

Essentials of effective and interpersonal communication skills to Manage and Lead dynamic businesses with maintaining public relations

Md. Sadique Shaikh

Department of Management

P.O.Nahata College, Bhusawal

sids_nsk@rediffmail.com

Abstract

Communication skills refer to the managers and leaders abilities both to effectively convey ideas and information to others and receive ideas and information from others. These skills enable a manager or a leader to transmit ideas to subordinates or to team members/followers so that they know what is expected, to coordinate and to lead work with peers and colleagues so that they work well together properly, and to keep higher levels managers/leaders informed about what is going on. In addition effective communication skills help managers/leaders listen to what others say and to understand the real meaning behind words, sentences, behavior and body language (Organizational behavior/psychology). The nature of interpersonal relations in an organization is as varied as individual's members themselves. At one extreme, interpersonal relations can be personal and positive. This occurs when the two parties know completely each other with great faith and trust building, have mutual respect and affection, and enjoy interaction with each others, which is possible using effective communication. Effective communication skills make discussions, conferences, seminar, meetings, symposiums and forum of managers/leaders with business executives/team members/followers/audience/delegates/listeners most **"interactive"** with 100% **"transparency"** in speeches/talks/presentation for data/information exchange between them using set of **words** called **sentences** formed by any set of **alphabets** called **language**. This paper will start discussion from fundamental, definition and components of communication to some basic models and the factors which negatively affect on effective communication.

Keywords: Effective communication, interpersonal skills, interactive information exchange, management, leadership, dynamic business, organizational behavior.

INTRODUCTION

Communication is the exchange of messages between people for the purpose of achieving common meanings. Unless common meanings are shared, managers find it extremely difficult to influence others. Whenever group of people interact, communication takes place. Communication is the exchange of information using a shared set of symbols. It is the process that links group members and enables them to coordinate their activities. Therefore, when managers foster effective communication, they strengthen the connections between employees and build cooperation. Communication also functions to build and reinforce

interdependence between various parts of the organization. As a linking mechanism among the different organizational subsystems, communication is a central feature of the structure of groups and organizations. It helps to coordinate tasks and activities within and between organizations.

DEFINITIONS OF COMMUNICATION

Whenever a group of people interact, communication takes place. Communication is the exchange of information using a shared set of symbols. It is the process that links group members and enables them to coordinate their activities. Therefore, when managers foster effective communication, they strengthen the connections between employees and build cooperation. The term "communication" is derived from the Latin word "communis" which means "common". This stands for the sharing of ideas in common. It is the process of passing information and understanding from one person to another.

According to Theo Haimann, "Communication, fundamental and vital to all managerial Actions, is the process of imparting ideas and making oneself understood by others".

According to Dalton McFarland, "Communication may be broadly defined as the process of meaningful interaction among human beings. More specifically, it is the process by which meanings are perceived and understandings are reached among human beings".

According to Louis A Allen, "Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding".

In the words of Newman and summer, "Communication is an exchange of fact, ideas, opinions or emotions by two or more persons".

According to Hudson, "Communication in its simplest form is conveying of information from one person to another".

According to Charles E Redfield, communication is "the broad field of human interchange of facts and opinions and not the technologies of telephone, telegraph, radio and the like".

According to Koontz and O'Donnell, "Communication, is an intercourse by words, letters symbols or messages, and is a way that the organization members shares meaning and understanding with another".

In the words of Jacques, "Communication is the sum total of directly and indirectly, consciously and unconsciously transmitted feeling, attitudes and wishes". In the words of Mockler, "Communication is the process of passing information, ideas or even emotions from one person to another".

In the words of Kelly, "Communication is a field of knowledge dealing with systematic application of symbols to acquire common information regarding an object or event".

In the words of Brown, communication is "a process of transmitting ideas or thoughts from one person to another, for the purpose of creating understanding in the thinking of the person receiving the communication".

IMPORTANCE OF COMMUNICATION

Communication is an indispensable activity in all organizations. No organization can think of its existence without effective communication. That is why, Chester Bernard remarked, "the first executive function is to develop and maintain a system of communication". An organization's very survival depends on its employees' ability to communicate with one another and with the members of its environment. The free flow of ideas and information is an essential ingredient in the drive for quality and continuous improvement. The organization relies on communications to learn what its customers want, to foster cooperation among its employees, and to identify and adapt to changes in the environment. An effective communication system is essential to pass messages, ideas and information for explaining objectives and plans, controlling, performance and taking corrective action. The importance of communication in management can be judged from the following:

