Principles of Management Communications to Successfully Achieve Organizational objectives [Name of the Writer]

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**Introduction**

Communication is the crux of management and in a business setting, it must be effective. Communication is not a mere exchange of ideas but it is a way of mutual understanding. Effective communication can result in numerous benefits to the organization and therefore due attention must be given to interpersonal, verbal and non-verbal communication in a business setting. Effective presentation enables effective communication and sharing of ideas with the respective audience. Communication may also result in conflicts and effective conflict resolution is crucial to effective management communication. This paper seeks to discuss the benefits and needs of many types of communication in the workplace, techniques to an effective presentation, conflict resolution and leading group and teams meetings.

**Effective Communication Norms in a Business Setting**

Effective communication is the key to organizational success and the absence of good communication may result in conflicts and poor relationships among organizational members. Communication is crucial because it ensures satisfactory employee-management relationships, effective communication of goals and objectives, and sets clear expectations among the people of organization and improves employee morale and productivity that is vital for the organizational success. Effective communication is also directly associated with trust, teamwork, and efficacious working relationships. Furthermore, it results in creating a positive work environment for employees and makes them feel comfortable in dealing with resolving conflicts, and issues in a productive manner. Lack of effectual communication results in conflicts and disputes among the organizational members and negatively influences their ability to contribute towards organizational goals and objectives.

Communication in the business setting is based on corporate goals and objectives. Effective communication is directed by rules, regulations, and policies. Effective communication in a business setting is regulated by some norms and rules. Previously communication was restricted to paperwork and phone calls but the era of technological advancement offers numerous ways of communicating. Effective communication ensures that the audience is able to understand the message clearly. Grice's conversational maxims of quality, quantity, relation, and manner ensures effective communication in the workplace (Koch, Forgas, & Matovic, 2013). The maxim of quality states that the information shared must be accurate and truthful, while maxim of quantity emphasizes conveying only the needed information. Maxim of manner focuses on the relevancy of information and maxim of manner highlights the clarity of information being conveyed in terms of expression (Koch, Forgas, & Matovic, 2013). Typical communication goals in any organization consist of information exchange, policy development, improving interpersonal relationships, increased expertise and job satisfaction.

**Role of Interpersonal Communication both as a Manager and as an Employee**

Interpersonal communication involves sharing information, feelings, and meaning using face and mouth. This type of communication involves sending a message through facial expressions and word of mouth. Ref. This form of communication plays a vital role in an organization and enables managers to improve business operations. Managers make use of interpersonal communication to convey instructions and commands to subordinates, which helps the organization to grow because it has positive impacts on conflict management (Sabanci, Sahin, & Özdemir, 2018). For employees, interpersonal communication enables sharing information with other employees, and perform their functions, and roles. The most common area of problem for managers is dealing effectively with other people and interpersonal skills result in efficient management of their most important roles such as leadership, training, and motivation, etc. lastly, interpersonal communication is crucial in assisting managers and employees to coordinate and deal with daily tasks, and responsibilities.

Overcoming barriers to communication have always been a challenge for employees and managers. In the managerial role, I have got the chance to deal with a number of people every day and sometimes I face the challenge of effective communication with new employees. First of all, I identify, what hinders communication because it is different for each new employee. After identifying that, I try to remove that barrier and focus on creating an empathetic environment to make the new employee feel comfortable in talking to me so that they are able to communicate freely. In addition, I pay attention to the non-verbal cues such as body language and facial expression to convey what I want to. Overall performing all the three strategies, I am able to remove or at least diminish the communication barrier. Sound interpersonal communication results in advancing career for new employees and enables them to collaborate them with other employees.

**Role of International and Intercultural Communications in Today’s Global Businesses**

The current age is marked with globalization and increased public awareness, which makes international and intercultural communication a key consideration at the workplace. It is reasonable fact that communication is the face of society and globalization ensures that communication is not limited to just one culture but it must be recognized at a global level. Therefore, the current global business environment gives utter importance to international and intercultural communication, and it is vigorous for the success in this business arena because it aims at preventing misunderstanding due to cultural differences (Qinhan, 2017). However, it is challenging to achieve the perfect level of intercultural communication because of several barriers.

