the respondents feel the information they receive can fully believe it and 9 of the respondents said that they can partly believe the information they receive. It can be seen most of them has some trust issues within the organisation.

## DISCUSSION:

This Research mainly focuses on the EFFECTIVENESS OF COMMUNICATION in an organisation. Through this Research we were able to understand that the working individuals/ employees use words to their maximum effectiveness in order to persuade and really be heard. Maximum amount of individuals use EMAIL as a part of their communication as it is the most formal way to communicate in an organisation and also help them to make secure conversations as it is reliable to them. We can also find in this research that almost everyone prefers QUALITY as the key element in communication and also they prioritise quality over all the other elements as it contributes most to their communication. Individuals also find that they're opinions are not heard by their supervisors mostly because they themselves feel they're not confident enough to give valid points and they're not bold enough to portray their opinion. Most of the individuals find that the information received by their supervisor is believable, this ensure the transparency and also building trust in their organisation.

## PRACTICAL IMPLICATION:

The analysis of this study can be used by corporate individuals and also students who wants to pursue internship and part time jobs as well. By being aware of these factors, they can take necessary measure to minimize any unfavorable or negative outcome. The sample size of the study is only 25 respondents, which may not be an accurate representation of all the working individuals

**CONCLUSIONS:**

The communication process in a company is therefore an essential management tool, a particular complexity of the management system. The role of communication as a management tool is to facilitate relationships between people, to establish an environment beneficial to the internal development of the organization.

Managers must be aware that perseverance in learning how to communicate should be a top priority for them, being the main skill which they must acquire or refine to obtain the expected results set in the company's objectives.

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