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IMPORTANCE OF EFFECTIVE COMMUNICATION SKILLS

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Abstract

Effective communication is the process of exchanging ideas, thoughts, opinions, knowledge, and data so that the message is received and understood with clarity and purpose. When we communicate effectively, both the sender and receiver feel satisfied. Effective communication is the key to successful outcomes. Technical professionals must be trained in the discipline of effective communication. This paper presents a step-by-step approach to the discipline of effective human communication. Research has provided insight into the processes of human perception and communication. These insights have led to the development of tools and procedures that increase significantly the effectiveness of that communication significantly. The communication process is divided into seven distinct steps. When taken in order, these steps give the speaker the ability to communicate and influence a wide variety of people. Engineers and technical professionals in the IEEE environment can use the 7-Step Effective Communication Process to increase their communication effectiveness. By doing so they will stand out as more capable and more competent at influencing, leading, and conveying ideas and concepts to their colleagues and others. The 7-Step Effective Communication Process allows the speaker to understand the structure of the communication that would be most beneficial for the listener. Once this has been established, the speaker then builds rapport and begins the process of understanding the listener's paradigms. Once the listener's paradigms are understood the speaker can then send the desired message and then determine if the message was received as intended. This process is fast and can be done in the course of casual conversation, in the midst of an important meeting, or from a platform presentation. It can be performed in a large group or one-on-one.

Key words : Communication Skill

Introduction

In the information age, we have to send, receive, and process huge numbers of messages every day. But effective communication is about more than just exchanging information; it's also about understanding the emotion behind the information. Effective communication can improve relationships at home, work, and in social situations by deepening your connections to others and improving teamwork, decision-making, and problem solving. It enables you to communicate even negative or difficult messages without creating conflict or destroying trust. Effective communication combines a set of skills including nonverbal communication, attentive listening, the ability to manage stress in the moment, and the capacity to recognize and understand your own emotions and those of the person you're communicating with. While effective communication is a learned skill, it is more effective when it's spontaneous rather than formulaic. A speech that is read, for example, rarely has the same impact as a speech that's delivered (or appears to be delivered) spontaneously. of course, it takes time and effort to develop these skills and become an effective communicator. The more effort and practice you put in, the more instinctive and spontaneous

your communication skills will become.

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Communication occurs in many forms, including verbal and non-verbal, written, visual, and listening. It can occur in person, on the internet (on forums, social media, and websites), over the phone (through apps, calls, and video), or by mail.

Communication is considered as vital tool for organizational performances and development. Most professional depend on effective communication with both management and employees to improvement and boost organizational growth. Poor or ineffective communication normally leads to mishandling of an organization and undesirable corporate results. This study required to explore the impact of business communication on the performances of employees. Communication was abstracted into horizontal, downward and upward communication forms and their influence on employee performance was resolute based on data from 30 participants who were employees of different organisations in Pune. The study confirmed that effective communication in any commercial entity has a great influence in employee performance. Professional are encouraged to maintain a good flow of information across the organisation to as to progress employee performances and organisational success in the long run.

7 C's of Effective Communication

The 7 C's of effective communication has been developed to ensure that you become a good communicator and communicate with your peers most effectively and efficiently. it will help you to better engage your audience and increase your productivity at work. The 7 C's of effective communication are enumerated as follows:

1. Clear

When you are trying to build effective communication you must ensure that your communication is clear and the receiver does not have to assume things to interpret your message. Clear communication helps to save time and effort from both ends. Do not try to gather too much information in one single communication. This will lead to disruption in the understanding of the receiver. Make the communication clear and to the point.

2. Correct

Always make sure that your communication is correct. As a professional, you may have to write a lot of emails in a single day which often causes typing mistakes. Make sure that you get rid of these mistakes and that there is no disturbance in your communication. Apply spell check and proofread your message before communicating it to the receiver. Do not spell the name of the receiver incorrectly and ensure that the technical terms that you are using are understandable to the receiver.

3. Complete

Complete communication involves all the information and details that the receiver should know before responding or taking action based on the communication. You can also approach the 'call to action' option in your email if you want the receiver to take some extensive action based on your communication. An incomplete message wastes a lot of time and effort of the team members and creates misunderstanding. So make sure that your communication is complete.

4. Concise

Good communication involves your message being prim and proper. stick to the point of what you are trying to communicate and do not beat around the bush. Very often people tend to say five sentences in a place where they could have communicated the message in just two sentences. This can cause a lack of efficiency in the organization which can negatively impact productivity too. Your communication should be crisp and accurate to make it effective.

5. Concrete

Before making a statement or trying to communicate with the other person you should be sure about the idea that you are trying to communicate. You should have faith in what you want to convey to the listeners. A concrete idea will lead to a better statement so that your audience can understand your message. Concreteness is a very important aspect of communication especially when it is related to advertising, sales, and marketing. You should grab the attention of the audience with your concrete communication rather than boring them.

6. Coherent

You cannot be an effective communicator if you become illogical while communicating. Your communication needs to have a logical flow in order to make it effective. Your statements and messages should be interconnected to the previous exchange of messages so that you can stick to the main topic and not divert the attention of the receiver. This will help the receiver to keep a track of what the topic is and what it is that you want to convey.

7. Courteous

Being a professional in the corporate world, being courteous is one of the first important qualities that you should have in yourself. Courteousness is a necessity to maintain a healthy working relationship so that you can have a positive exchange of thoughts and messages with your colleagues. Work partners are not necessarily friends so being courteous is one of the many important things that one should implement. Arguments, insults, and fights among colleagues will result in bad morale and will eventually lower the productivity of the organization.

