Building Effective Workplace Communication

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# Building Effective Workplace Communication

# **Executive Summary**

Communication is considered as one of the most important things that every organization needs if they need to succeed and stay successful all the time. Communication is the key when preferring to have an effective work environment and well-organized teams that are highly productive and contribute to the growth and success of the organization. This paper analyzes how effective communication is witnessed in an organization and how it is built while why i6t (effective communication) is crucial/important in the organization. Beyond that, this paper also focuses on showing the implication of effective comm8unication for managers, employees and overall organization(s). Communication has a huge role in the success of organizations, and it is because of what it contributes and how it contributes to the success of an organization in both short term and/or long term. Specifically, effective communication enables organizations to have better teams and better organizational performance. Hence, the concept of effective communication and every aspect of it has been brought under discussion in this paper.

Beyond that, there is several strategies and tactics which can be used by the organizations and businesses to build and have strong communication in the workplace which would enable the business or organization to grow and stay successful. In short effective communication is beneficial and necessary in the organization and workplace while several steps are there to be taken to build it. While on other side, it has numerous implications for employees, managers, and organization and their discussion is a part of this paper.

# **Introduction**

Communication is considered and is an important factor for every organization or business. It is an important factor for every organization of every industry because it is the ultimate way to run any business or organization finely. Communication is the key, but when it comes to the questions like how to develop it, how to improve it and/or how the communication helps the organization and work environment, then these things become goals to accomplish. The communication in the organization is simply the process of communicating things, ideas, and organizational messages and concerns while the major components of the communication in organizations include meeting, text, emails, calls to develop communication among people and departments. It is important that the communication has to be strong and effective if you want to have advantages from it. For the purpose, employees, managers, management, and organization need to know the main concept of effective communication, and how it helps organizations and concerned employees or departments while the most significant is why it is important and how it helps (Miller, & Barbour, 2014). It is also a fact that communication never helps if it is not enough strong and effective.

Furthermore, communication and its effectiveness are important because it let the employees and departments of an organization know that what are their responsibilities (on a permanent basis and during a particular project or task), what they are supposed to do, and what are their role in the organization and its growth and success. In short, communication is a basic thing, but it may be considered as nothing if it is not as effective as required or as they need to be.

# **What does Effective Communication in the Workplace Look Like?**

We all have been there where we have been given with a task or job to do or leave an important and necessary meeting, but we do not have the idea how to proceed because we do not have an idea what to do next and what have we are assigned to. It is a very common thing to see even everywhere and in every organization or business. Based on the findings of research analysis of (Genç, 2017), around 65 per cent of the managers are not fully comfortable to communicate with their employees regarding a concern or in general while more than 56 per cent of the employees report to the supervisors and managers were not given a clear as well as they are not found fully clear when reporting to their managers. From the statistics above, it has been clarified that only communication cannot be considered as an important factor for organizational growth and success while the effectiveness is 100% mandatory. For the purpose of meeting the concern and objective, we should know how effective communication looks like in a business or organization.

Hence, it is a fact that effective communication can be seen or witnessed in an organization or business by looking at and analyzing the culture of the organization or business. The internal culture and its performance is the thing that communicates an organization's communication and its effectiveness and efficiency. In defined words, effective communication is seen in an organization when it has been seen that the messages are sent and received in a fine and accurate way and manner.

Despite this, effective communication is seen as in the shape of teamwork where the communication and goals and objectives of every individual or organizational part such as a department are clear and defined while each. In other words, effective communication is what you see in an organization or business in terms of employees' clearness towards their responsibilities about what they need to do (Alsulaimi, 2015). Proceeding further, effective communication can be seen in organizations or businesses in different forms, where messages and concerns are shared in different ways. Those forms are;

## Oral Communication

The time when the verbal communication of employees and managers face by face or through other sources like telephone has been seen credible and fine; then it can be stated that the communication in the organization is effective otherwise the case and statement would be opposite.

## Written Communication

The effective communication in organizations looks when it has been witnessed that the way through which the written communication is done and written communication itself in the organization is reliable. Then the same statement as above “the communication in the organization is effective” can be given (Sharon, 2016). Means that effective communication seems in this way as well.

## Public Speaking

Public Speaking and its efficiency is the way through which effective communication is seen. So effective public speaking of the organization or employees is the area where the communication and its effectiveness is seen.

# **How is Effective Communication Built in the Workplace?**

There are more than several ways through which communication is built-in organizations, and those ways are much simple and straightforward. But! Effective communication and building needs a lot of efforts while some crucial steps are also needed to be taken (Alsulaimi, 2015). Hence the steps which are needed to be taken for building effective communication are listed and elaborated below.

1. Development of Communication Strategy
2. Development or Creation of Specific Communication Process
3. Development of, and Effective Use of Channels and Sources Available
4. Developing Clear Goals and Objectives of Communication
5. Recognizing Effective Communication
6. Creation of Feedback Process

## Development of Communication Strategy

The very first and initial step in developing effective communication within the organization is the development of the communication strategy. The strategy and its development are important because strategy let the organization and employees know how to communicate with the organization, department, and individual employees. This means that the origination should have the strategy which clarifies to everyone that what they need to know, what they need to do, what communication process and procedure they have to use, how they have to communicate, when they have to communicate, and how the messages would be delivered and received as well as what resources or channels would be used (Canadian Professional Management Services, 2019). Hence, such communication strategy would help to develop and set standards for organizational communication so that effective communication can be built.