1. Gaining acceptance of policies, winning cooperation of others, getting instructions and ideas clearly understood and bringing about the desired changes in performance are dependent upon effective communication.
2. Communication helps the management in arriving at vital decisions. In its absence, it may not be possible for the top-level management to come in closer contact with each other and discuss the important problems pertaining to the organization.
3. Constant communication with personnel helps the management to remain informed about their problems, difficulties and grievances. Appropriate steps can be taken in time to remove the worker's difficulties. Conflicts often arise because of communication gap. They can be averted by setting up a regular arrangement of keeping contact with the workers through communication media.
4. Communication is quite essential for coordination, which is the essence of effective management. It brings about mutual understanding between the personnel at all levels and fosters the spirit of cooperation. In the words of Mary Crushing Niles, "Good communications are essential to coordination. They are necessary upward, downward and sideways, through all the levels of authority and advise for the transmission, interpretation and adoption of policies, for the sharing of knowledge and information, and for the more subtle needs of good morale and mutual understanding".
5. Greater, better and cheaper production are the aims of all managers. In today's organizations; the information passes through a variety of filters and there is always a chance for misinterpretation. An effective system of communication can play a vital role in avoiding this illusion. The employees should be told clearly what exactly to do and the way in which an instruction is to be carried out. In this process certain directions are to be given, certain feelings must be expressed and a certain amount of interpersonal perceptions must be exchanged. In the words of Shobhana Khandwala, "For this, management has to sell ideas, motivate the workers to work with a will, and build up higher morale in the company."

Communication, as an influence, process, plays a vital role here. It becomes, thus, a part of education, propaganda, and leadership and guidance function of the management".

6. Under an effective system of communication it is quite convenient for the employees to express their grievances, and bring all their problems to the notice of the management. Proper communications between the interested parties reduce the point of friction and minimize those that inevitably arise. Hence by effective communication, a group having 'skill' and 'will' to do is to be built up.

7. Communication helps in securing the largest possible participation or consultation in decision making, planning and general administration. This will give democratic character to managerial process and strengthen the morale of the staff.

FUNCTIONS OF COMMUNICATION

Control

Communication acts to control the employees' behavior. Organizations have authority hierarchies and formal guidelines that employees are required to follow. The control mechanism can work only when the communication – oral and written, is effective. Informal communication also controls behavior.

Information

Communication is a vital necessity to an organization, just as the bloodstream is to the person. It is essential that information must be communicated to the managers on the basis of which the plans can be developed; these plans must be communicated to the operating managers and employees.

Motivation

Communication fosters motivation by clarifying to employees what is to be done, how well they are doing and what can be done to prove performance if it is unsatisfactory.

Emotional Expression

Communication provides a release for the emotional expression of feelings and for fulfillment of social needs. Employees show their frustrations and feelings of satisfaction through communication.

COMMUNICATION BALANCE MODEL

exhibit-1 is the proposed communication balance model, with the reference of this model I would like to discuss, what is the role of sentences using regular continuous words as compare to regular words distorted sentences and irregular words continuous sentences. It is clearly indicated in model in both at top and at bottom .i.e. "regular words with distorted sentences" and "irregular words with continuous sentences" degree of complexities is high. Hence cause of "communication conflicts" and reasons for these in bottom situation people completely aware with words because these words belong to general dictionary of any language and common in use, but communicator has less command over bonding of words to

form continuous sentences called distortion, and it is proved scientifically brain only learn, process and understand continuous words sentence inputs of words to generate meaning of it. Hence communication conflicts in this situation.

