Business Communication and Role of Leadership

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Date

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**Introduction**

 The concept of business communication recognized as an important aspect to attain a successful form of business. It is critical for the management of the business organizations to understand the importance of business communication and adopt the techniques of communication which are suitable aligns with the overall culture of the organization. This idea of business communication is defined as the prospect of information sharing between different entities who are linked to the organization in the form of important stakeholders. It is categorized as the tool which is used by the business firms to transmit an important form of knowledge to the people to achieve business goals (Gibson, 2002). It is also vital to explore the role of leadership is critical when it comes to the idea of proper application of the features of business communication. It is one of the primary tasks for the business leaders to timely and appropriately delivers important information to every shareholder, so all individuals have a better understanding of the specific tasks. It is worthy to mention that organizations faced different forms of challenges due to the improper consideration of the approach of effective communication. Insufficiency of organizations in this form ultimately become the reason for failure to achieve organizational goals. The comprehensive approach of the business communication and the related challenges can better understand through the critical examination of the organization ABC who faced the challenge of poor communication between different working departments due to the incompetence of its leadership. Here the particular focus is to critically analyze the organizational issue relevant to the facets of business communication and the role of leadership.

**Analysis**

 Business communication and leadership both are two prominent features of the organizational setting. It is important to consider the broader ideas of business communication and leadership actively linked with different forms of considerations. It is vital for the management of the organizations to focus on the need for communication and implement better practical measures. The contribution of leaders can never be neglected in this perspective because they are identified as the key shareholder in the entire scenario of organizational setting. It is one main core responsibility of the leader to develop an effective communication system within and outside the organization to actively react to different organizational challenges.

**Identification of the Issue**

 Improper or insufficient business communication is one common challenge faced by any organization. It is observed that most of the time, organizations are not focused to understand the importance of actively delivery of the crucial information to the workers. Lacking in the paradigm eventually reflect in the form of organizational failures to achieve potential goals and objectives in both short-run and long-run (Prewitt, 2003). Managers of the organizations play a critical role to develop effective corporate relationships between the employees and the higher authorities of the organizations. Nowadays’ it becomes the main priority of the corporate entities to hire the managers who have good communication skills.

 Concerning the concept of business communication and the role of leadership, the practical example of the organizational setting of company ABC can be helpful. It reflects the situation when the organization faced the challenge of poor performance by the workers. The situation is getting worse with each day that required necessary and immediate interaction. At the first place, it is immensely crucial to observe the main cause that becomes the reason for the inefficiency of workers to achieve their organizational tasks. The domain of proper organizational monitoring and evaluation helps to determine that workers have concerns when it comes to the working association with the manager. There are many workers who come up with the point that they have concerns about the entire form of process handling. They do not have a proper understanding of different aspects related to their job tasks. There is a need for proper training and instructions of the main responsibility of the work which is effectively shared by their manager. This particular situation is alarming because it eventually becomes the reason for the poor performance of the employees and incompetency of the organization to meet its objective. Detailed consideration of the approach of the manager is also essential to reach the conclusion and offer some practical measures to better handle the situation. The higher management and the department of human resource management involve the whole scenario and conduct a meeting with the manager. The issues between the manager’s style of leadership and the concerns of workers are devastating for the overall performance of the organization that requires necessary attention. The assessment of the current situation reveals that there is an issue of business communication. The domain of effective communication is never effectively utilized by the managers that become problematic for the workers to do justice with their tasks. Manager of the company shows a commitment to align his approach with the workers. On the other hand, employees are also interested to work effectively and efficiently but the main concern is that they are not able to understand the actual requirements of the task. Another critical aspect relevant to this whole scenario is that receiving a late message about the work-oriented features is another concern of the workers. They come up with the opinion that the manager never plays a proactive role to determine and deliver to the employees about the actual need of the work task in the particular span of time. A thorough assessment of the situation reveals that there are various forms of issues exist in the organizational setting due to the improper consideration of the main idea of business communication. It is vital to get a better understanding of the different issues, ideas, and theories relevant to the approach of communication to propose better solutions to this sort of organizational situation.

**Importance of Cohesive and Comprehensive Communication Strategy**

 At the first stage, it is important for the management of the organization to consider the need for adoption of effective communication strategy. The leader should have a prior understanding that why it is important to communicate well in the organizational culture and achieve the targets (Ahmed, Shields, White, & Wilbert, 2010). Building a necessary connection between corporate communication and business strategy ultimately cause the effective completion of all business operations. It is vital for the management to adopt the domain of formal comprehensive communication strategy that is completely relevant to the main requirements of the organizational culture. It is utmost important to set the pattern that helps to send consistent messages to the workers about the work requirements. The leader of the organization needs to deliver regular messages that explicitly describe the actual mission, vision, and the overall culture of the organization.

**The Impact of Effective and Ineffective Communication Strategy**

 It is vital to enhance understanding level about the implications of the suitable and ineffective communication strategy in the organization. This form of consideration helps management to determine the usefulness of the particular communication strategy. In other others, this sort of evaluation categorized as the roadmap for the leadership of the organization when they are thinking about the consideration and application of communication strategy for all the workers working at different levels in the organizational setting (Guffey & Loewy, 2012).