## Development or Creation of Specific Communication Process

Effective communication can be built if you have an effective and reliable communication process at hand. It means that the development of an effective communication process is very important when developing effective communication in the organization. The communication process should be like who will be the sender of a particular message, to whom it would be sent (means who will be the receiver), who will keep the record of it, and who will convey forward towards executive or manager and employees (Canadian Professional Management Services, 2019). Additionally, an effective process is important, but the process should be simple and easy to follow not complex and difficult to follow.

## Development of an Effective Use of Channels and Sources Available

Effective communication is built when you have or when you build up effective channels and then use then in an effective way. Means that effective communication is built through the development of and use of effective channels and sources like email, newsletter, business meetings, internet, and bulletin boards.

## Developing Clear Goals and Objectives of Communication

Effective communication can be only a dream if you or organization does not have clear goals or objectives of it. Hence effective communication can be built in the organization through designing clear goals and objectives of it. For example, if we have clear objectives, then everyone in the organization would communicate in a way that contributes to the accomplishment of those goals or objectives.

## Recognizing Effective Communication

Recognition of effective communication and great communicators is one of the crucial ways that assist in building effective communication. So, we should recognize the person or entire department if they have been found effective and good communicators than others so that they will be more likely to perform better next time (Canadian Professional Management Services, 2019).

## Creation of Feedback Process

It is a fact that effective communication can be built if the organization has an effective feedback process in response. This can be an additional step taken, but it would allow the building of effective communication because it would enable you to know about the weak areas as well as to respond to every communication done so that an improved and effective communication can be built and ensured all the time.

# **Why is Effective Communication in the Workplace Necessary?**

Effective communication is important and necessary in the workplace because it provides organizations with several benefits. Hence, so of the most credible benefits are;

## Team Building

Effective communication is necessary for the workplace because it helps in improving team building. Effective and strong communication is the way that develops better teams. Effective communication is the communication in which staff effective share, explore, and discuss things. So when people and departments of an organization consult each other, discuss things and progress, and consider each other's opinion then better teams would be developed which would further create productive and enjoyable work environment/workplace.

## Boosting Growth

Effective and strong communication is always more likely to contribute to the growth and progress of the organization. Beyond that, effective communication also eliminates uncertainties in the workplace or work practices as well as ensures and speed up overall growth of the organization (Bosworth, 2017). For example, if you have a better understanding of customers’ and employees’ concerns through effective communication then you would be able to have better results instead of uncertain about those things which means that your growth and success would be boosted.

## Productivity Enhancement

Effective communication is one of the sources that help in improving the overall productivity of a business or organization. Communication can do and does so because communication is the way that let managers know about the skills, capabilities, and preferences of employees. So if these get known to the manager, then they assign the task to employees accordingly. While, it then leads to better and improved productivity because it is a reality that people perform tasks better, which are suited to them and their jobs (Neely, 2017). In short effective communication is necessary for the workplace because it boosts up overall productivity.

## Improves Employees Engagement

Employee engagement is key for growth and success of an organization of business while it left dissatisfied if organizations or businesses lack effective communication. It happens alike because effective communication is considered as the only source that ensures and improves employees' engagement. Communication can be simply associated with conversation and messaging, but effective communication does beyond that which includes ensuring teams and employees' engagement (Bosworth, 2017). So when employees and teams are engaged and aligned with organizational goals then are more motivated and concerned towards accomplishments of those organizational goals.

## Resolution of Issues/Problems

Effective communication is important in the workplace because it helps in resolving issues and problems at the workplace or in the entire organization. According (Winbow, 2012), Clear Communication is one of the best sources available to resolve any of the organizational problems which may be the major one or a minor. Effective communication is not about who is right and who is wrong, but it is about clear, honest, open, and positive discussion to make sure that everybody's needs are met. So when you or organization know everyone's concerns, then it would be better possible to resolve the problems employees have or organization faces, and it would finally lead to the development of an enjoyable and elucidated workplace.

# Implications for Managers, Employees and Organizations

No doubt that effective communication is necessary for workplace and overall organization and no matter that it has a lot of benefits for the workplace and businesses or organizations, but it does have number of implications for everyone in the organization such as employees and managers while having several implications for the organization as well (Bhardwaj, & Sharma, 2017). Employees, managers and organization itself should be clear about the implications (positive ones) of effective communication as well as they must be known about how effective communication is developed and implemented in the organization. Based on the findings of (Canadian Professional Management Services, 2019), employees prefer to work at organizations where managers communicate things clearly and while organizations look for employees and managers who are effective communicators as well. So based on this, it can be stated that the implications of effective communication in the workplace are huge as it is one of the sources of the organization’s growth and success.

# **Conclusion**

After an in-depth analysis of every aspect of effective communication and the importance it has, it has been concluded that effective communication is important for workplace and overall organization as water is important for a plant. In short, effective communication can be seen in the workplace or entire organization in many forms, such as their verbal communication, public communication, written communication, and other factors involved. In terms of building effective communication in the workplace, there are some steps (from strategy development to feedback process) which are taken into action so that effective communication is built in the workplace. Despite, it has also concluded that effective communication is necessary for the workplace because it provides several benefits and ensure several things like building teams, boosting growth, improved productivity and employees' engagement, and resolving problems. While on the other side, it has several implications for employees, managers, and organization as well.

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