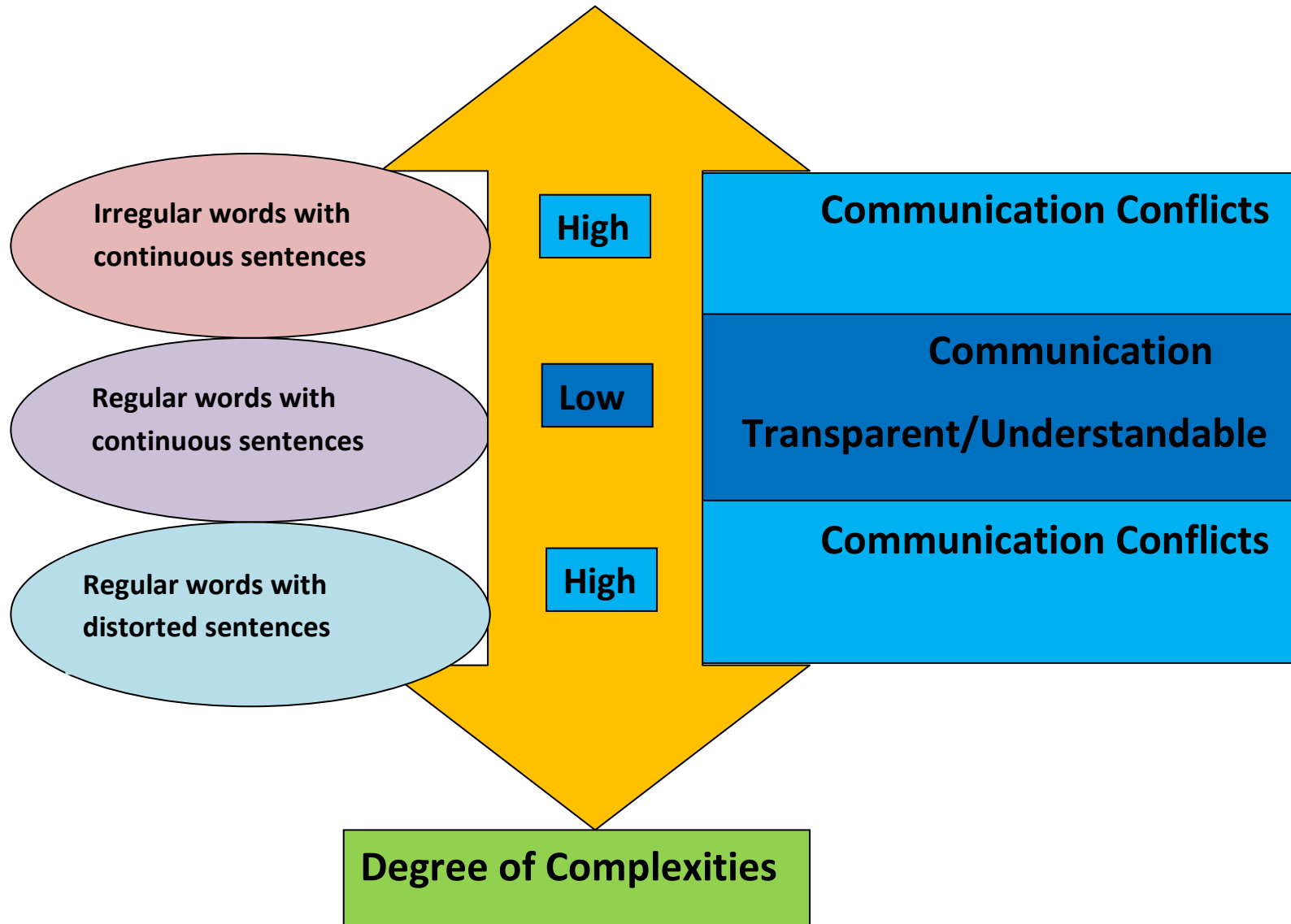


Exhibit-1: Source: Md. Sadique Shaikh

The another situation at top “irregular words with continuous sentences” .i.e. though sentences are continuous but majority words unknown/or with partial/probable meaning of it in the mind of listeners, and when people listen such a sentences their brain trying to get meaning of it and became busy during this much time delay occur/or brain busy process to acquire meaning of current words it left some next words. Hence in results confusion and doubts in mind of the listener. Thus only the excellent and most appropriate condition is middle “regular words with continuous sentences”. In this situation all the words speak out by the communicator in sentences are completely known and in continuation, therefore understandable by mass people. This is also the condition of “brain learning process”,

understanding and generate meaning of sentences using either language for information/data exchange through communication, which is proved scientifically by several psychologist and brain neurologist.

COMMUNICATION ESSENTIAL MODEL

After discussion how effective communication is possible wanted to switch, how communication is essential in business leadership and business management with the help of exhibit-2 .i.e. “communication essential model”. In business leadership and management “leading and managing” are two very vital task for execution of any kind of business and these skills and abilities only develop and transfer trough “effective communication” to exchange ideas, business plans, objectives, strategies, goals, aims, and decisions with the employees as well as control business properly.

