

ROLE OF COMMUNICATION IN RAISING AN ORGANIZATION'S LEVEL OF WORK EFFECTIVENESS

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ABSTRACT

It takes good communication to raise an organization's productivity at work. This abstract looks at how communication can enhance productivity, teamwork, and the overall efficacy of an organisation. By clearly defining expectations and providing instructions, communication helps to ensure that employees understand their roles and how their efforts relate to the objectives of the company. Collaboration and cooperation are encouraged by encouraging team members to share knowledge, concepts, and skills as this leads to creative thinking and problem-solving. Employees may voice their concerns and promptly clear up misunderstandings when there is communication, which is why it is crucial for conflict resolution. By providing regular feedback and managing performance through communication channels, employees are enabled to enhance their work performance and make valuable contributions. By guaranteeing that decision-makers have access to accurate and relevant information, effective communication facilitates decision-making. Furthermore, communication increases employee motivation and engagement by creating open and transparent lines of communication. It ensures a smooth transition and encourages adaptability to change by outlining changes, challenges, and solutions in plain language. Moreover, learning and knowledge exchange are promoted by effective communication, which over time promotes organisational advancement. Giving communication practises more weight and improving them might help organisations become more productive and reach their goals faster.

KEYWORDS: *Communication, Work Effectiveness, Decision-Making, Creative Thinking, Problem-Solving.*

Introduction

The productivity of an organisation greatly depends on its ability to communicate. Effective communication fosters understanding, collaboration, and higher output. Here are a few noteworthy ways that communicating at work increases output:

- **Outlined Standards and Specifications:** Workers are more productive when they know exactly what their roles, responsibilities, and objectives are. Setting clear expectations helps employees match their efforts with organisational goals, which increases efficiency.
- **Teamwork and Cooperation:** Good communication between team members enables effective collaboration. By allowing staff members to share ideas, information, and expertise, it promotes creativity and problem-solving. By encouraging strong teamwork, communication increases the overall effectiveness of work inside the business.
- **Dispute Resolution at Work:** Effective communication is key to this process. When employees feel comfortable sharing their concerns and issues in an open and honest manner, doubts can be dispelled quickly and conflicts can be resolved. It is possible to have harmony at work because of this, and production increases.

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Regular communication between managers and staff is essential to the implementation of consistent feedback and performance management. When given honest and helpful feedback that helps them identify their strengths and areas for growth, employees are better equipped to enhance their performance and successfully contribute to the organization's goals.

- **Making Decisions:** Effective communication guarantees that relevant information reaches decision-makers in a timely and accurate manner. With complete and reliable information at their disposal, decision-makers may make well-informed decisions that enhance job outcomes and boost effectiveness.
- **Employee Engagement and Motivation:** Effective communication plays a major role in assisting in the ability to engage and motivate staff members. When lines of communication are open and transparent, employees are more likely to feel informed, valued, and involved in organisational operations. Feeling heard and understood increases employee commitment and drive, which improves work effectiveness.
- **Change Adaptation:** In an ever-evolving corporate world, effective communication is essential to organisational change. Organisations that communicate changes, issues, and new plans clearly can help individuals comprehend and welcome change. While things are changing, this facilitates transitions and boosts productivity at work.
- **Education and Knowledge Exchange:** Communication facilitates the sharing of expertise and knowledge inside an organisation. Interaction among employees and the sharing of ideas, best practises, and lessons discovered promote lifelong learning and growth. This knowledge-sharing culture increases work effectiveness by leveraging the organization's pooled wisdom.

In order for an organisation to succeed and for production to rise, effective communication is vital. This research delves into the intricate connections that exist between communication and several aspects of organisational success, including cooperation, employee engagement, productivity, feedback, decision-making, and knowledge sharing.

By conducting a comprehensive literature review and analysing relevant studies, this article provides insightful information about strategies, procedures, and resources that businesses may utilise to improve their communication operations.

Work performance is significantly increased when employees are given clear instructions and goals, according to research findings. When workers are aware of their duties and responsibilities, they may more effectively align their efforts with the company's goals, which increases productivity. Effective communication encourages team members to share knowledge, concepts, and skills, which in turn fosters cooperation and teamwork. In the end, this enhances organisational performance overall by fostering innovation and problem-solving skills.

Plus, good communication makes resolving conflicts at work easier. By providing opportunities for candid conversation and prompt problem-solving, organisations may cultivate a calm work environment that boosts productivity. Through frequent performance management and feedback via the proper channels of communication, employees are enabled to enhance their skills, boost their motivation, and effectively contribute to the goals of the company.

