

Effective Communication In Business Management

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Introduction

A vital instrument of success in a business is effective communication. In this context, success is to be able to achieve a certain task or an objective easily. For a business to prosper, good working relationships with customers or fellow employees are vital for that success. Conveying relevant information in any form that is easily understood indicates an effective business communication strategy that involves relaying information which is appropriate not only for decision-making but is able to stimulate the business through public relations or advertising. In this case study, I have attempted to compare two different approaches to business communication that have been adopted by two managers in my organization and record observations regarding the effectiveness of their communication strategy.

Discussion

Accomplishing a shared understanding of the objective by the concerned department in a business marks an effective communications strategy. It inspires company personnel to take essential actions needed to complete the objectives and reach the organization's goals because the information flow is directed in a proper way. Many barriers in the business are overcome through effective communication alone, as co-workers and executives are encouraged to think more about innovative practices. The ability to properly utilize modern business communication channels is very important for senior executives in the organization and for the company to be able to run its business smoothly today. The email communication channel, for example, is very beneficial in corporations. Training in composing business emails and memos is very helpful, and if standard business email writing designs are followed, it makes the senior executive's jobs much easier.

In my organization, we have two senior management executives, Mr. Marambi and Mr. Jamal. Mr. Marambi is the Company's Human Resources (HR) Manager, and Mr. Jamal is the Technical Operations Manager. Both occupy very senior management roles in the company and are tasked with making routine decisions for the company. The nature of their roles requires them to communicate with their staff and junior staff on a regular basis in order to coordinate their operations and ensure that each sub-department is efficiently performing its role. The HR Manager and the Operations Manager both use similar communication channels to relay messages to their subordinates. The primary communication channel is the organization's webmail, which is assigned to each employee with a

unique address. Most formal communication is performed through email memorandums by both of them, whereas notices are sent through printed hard copies. Mobile communications are sometimes used to issue urgent messages through SMS, whereas social media communication channels are kept for informal discussions. Mr. Jamal is more active than Mr. Marambi at that level. Other than that, both use face-to-face communication according to situational requirements. In this regard, I observed that the basic communication channels used by both of them are similar.

Despite having similar basic communication strategies, it is common to observe that Mr Jamal is a far more effective communicator than the HR Manager. According to my observation, this is due to a number of factors that play a role. One of the differences in approaches is the time given to team members by the operations manager in order to listen to them. When the operations manager encourages a two-way communication approach by letting employees open up, it helps him be well-guided before making a decision related to them. Even though the HR Manager also allows feedback, it was commonly felt that it was limited, and in most face-to-face or group conversations, he has focused more on telling everyone else what to do in a situation. Constant feedback after a decision that affects the employees is also a good way to develop a proper working relationship with them, and it makes the employees feel part of the company's progress. This motivates them to perform better. Effective communication is not only about which strategies are used but how well a particular strategy is used. In this case, during a group meeting, the Operation Manager is adept at creating a receptive atmosphere even in a tense situation. He is able to combine a small amount of humour with articulation and an appropriate tone. The message is often conveyed through the use of visual aids, presentations and videos. Even if there is a reprimand, it is quickly followed by appreciation using simple and encouraging words, a known method of effective communication (Belonwu, 2013). In group meetings, the HR Manager was observed to be serious in addressing the issues faced by the employees and providing solutions to them according to his judgement. The presentations he uses are more technical and less elaborative in nature, and although they are relayed in a confident and serious manner, there is an atmosphere of tension observed during the meetings that discourages employees from providing their feedback on the solutions. As an effective communicator, Mr Jamal clarifies not only what he wants to be done but also why it is important for the company while making sure that there is a minimum of uncertainty in the environment in order that the other individual can move forward (Coughlin, 2013).

Another difference in communication approaches between the two managers is how they post announcements and news related to the company. The HR Manager prefers to communicate important updates via email, however a lot of employees do not regularly read the emails. The Operations Manager combines the use of email and social media to post regular updates even when they are not related to his own line of responsibility. Frequent use of notices that are regularly updated helps employees be on the same page in relation to the latest developments in the company, such as a new product launch or a rebranding decision etc (EDUCBA, 2016). The HR Manager often displays notices about the company's mission and his expectations from the employees along with listing top-performing employees, whereas the Operation manager uses a notice board that shares information such as Company values, communication approaches, tips and ideas on teamwork, team

pictures, and even challenges faced by the company by using infographics. The impact it creates is that the employees see the fruits of their work or the consequences of non-compliance not just by being reprimanded about it but also by studying it themselves, thus leading to more introspection.

The key advantage that the operations manager enjoys over the HR manager in being able to deliver a better message to the employees is paying attention to little but effective strategies that capture the employee's interest. Both managers are sincere and highly valued by the organization, but being more empathetic and patient with the employee needs and requirements of each department helps them feel connected with the organization and hence motivated to perform more productively (Anderson, 2011).

Conclusion

It is understandable that communication is a complex human skill that requires great attention to master and that not everyone who performs well is a great communicator. Therefore, it is important to check our communication approaches. To be able to effectively communicate with anyone is not possible unless their interests, needs, expectations or concerns are understood. This not only holds true in the corporate world but in our personal lives as well. Effective business communication first requires taking time to listen to the other person's perspective and come up with an appropriate response. Mr. Jamal, as an effective communicator, is able to induce more productivity out of the departments and employees that answer to him using a variety of successful approaches. This not only helps in employee productivity but also helps his operations department make better decisions for the foreseeable future.

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