 The greatest impact of an effective communication strategy is that it is a great source to enhance the confidence level of all the employees. It is referred to as the feature that becomes the source of job satisfaction and engagement of the workers. The approach of effective communication strategy is also relevant to the proper understanding of employees about their job tasks and the terms and conditions associated with their working paradigm. Comprehensive communication strategy also gives a chance to the workers to openly deliver their main concerns to their respective leader. It is the phenomenon that gives the chance of voice to the workers. The prospects of working processes and all the related strategies also polished with the effective utilization of the suitable communication strategy. It is also determined the negative consequences of the application of ineffective communication strategy. This form of perspective can be immensely detrimental for the organization because it ultimately cost a higher rate of dissatisfaction and misunderstanding for the workers. Utilization of a wrong communication instrument can increase the challenges for the workers to figure out the actual working domain set by the leader of the organization.

**The Role of Leaders**

 The entity of organizational leaders characterized as an integral part to develop and implement the suitable communication plan for the workers. The approach of effective leadership can never be completed without the adoption of effective communication tools and strategies. The prospect of communication is only recognized as the tool that assists leaders to deliver their organizational vision and line of action to the employees. It is vital for the leaders to develop and utilize effective communication techniques to align the working domain of the employees with the main objective of the organization. It is the only way adopted by the leaders to inspire all the workers to accomplish their personal and organizational goals. The phenomenon of great leaders is associated with great communicators.

**Different Approaches to Communication**

 It is essential for the organizational leaders to have detailed knowledge about the available options to effectively adopt and implement communication strategy. This form of realization further helps the leader to meet the requirements of the communication linked to the specific organizational situation. There are three main things that need to be considered by the leader when it comes to the effective idea of communication. These three factors established as timing, location, and the message. It is mandatory for the leader to deliver the main idea or work instructions to the workers when three standards of the time, location, and the effectiveness of the message completely fulfil. The leader of the organization has many options that can be used to overcome the issues of communication and develop a better communication plan for the organization in a broader form. It is useful to critically understand these particular and viable instruments of communication.

***Newsletters***

 The option of a newsletter is adopted by the leaders to effectively and efficiently convey their message to all the shareholders. Both options of print or electronic version of the letter can be used as a suitable tool of communication within the organization.

***Town Hall Meetings***

 The option of town hall meetings is effective when an organization is going through with a collective form of concern. It is one successful platform for the leader to openly and clearly transmit the objectives and strategic plan of the organization to all the workers.

***E-mail***

 This form of communication is an easy and fast way for the leader to communicate with all the related entities. It is recognized as the formal source of communication that is used to provide an immediate form of instructions to the different individuals working for the organization (Gimenez, 2000).

***Face-to-Face Meetings***

 It is another option of communication for the leaders to figure out the actual concerns related to the workers; performance and offer some viable plan of action for the future. It is the most suitable technique in the situation when the leader wants to deliver some sensitive form of information to the concerned individual.

***Telephone***

 The telephone is another well-known way of communication within an organizational setting. It is a great opportunity for the leader to share information and briefly instruct about the tasks to the subordinates as early as possible.

***Surveys***

 Two-way communication is one significant and critical aspect of the business communication that needs to be considered by the management. It is one major task for the leader to provide a platform to the workers so, they become able to share their concerns and ideas to the higher management. The method of survey is used by the leaders to build strong interpersonally communication level with the employees.

**Proper Alignment of Communication Theories and Leadership Styles**

 It is important for the organizational leaders to develop particular leadership that effectively aligned with the needs of effective communication. There are various theories of communication that are characterized as an effective source of consideration for the leaders. Communication accommodation theory is one significant form of the practical implication that provides a suitable ground for leaders to determine their leadership style according to the need of time. It is the specific explanation of the circumstances when the leader adjusts their leadership style according to the others. Adaptive structuration theory (AST) is another theoretical domain that helps to determine that organizations are constructed based on some specific rules and regulations. The phenomenon of structure development ultimately influenced the decision-making domain for the leaders (Littlejohn & Foss, 2009). Coordinated management of meaning is also one important theoretical form that indicates the role of people when they collectively develop meanings through the perspective of active coordination with each other. It reflects the strong connection between the domain of communication in the form of a message and the people involves into the entire process.

**Recommendations**

 Referring to the particular organizational situation affected by the ineffective communication strategy, it is important to suggest some feasible solutions for the leadership of the organization.

* It is recommended for the leader to adopt a flexible approach of leadership so, workers never hesitate to communicate their concerns and problems related to work tasks.
* It is suggested for the leader to continuously enhance leadership and communication skills to better handle the situation of ineffective communication prospect.
* Development of the flexible organizational culture is one effective strategy to align all the workers with the main vision and values of the organization.
* Proper utilization of different communication vehicles is integral to attain the best outcomes from the communication plan for the organization.
* Two-way communication is obligatory for the organization to achieve the desired objectives of employees’ performance. It is important to give the necessary chance for the workers to show their ideas and problems in a suitable manner.

**Conclusion**

 To conclude the discussion about the idea of business communication and its relevance to the active role of leadership, it is necessary to indicate that without effective leadership, the objective of better communication plan can never be achieved. Leaders of the business firms need to be proactive to timely assess the situation and offer a better communication plan for all the related individuals. Proper implementation of the communication strategy is also one critical phase that requires the significant role of leader to strongly apply desired strategies in the organization. Adoption of the effective communication model and encouraging role of leaders are the two main driving forces to meet the target of effective performance.

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