Title page

Evolution of language

Communications strategy

Effective communication is crucial for the successful implementation of strategic goals. This will remove barriers in transmitting information to employees. The process will be useful for removing misunderstandings and delay in information sharing. The common methods of communication that the company aims at implementing include; open meetings, emails and video conference. Communication between employees matters in the workplace and the program focuses on building a strong cooperative environment. The cooperative environment allows people to share views about different tasks that also help them in learning new methods. The participants in the training program get a chance to learn each other that will eliminate the communication barrier. Instant messages, e-mails and telephony are more convenient tools for building interactive platforms between managers and employees. Two-way video and audio transmission have increased the scope of clear communications. Selected communication tools will be used for attaining organizational goals of location-based computing and artificial intelligence.

Meetings will allow all team members to understand the goals and remove misunderstandings. This will allow employees to feel what they hear that will encourage them towards the attainment of organizational goals. E-mails are important for transmitting the messages regarding the company's strategies and agenda in written form. These will be effective and pull employees towards their workstations. E-mails are time-saving and can be sent to a larger workforce. This platform will be used for informing them about training materials and updates regarding the company's vision. Text messages are also practical tools that are cost effective and time-saving. These will be used for transmitting a message about meetings, training and other events where employees will need to report immediately.

Video conference is another useful tool used for establishing effective communication networks. This will offer many benefits to the organization such as reduced travel times and cost. Employees at different offices can be connected through this technology. This will be effective for enhancing business productivity and attaining efficiency in operations. These can be utilized for conducting structured meetings with clearly defined starting and ending times. The participants will stay more focused and alert depicting that they will enjoy this technology. Video conference eliminates gaps between manager/ leader and employees of different departments. This platform will be used for assessing employees concerns such as difficulties in understanding new goals or lack of guidance. Voicemails and video conferring are vital for improving the participation and motivation of employees. Through improved communications, the information is shared at a rapid rate that eliminates unnecessary delays (Savitz, 2012).

Common factors that impact communications in society include cultural backgrounds, socioeconomic status, technological resources and intellect. All people are not able to understand the message in the same way so the organization needs to adopt adequate communication tools that can target the larger population. Similarly, people belonging to different socio-economic status also receive message differently. The organization will consider awareness of diversity for addressing the needs of all employees. To eliminate such barriers the identified communication tools such as open meetings and video conferences provide practical solutions.

Changes in communications create a gap in society because the young generation is more likely to understand innovative technology. Older population face difficulty in familiarizing themselves with the innovative communication tools (Venter, 2017). This indicates that changes in communication patterns may cause difficulty for the older population. Some methods for bridging communication gaps include familiarizing older employees with new technology and providing training. In training, they will be explained how features of video conference work. Trainings will also identify gap and address needs of employees accordingly.

References

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