Since every business is focused on capturing the international and global market, the importance of intercultural communication is increasing. This communication offers various advantages to firms going international and global. However, the likelihood of misinterpretation and misunderstandings is high in cross-cultural communication. Cross-cultural communication has several challenges related to non-verbal cues; as well, therefore, it is imperative to understand the cultural differences in communication with respect to the culture of another country. Sound intercultural communication produces aids a company and provokes better outcomes in the form of organizational performance and promotion of diversity at the workplace.

Culturally diverse workplaces are becoming very common due to a reduction in hindrances and opportunities to take businesses global and international. The Internet has transformed the globe into a global village. The cultural differences impact an individual's beliefs, practices and attitudes, and misunderstanding of other person's culture results in misunderstandings and arousal of conflicts among people having different cultural and ethnic backgrounds. Therefore, it is essential to train employees on effective intercultural communication so that such conflicts and misunderstandings can be thwarted.

**Verbal and Nonverbal Management Communication**

The most common classification of communications is, verbal and non-verbal communication further segregated into one way and two-way communication. Verbal communication consists of the verbal exchange of messages and words. Simply it entails everything that is just spoken, whether formal or informal. In an organization, verbal communication consists of all the newspaper articles, memos, announcements, and notices. Furthermore, job interviews, formal and informal interpersonal meetings all are part of verbal communication. Verbal communication can be nerve-racking for many employees. I still remember when my boss invited me to a meeting to address the panel, and it created a state of anxiety for me. I always used to end up having a good outcome and appreciation but I was never prepared for that. Such challenges made me learn about the non-verbal cues of communication as well.

Non-verbal communication is equally significant as verbal communications. Body language and gestures say a lot about a person's situation and their perceptions. They convey the actual meaning behind the message and the context. For instance, I learned that crossed arms on chest indicates that the other person is not open to communication and if the other person looks straight into the eyes, it is an indication of their confidence. A person looking down while speaking shows the signs of lies, while if they are looking up down, right and left, it reflects that they are recollecting information to speak about. It is also very imperative to be observant to verbal as well as non-verbal cues because both represent management-employee interaction. Consistent employment of both makes a major contribution to effective communication.

**Approaches for Effective Written Management Communication**

 Written Communication consist involves any type of communication which makes use of written words. It can take many forms such as memos, emails. Written beliefs, and publications. Written communication is considered as the most effective way mode of communication when it comes to communication in a business setting. It enables an organization to operate effectively and enhances productivity. Written communication in an organization serves many purposes, such as to provide information to employees and call for action, for instance, memos.

 The written management communication keeps a record of all the ideas, incidents and proposals and can not only serve as the purpose of evidence when need but it also ensures effective communication among all the organizational members. However, written communication can also create ambiguities and it can be perceived wrong sometimes. Therefore, written communication must be clear and appropriate. Written communication if used properly can be an effective way of communicating the workplace and can generate many benefits for the business organization.

 Effective written communication is characterized by the right choice of words, syntax, proper use of elements of communication such as punctuation and style, etc. communication must have a good central idea behind writing something and it must be organized well according to the needs of the audience. Consideration of audience is an important factor in effective written communication. Written communication must be kept simple and easy to understand for the reader and as precise as possible. Use of words must be done very wisely and in the right context which reaffirms the purpose of communication. Clarity and tone make communication more effective and the idea of less is more is implemented to maintain the effectiveness of the message. Business professionals are therefore expected to have written communication skills (Mascle, 2013). Once I experienced that lack of effective written communication results in misunderstandings and misinterpretations, therefore it must be considered vital for the success of the business organization.