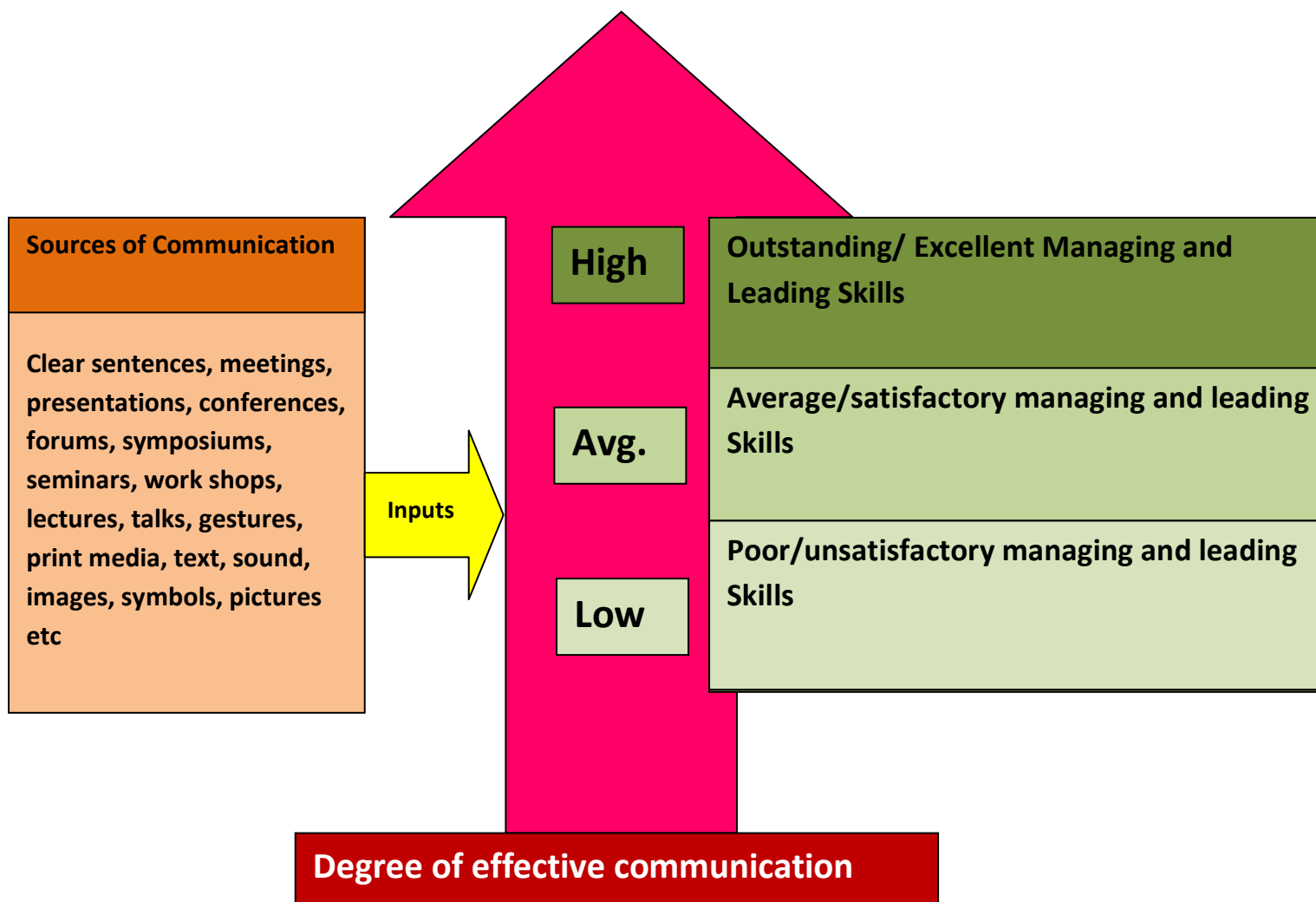


Exhibit-2: Source: Md. Sadique Shaikh

If degree of effective communication is low leaders/managers unable to “interact and motivate” to subordinates and fail to transfer knowledge/data/information of business(like policies, ethics, plans, strategies, goals of business) in their brains. In result poor leading and

managing skills because fail to reach “sources of communication” as an inputs to brains. Contrast possibility is degree of effective communication is high this is the only condition could say leaders and managers are fully loaded with leading and managing abilities and skills, where as some time it is average, but only high degree of effective communication is outstanding condition in business communications.

Conclusions

Whenever a group of people interact, communication takes place. Communication is the exchange of information using a shared set of symbols. Communication is a critical part of every manager's job. Without effective communication, even the most brilliant strategies and the best-laid plans may not be successful. Communication is an indispensable activity in all organizations. No organization can think of its existence without effective communication. When people communicate, they differ not only in nonverbal behaviors and language but in the degree to which they provide and seek information. Such differences constitute various communication styles. Within organizations, there are three directions in which communications flow: downward, upward and laterally. The network for much informal communication is the organization's grapevine. Grapevines develop in organizations to handle communications that the formal channels of communication do not handle. It typically supplements or replaces the organizational hierarchy as the means for transmitting communication. Barriers to communication are factors that block or significantly distort successful communication. Effective managerial communication skills helps overcome some, but not all, barriers to communication in organizations.

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