Integrated Business Communication

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**Most Important Communication Issues to be faced as a Future Executive**

There are several issues that executives usually face almost all the time. These issues include managerial issues, leading issues, organizational issues, and communication issues. But communication issues can be found more and highly critical to some extent. In short, the most important and critical communication issues that I would be facing are more than a single issue.

The overall growth and success of a business or organization mainly rely on the standards of communication being used and implemented within the business. For dealing with clients or customers and keeping a fine and good relationship with every employee, communication can be found in the key and crucial factor. In other words, the role of communication is very important and essential in dealing with and keeping relations with clients. In almost every organization, the issues that arise could be found and resolved for the same and in a similar manner due to the priorities of communication managers of the organization (Wollschlaeger, Sauter, & Jasperneite, 2017). Hence, the most critical and common issues that I will face as a future executive are as follows.

As an important part of communication is to listen to each corner and everything with high care. Most of the communication issues that I will face are associated with a similar concern as the executive does not usually listen to everything with care or carefully. For executives, it becomes more complex to enable and let the employees look at every concern with high care. Beyond this, every employee should be given enough time to judge and listen to each point of view being mentioned and should be late or delay the implementation being in the communication of conversation (Ukaj, 2016). So this is one of the communication that I will face as a future executive.

Further, another common communication is it can be found in the organizations that they have the issues of lack of technology that is required of the organization. But it is crucial and important that communication technology is the source for executives and managers to make communication. So, without having enough and fine technology at organizations, no organization can get success or grow in an expected way. So the issue related to technology is one of the issues that may be faced because it is highly critical for managers all the time. Additionally, the resolution of this communication issue is important if the organization wants to be growing and successful (Dwyer, & Hopwood, 2019).

**Complexness of Communication**

No one can give an exact statement that communication would become more or less complex in the future, but a prediction can be listed only. Hence it is convincible to take steps to improve and advance communication to cover the issues raising in communication and business operations (Hu, & Kapucu, 2016).

As said above, listening is always on high priority and should be kept in the same way and perfect all the time. Utilizing equipment like surveys and suggestions would lead to high-level communication and would make the standards high. Instead of the organization or people one works with, one should work on the issues and put efforts to cover and resolve the issues facing him or her. So, it is important for an executive or manager to analyze the issues before and decide that they should be taken seriously or needs to be ignored (Wollschlaeger, Sauter, & Jasperneite, 2017). Hence, advancement and issues play their roles. So, it can be stated that communication would become easy due to better technology and practices but may become complex because of the issues it has.

**Technology Role in the Communication of Thoughts and Ideas**

As mentioned above, the role of technology is very high and essential in keeping the standards of communication and enhancing ideas and thoughts. At the organization, technology has changed even the entire concept of being communicated with one another and the modern life of business and people can be seen highly changed as compared to past times. Here, the development of computers and the decrease of electronics and the increase of wireless communication have changed almost everything regarding the communication and business world (Hu, & Kapucu, 2016).

Because of the advancements in technology, Business Communication has shown a huge and tremendous advancement. Very specific but highly huge technologies have changed the entire communication process. For instance, image scanning, teleconferencing, video, and audio conferencing, etc. are some credible examples of technology that are used the most in business and organizational communication while they have changed the way businesses and organizations were communicating in past decades. Beyond that, the role of technology in the communication thoughts and ideas is it improved the communication standards while enabled organizations to have better communication.

Information Gaps between Generation, Cultures, Income Level, and Education and its Resolution. For the purpose to improve the organization's communication, it is crucial to identify the areas where gaps exist and analyze them with perfection to know what types of gaps existing. Crucial changes in the employees’ education level, income level, generations, and cultures can be witnessed very problematical (Hu, & Kapucu, 2016). The main objective or executives is to decrease and even eliminate the communication gaps and issues based on the gender of the employees, their geographic and demographic levels and position, educational level and race so that the business activities and practice s may not be impacted.

The major and exact variances comprise the flairs of attitudes to work and communication concerning power and faithfulness. But it is fact more than few issues in communication exist but as mentioned earlier, resolving them based on one’s gender, income level, geographic, and income level is the best manner and way because it does lead to affect the organization while accepted by everyone.

**Personal Philosophy Statement on the Future of Integrated Business Communication (IMC)**

For the purpose to make a business or organization successful, the involvement and presence of trustworthiness should be ensured. This should be done to recollect the clients' or customers' seizure the self-confidence. For incorporating intelligence to the professional and professionalism in the long run, the relationship is developed based on communication with the clients and employees and workers (Ukaj, 2016). So, all trade should be joint punctually, now.

The external or and commercial communication is not only about the external setting. But, the development of an unquestionable group where everyone is associated and connected to all guidelines and principles of the groups is important. Additionally, it is also crucial that everyone should be clear about the accomplishment of their efforts. It is a fact that misunderstandings lead to communication gaps while required to be catered as soon as time and resources allow by the executives (Wollschlaeger, Sauter, & Jasperneite, 2017). Hence, it is recommended that fine, relevant, and effective solutions should be discovered instead of blaming others.

**References**

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