Importance of Effective Communication in an Organization

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Introduction

Communication plays an essential role in our daily activities. Thus, communication helps us socialize and share our thoughts, opinions, and experiences with others, whether we are at work or in social places. Therefore, communication involves exchanging words with those we are interacting with. The language, the tone of our voice and body language only improve our communication skills. Effective communication in workplaces plays a vital role in promoting a good working relationship. Also, it helps in building a better understanding among the employees. Moreover, communication assists in establishing how the employees relate with one another within the organization. Thus, it is crucial for the employees to understand the organization's communication culture to help them interact freely with their fellow employees. Hence, an ineffective communication approach could create organizational problems. The case study helps us understand the importance of effective communication in an organization. Thus, the purpose of this analysis is to evaluate Suzanne's leadership capabilities, how she can bring change, and the strategies she can use to improve our organization.

Suzanna's Leadership Skills

Leadership skills are the techniques that leaders use to make good decisions regarding the organization's objectives, visions, and mission, as well as properly, effectively, and efficiently allocate resources to meet these directives. Thus, good leadership skills involve the ability to communicate effectively, the ability to motivate, the will to delegate, team building and recognition, creativity and strategic vision. The leadership traits include confidence, integration, and honesty.

Effective communication is one of the traits of good leadership skills. Thus, effective information sharing in an organization helps in building a better interpersonal relationship between the organization's employees. Information sharing gives employees a sense of belonging. This can help in avoiding disgruntled employees and promote teamwork in an organization. Thus, it is important to share the organization's plans to prevent miscommunication. Effective communication allows employees to be involved in the firm decision-making process, leading to a collective outcome. In our case, Suzanna wanted to improve the Interfaith Center by making it a better place, but she wanted to

achieve that change by herself. Suzanna advocated for the transformation of the organization's mission. She submitted that people aren't aware of the Center's mission, and it must be rebuilt for it to be meaningful. Suzanna did not involve other employees or board members in arriving at her decision. Therefore, she did not effectively communicate her plans to others (University of Minnesota Libraries Publishing, 2016).

Consequently, Suzanna lacked a strategic vision. Suzanna has passion and great ideas that can help improve her workplace, but they are not good enough for the firm to succeed. Strategic vision is an important strategy that can assist in achieving change in an organization. A clear vision helps in formulating the organization's goals and objectives. Thus, strategic vision would have helped Suzanna to outline the change, highlight the reasons for change and inform the purposes of the change. Suzanna only outlined the change. Strategic vision leadership shares the proposed amendment with others and makes sure that there are reasons for the change. Therefore, I think Suzanna lacks leadership skills.

How Should Suzanna Bring the Idea of Changing the Mission?

Suzanna could have done the following to bring her idea of changing the mission of the organization. First, she should have taken a thoughtful approach to presenting her idea by preparing herself. Thus, she should inform the board members of her idea and put it up for discussion. Second, she should capture the essentials when presenting her idea. Hence, she should highlight the reasons the change is needed and what has triggered the change. Third, she should introduce plans for how the change will be implemented. Therefore, Suzanna should bring up her idea to the board members by following the outlined procedure. After she shares her intentions with the Board, she should then share the intentions with other employees in the organization.

Steps of Implementing Change

Suzanna could change the organization for the better by using the following steps.

1. Create Urgency

Suzanna could create a sense of urgency, indicating the reason for the change. This helps in initiating the change since people start talking about it. By creating urgency, she should examine the potential threats that could happen and identify the opportunities that could be exploited.

2. Create a team

Suzanna should convince other employees that the change is necessary. Thus, involving others helps in creating a good background for change to happen. Working as a team will help in coming up with more ideas on how the change should be undertaken.

3. Create a vision for change.

A clear vision of change will help other people understand your point of view for a change. Thus, it states the reason for the change and outlines the importance of change. This allows employees to know why they need change. Then, create a strategy that will assist in executing the change.

4. Communicate the vision

After creating a clear vision, it's essential to communicate your idea to the team members and other people in the organization. By doing this, Suzanna will be able to share information about the concerns people working in the organization might have. Also, inform how the vision will improve the organization's operations.

5. Address the Challenges

Remove the obstacles that could prevent change from happening. At this stage, you should involve those who are willing to change and implement change.

6. Build on the Change

At this stage, Suzanna should focus on building and implementing the change in the organization. Also, new objectives and goals should be set based on the change.

7. Incorporate change into organizational culture

The change becomes part of the organization's culture (OpenStax, 2019).

Thus, by using these steps, Suzanna should manage to achieve her desire to improve the Interfaith Center.

Questions

How should Suzanna improve her communication skills (Shannon, C. E., 1948)?

Do you think that Suzanna lacks managerial skills?

What are the strategies that Suzanna should use to drive organizational change?

What leadership skills did Suzanna portray?

Teamwork

Teamwork is a process of collectively working together for the success of organizations. In the Interfaith Centre, every person is allocated a specific duty on which they work towards common goals. Suzanne, as the leader of the organization, is assigned major responsibilities. Since the Interfaith Centre is a non-profit organization, teamwork is very important. Cohesiveness and togetherness in an organization lead to successful outcomes. In the setting of the Interfaith Centre, there is no emphasis on teamwork. For instance, Suzanne wanted to change the company's mission statement without involving others. Thus, there is a sense of individualism in the organization. Suzanne is leading a group of elderly people.

There are a lot of conflicts within the Interfaith Centre organization. Even before Suzanne came to be the leader of the organization, there were complaints that Cindy didn't deliver on her job. Also, there is a conflict between the employees, showing that there is no teamwork. For instance, Angela is always complaining; for example, she complained that Jake was trying to take her job for trying to give press information. Also, in the board meeting, there were a lot of conflicts arising from different issues. Furthermore, Angela has a personal vendetta against Suzanne. Although there are instances where teamwork is lacking in the organization, there are other areas that excel in teamwork. For instance, during the awards ceremony, everyone worked and contributed to its success.

For successful teamwork, there must be rules that govern the team. First, the team must define and create interdependencies among the members of the team. Second, they have to establish objectives and goals. Also, the team will create guidelines that will be followed by decision-making. Moreover, there must be clear and constant feedback. Team members should be allowed to challenge the status quo.

References

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