**Various Approaches for Engaging an Audience during a Presentation**

 The foremost important thing to consider before delivering any presentation is its preparation. Good and suffice preparation ensures that the message is being conveyed to the right people at the right time and using the right techniques. A business presentation involves less personal feelings and a more professional message directed at a professional audience. The purpose of the presentation is vital to be kept in mind before making and delivering any business presentation. The right strategy which leads to effective presentation includes, analyzing tea audience, evaluating barriers to communication if any exist, getting prepared, preparing for questions and answers and then making the presentation.

All these phases result in an effective business presentation. In addition, a loud, confident and motivated presentation is also very effective in conveying the message. Ice breakers, mild jokes, and anecdotes help in keeping the audience engaged, and attentive. The most effective strategy, in my opinion, is keeping eyes off the PowerPoint material and having eye contact with the audience. Good presentation is not about rattling off whatever is there on slides or supporting materials but engaging with the audience, and it gives confidence and assurance to the presenter.

Being well prepared is the most important thing that leads to effective presentation and ensures the delivery of the message to the audience. Bering well prepared gives me a lot more confidence and I can delivery very well. To build rapport, I try to keep the audience engaged by asking them questions, taking their opinions and involving them with me, this keeps them interested in the presentation content. Reading slides is the most unreasonable act of a presenter. Some other ways that a manager or employee can adapt to present effectively is having a smile on face, active listening to the audience and helping them in any confusions because active listening is an act of love (Simmons & Tenzek, 2016).

**Effective Methods of Conflict Resolution**

Conflict is an unavoidable aspect of any organization and profession and it typically occurs when people communicate. In the workplace, conflict can be a big issue and it can occur between managers, employees, and subordinates. There can be many reasons to conflict such as stress, work pressure and the difference in opinion (Huan & Yazdanifard, 2012). Poor communication can also result in conflicts in the workplace. Conflict resolution is when the parties involved in conflicts reach a certain point of settlement. Conflict resolution must be handled constructively because in order to produce positive results in a business setting. A good conflict resolution approach results in better employee relationships and organizational success.

The good method to resolve conflict includes several stages. The fits step should be to develop ground rules on which employees must engage with each other and the second step is to select a facilitator for conflict resolution. The next stage is to highlight the underlying reasons for conflict and check for the facts. Parties involved in the conflict must understand each other's needs and then solutions should be developed which should be focused on mutually beneficial outcomes for all the parties involved. Following these steps enables managers to effectively resolve any conflicts occurring at the workplace, and promote positive emotional energy among the organizational members (Huan & Yazdanifard, 2012).

 **Techniques for Leading Teams and Group Meetings**

 The modern organizations are striving to excel in the business and the healthy organic growth in business results from effective team management and handling groups. In order to enhance improvements in organizational processes, it is vital to work in groups and teams, depending on the complexity of tasks and projects. The team involves more than one people working together towards a common goal and the leader in team plays a key role in helping the team to achieve their objectives and goals. A leader must be effectively trained to handle teams and groups meetings so as to avoid any conflicts and effective management of teams.

Effective meetings result in quick and systematic problem solving and provokes desired outcomes for a team or group. The best way to lead meeting effectively is by developing a positive attitude among the team or group members regarding meetings. Team members must be having the motivation to attend the meetings and they must know the purpose. Having an agenda and planning helps in keeping the meeting useful and it never goes wasted. I have observed that lack of agenda is only a waste of time and organizational resources. The meeting must be aimed at engaging all the members, informing them about team goals and objectives and helping them in solving problems. Effective meetings always have a follow-up action and it is an opportunity to collaborate effectively with team members which must not be wasted.

**Conclusion**

To conclude, the business establishments need effective communication in order to achieve organizational success because it ensures good relationships among organizational members and helps thwart conflicts arising from poor communication. Various approaches must be adopted to assure effective interpersonal, verbal, non-verbal, and written communication in the business setting. In addition, the adoption of effective presentations skis, team management, and conflict resolution can result in a healthy organizational environment and firm enjoys benefits arising from better employee relationships.

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