The study also emphasises how decision-making is impacted by communication. When there is timely and clear communication guaranteeing that decision-makers have access to relevant and accurate information, they can make well-informed judgements. Employee engagement is made possible by transparency, involvement, and active participation fostered by effective communication channels. Increased motivation and commitment from employees leads to increased productivity at work and improved organisational performance.

Effective communication is also necessary for managing change inside organisations. Through efficient communication of changes, issues, and strategies, organisations can ensure that employees understand and adapt to new circumstances. In times of transition, this lowers resistance to change and boosts productivity at work.

Employee motivation and engagement is another significant subject this research report addresses. It examines how channels of communication that are clear and open foster a sense of participation and community among staff members. Employee motivation and engagement increase a worker's commitment to their work, which boosts output and efficiency.

Good communication benefits businesses greatly by increasing productivity across all levels and divisions. The following are some major ways that communication can increase effectiveness at work:

- **Enhanced Productivity:** Clear and effective communication reduces miscommunication and mistakes by making sure that employees are aware of their roles and duties. Workers may perform more effectively and efficiently, boosting total productivity, if they fully understand their roles and goals.

The importance that communication plays in cultivating a cooperative culture leads to improvements in collaboration and teamwork. Employees are more likely to be imaginative and innovative when they feel free to communicate honestly and share ideas, information, and knowledge. People may solve problems more effectively and more easily accomplish shared goals when they operate as a team.

- **Efficient Resolution of Conflicts:** Inadequate communication and misinterpretation can give rise to disputes within an organisation. Good communication provides a platform for employees to air grievances and issues, which speeds up problem-solving. By promoting harmony in the workplace, this improves the overall effectiveness of the company.
- **Making Informed Decisions:** Decision-makers are guaranteed timely access to relevant information through effective communication. With access to complete and accurate data, leaders may make decisions that align with the objectives of the organisation, leading to improved outcomes and overall performance.

Open and honest communication encourages employees to feel more involved and trusted. Increased commitment to the job from employees leads to higher performance and greater job satisfaction. Enhanced engagement has a beneficial influence on the organization's efficacy and employee retention.

Flexibility: In a constantly changing business landscape, organisations need to be able to adapt quickly. It is easier for employees to embrace change when information about challenges, difficulties, and new strategies is effectively conveyed to them.

- **Employee Empowerment and Accountability:** Good communication provides employees with precise instructions and guidance, which in turn empowers them. When responsibilities and goals are clearly defined, employees are more likely to accept responsibility for their work and be more accountable. Productivity rises as a result.
- **Client satisfaction:** Communication is crucial to identifying and meeting the demands of the client. By effectively interacting with customers, businesses may gather insightful feedback, identify areas for development, and create and provide better products and services. Satisfied customers impact the business's long-term efficacy and success.
- **Knowledge Sharing and Learning:** Communication is key to fostering knowledge sharing and continuous learning inside a business. Employee innovation, best practise, and lesson-learned exchanges encourage continuous improvement and boost overall performance of the organisation.
- **Positivity in the workplace:** An atmosphere that prioritises good communication fosters openness, respect, and transparency among employees. This productive corporate culture promotes trust and understanding, which makes the workplace more productive and tranquil.

Organisations can benefit from effective communication in many different ways, as it enhances work performance across the board. For an organisation to succeed and function well over the long run, communication is essential. It encourages increased output, improved collaboration, and satisfied customers. Effective communication promotes improved teamwork, productivity, and conflict resolution. Productivity is increased when employees are given clear instructions and are aware of their tasks. This helps them better connect their efforts with the aims of the company.

By promoting the exchange of ideas and knowledge, effective communication promotes teamwork and collaboration and enhances problem-solving and creativity.

Good communication ensures that decision-makers have timely access to accurate information throughout the process, allowing them to make well-informed choices that support the objectives of the business.

Open and interesting communication channels lead to increased accountability, job satisfaction, and employee engagement. When workers feel empowered, they take ownership of their work, which boosts output even more. Effective communication also enables staff members to adjust to change more successfully by informing them about challenges and novel ideas.

Effective communication also promotes knowledge exchange and continuous learning inside the organisation, which supports a culture of improvement. Open communication and mutual understanding are two ways that communication promotes an organisational culture that is favourable to productivity.

Because of this, effective communication is crucial to how well workers in organisations do their duties. Decision-making, staff engagement, productivity, cooperation, and organisational culture are all impacted. Setting priorities and enhancing communication techniques can have a significant positive impact on an organization's long-term success and productivity.

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