Developing your communication skills

1 Give them the impression that you're enthusiastic about talking to them.

They want to feel that you would rather be talking to them than anyone else. When you give them the impression that you are excited about talking to them and that you care about them, you make them feel better about themselves. As a result, they'll be more likely to really open up to you.

2 Ask open-ended questions about their interests.

Ask questions that will get them to talk about their interests and their life in a way that provides you with insight into their needs and wants. When you help them gain a new, positive perspective about their situation, they will feel a deep sense of connection with you.

3 Adapt to their body language and feelings.

Pay special attention to their nonverbal communication. Watch their body language and posture, also take note of their inflection and word choices. Now, tailor your words, body language, and voice tone to match what you have observed. Doing this will help them feel a deep subconscious connection with you.

4 Show them approval: Tell them what you admire about them and why.

One of the best ways to instantly connect with people is to be forthright and tell them exactly why you like or admire them. If being too direct isn't appropriate, insinuate with a few indirect statements here and there. Either approach can be equally as effective because everyone responds well to approval.

5 Listen attentively to everything they say.

Don't focus too much on what you're going to say next as they are talking. Instead, listen to every word they say and respond back as relevantly and smoothly as possible. This shows people that you are interested in what they have to say and you are fully engaged and in the moment with them. Also make sure to ask questions whenever there's something they say that you don't quite understand. This will help fill any potentially awkward lapses in communication.

6 Give them the right amount of eye contact.

Eye contact communicates to the other person that you are not only interested in them and what they have to say, but that you are also trustworthy. When done in moderation, they will also assume you are confident in yourself because of your willingness to face them directly. As a result, people will naturally want to pay more attention to you and what you have to say.

7 Reveal as much about yourself as possible.

One of the best ways to earn someone's trust is to reveal yourself as openly as you can. Tell stories about interesting events from your life or just describe zany instances from normal everyday life. As you do this, make sure not to mention things that stray too far from where their interests and values lie. Nothing builds trust like genuine transparency.

8 Give the impression that you are on the same team.

Use words like "we, us, we're, our, and ourselves" to instantly build a bond. When you use those words, you make it seem like you are all on the same team with a common goal or concern. This moves you into their circle while everyone else seems lack your special insight and understanding.

9 Give them your best smile.

When you smile at people, you communicate that you like them and their presence brings you happiness. Smiling at them will cause them to subconsciously want to smile back at you which will instantly build rapport between the two of you. Just make sure that your smile is sincere because if it's not they will sense it.

10 Offer helpful suggestions.

Recommend restaurants you've been to, places you've been to, movies you've seen, helpful people they'd like to meet, books you've read, career opportunities and whatever else you can think of. Describe what was so great about those people, places and things and how they might appeal to the other person. If you suggest enough ideas that interest them, they will look at you as a "go to" person when they need to make a decision about what to do next.

11 Give them encouragement.

If the person you're dealing with is younger or in a more difficult position than you, they will appreciate any encouragement you can offer. When you help them feel more confident in their own abilities they will value your input. This helps even out the relationship. Convince them that they can surpass their problems and limitations and they will feel good about connecting with you.

12 Appear to have a slightly higher energy level than the other person.

Generally, people want to be around those who lift them up, instead of bringing them down. If you indicate with your voice and your body language that you have a slightly higher energy level, they will feel more energized and positive while around you. Don't be so energetic that you put people off, but have enough so that they feel energized after talking with you.

13 Say their name in a way that is pleasing to their ears.

A person's name is one of the most emotionally powerful [words](#) for them. But how you say it is more important than how often say it. If you say their name with they right inflection, it can actually convey a lot of positive feeling directly to their nervous system. If their name feels good to them when you say it, they will feel bonded to you on a subconscious level without even knowing why.

14 Offer to take the relationship a step further.

There are a number of things you could do to advance your friendship with someone: offer to eat with them, talk over a cup of coffee, see a sports game, have a beer or two with them, etc. Even if people don't take you up on your offers, they will be flattered that you like them enough to want to take the friendship to a deeper level. In a way, they will look up to you because you have the guts to take charge of your life and build friendships instead of expecting those friendships to magically appear for you.

Effective Communication Strategies

- Making eye contact (like many nonverbal cues, this is culturally specific; in some cultures, direct eye contact is a sign of disrespect)
- Use attentive body language: sit slightly forward with a relaxed, easy posture
- Be aware of your gestures
- Stay on the topic
- Don't be phony, be yourself
- Be cultural sensitive
- Focus on the other person
- Determine what the other person already knows, then fill in the gaps
- Smile or nod
- Don't monopolize the conversation
- Establish rapport
- Arrange for privacy
- Create an atmosphere free of distractions and interruptions
- Be warm and enthusiastic
- Show interest
- Look bright and alert
- Ask open-ended questions
- Use active listening

Conclusion:-

Effective communication can improve relationships at home, work, and in social situations by deepening your connections to others and improving teamwork, decision-making, and problem solving. It enables you to communicate even negative or difficult messages without creating conflict or destroying trust. Effective communication combines a set of skills including nonverbal communication, attentive listening, the ability to manage stress in the moment, and the capacity to recognize and understand your own emotions and those of the person you're communicating with. Research has provided insight into the processes of human perception and communication. These insights have led to the development of tools and procedures that increase significantly the effectiveness of that communication significantly.

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