

BUSINESS COMMUNICATION FOR SUCCESS

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ABSTRACT

Communication is the process in which one person transfer ideas or information to another. Effective communication is when we transforming our ideas in easy and clear way. Communication is two way process in which one party is sender and another is receiver. Communication is an important process in any business enterprise. Effective communication is very important for successful business. It is an important need in any enterprise. Business cannot operate without communicating with its customers, employee or other business One cannot visualize the existence of an organization without communication. The need of communication is felt in every area whether it is to promote sales, financial dealings or hearing a dialogue with colleagues or employees of a business concern. Effective communication in business is important because it creates awareness and reputation among customers. It builds strong relationship among employee and management. Good communication means good business. Business communication is helpful in to promote goods, service or organization. Rising of business depends upon how business communicates with its external as well as internal users. There are many different methods of business communication by which business can communicate with its related party for ex. Video conferencing, email, presentation, face to face meetings etc. Business works in dynamic environment, with effective communication better decisions can be taken.

Keywords: *Effective Communication, Importance, Barriers, Suggestions.*

Introduction

Effective communication occurs only when the intended message of the speaker is clearly and easily understood by the listener. Communication doesn't mean sending or receiving message only, but it involves understanding also. Effective communication means how effectively we communicate with others in simple way. For effective communication the receiver must understand the message in the same way as intended by the sender. Effective business communication occurs between two or more parties to swap business related information. With effective communication effective plans can be made. With effective plans business will develop in dynamic environment. The ability to communicate with audience both inside and outside your organization is a key characteristic of successful business developers. Effective communication strengthens the connections between a company and all of its investors and benefits businesses in numerous ways: Stronger decision making and faster problem solving; earlier warning of probable problems; increased productivity and steadier workflow; stronger business relationships; clearer and more persuasive marketing messages; enhanced professional images for both employers and companies; lower employee turnover and higher employee satisfaction; and better financial results and higher return for stakeholders.

In business, communication system can be successful only when it is effective. In most cases, achieving success from effective business communication includes acquiring skills and experience. Learn to express your ideas clearly and easily. Take steps to understand your viewers. Target your message to meet their needs. Using effective communication helps your message get interpreted properly. Postpone conflicts with co-workers, managers and customers by using effective communication techniques. Exercise using techniques, such as active listening and paraphrasing to ensure your success.

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One of the important requirement of an effective communication is that communicator should have the knowledge of communication chain. Every officer should have approach to communication system and communication chain. Chain of communication should be direct and short and should be used in its entirety. All the person handling communication centres should be competent enough to work effectively.

Communication helps the top management in taking quick decision. Authorities will not reach to any worthwhile decision in the absence of communication. Crucial decisions are to be taken at every step in business organization and at different levels of management. Business activities are life-less without communication in the same fashion as human body is a mere corpse in the absence of soul. In short, it can be said that managerial decision are put into practice with the effective communication. Successful communication is the basis of direction and leadership. An organization remains active with the help of effective communication.

Objectives of the Study

Communication is the lifeblood of an organization. It is the vehicle that ensures correct performance of organizational functions and achievement of organizational goals. As a separate area of study, business communication has the following objectives:

- To study effectiveness of business communication in modern theme
- To outline importance of effective communication
- To study of barriers of effective business communication
- To study of overcome from barriers of business communication

Research Methodology

- The descriptive methodology has been use to collect data
- Secondary data has been collected from various published source and website
- The explanation of data is more qualitative than on quantitative terms.

Communication Process

- Sender
- Encoding
- Channel
- Decoding
- Receiver
- **Sender:** In the communication process, a person, who sends the information or message, is a source of information for the receiver. The sender is the person who initiates to communicate. The sender must have a visualization of the receiver's mental state before communication.
- **Encoding:** Message or information usually invisible or in abstract form. Therefore, encoding is necessary to give it a clear shape when ideas are translated into symbols or language. Body language is used while encoding any message. In business, many messages are encoded in a computer language now-a-days.
- **Channels:** Medium by which message is transmitted to the sender. Such channels may be in oral or written form. For communicating effectively and efficiently, the suitability of channel to message is prerequisite.
- **Decoding:** The receiver of the message decodes the message and tries to know the meaning of the message received. He makes the message clear with help of words, symbols, charts etc.
- **Receiver:** In the communication process, he is a person who receives the information from the communicator. The message should be drafted with keeping in view the receiver's view point. If the message not reaches a receiver in its spirit, it is treated that communication is not complete.

Principles of Business Communication

- Clarity
- Completeness
- Conciseness
- Consideration
- Courtesy
- Correctness

Importance of Business Communication

- Efficient and Smooth Running of an Enterprise
- Basis of Decision Making
- Proper Planning and Coordination
- For Higher Productivity at Minimum Cost
- Morale Building
- Democratic Management
- Binds People Together
- Creates Mutual Trust and Confidence
- An Aid to Managerial Performance
- Helps in Smooth Working
- Increase Managerial Efficiency
- Maintaining Industrial Peace
- Aid to Leadership
- Aid to Job Satisfaction
- Saving of Time
- Aid to Public Relation and a Few Others.

Communication Barriers

- Physical and mechanical barriers: Physical and mechanical barriers usually born out of faulty mechanical arrangement. These barriers include the following:
 - Noise
 - Poor lighting
 - Time and distance
 - Excessive message
 - Incomplete message
- Semantic barriers: Of all the mediums of communication language is the most powerful. Its careless use creates communication barriers. The difficulties in the use and understanding of language create semantic barriers. The main semantic barriers are:
 - Different comprehension of reality
 - Use of multiple meaning words
 - Wrong interpretation of directions
 - Use of administrative and technical words
 - Unclear assumptions
- Organizational barriers: Organizational barriers in communication in barriers are those barriers which are born out of faulty organizational structure, due to faulty rules and policies or due to lack of communication facilities at the organizational level. The main organizational barriers are following:
 - Long scalar chain
 - Selection of wrong medium
 - Policies and rules
 - Lack of communication devices and material
 - Line and staff relationship
- Socio-psychological barriers: Actually effective communication takes place only when sender and receiver have a favorable mindset towards each other because source and destination of a message is brain. But the mind is also related to knowledge, experience, feelings, view point, behavior, concentration, trust acceptance etc. therefore, when the mindsets of sender and receiver are not favorable then barriers are created in communication between two. Main socio psychological barriers in communication are following:
 - Behavior and attitudes
 - Emotions/mood
 - Status consciousness
 - Closed mind
 - Inattention

Suggestions for Removing Communication Barriers

The success and effectiveness of communication does not just depend on the exchange of the information, ideas and facts but its effect on the receiver should also be studied. If the message fulfils the purpose that it was intended to fulfil than it will assumed that all the communication barriers have been removed. The following suggestions are significant to remove the communication barriers:

- **MEANINGFUL, CLEAR AND BRIEF MESSAGE:** The success of communication depends largely on fact that the message is meaningful, clear and brief. The message can be clear only when the sender himself has complete the knowledge of the message. Misleading, multi meaning words, idioms, technical words should not be used in the message. As long as possible message should be written or typed.
- **IDEAL BEHAVIOUR:** For effective communication it is necessary that the senior officers have the behavior that is expected of the subordinates. First they should select set an example. For example, if the officers were on time, the workers too will come on time.
- **USE OF SEVEN C'S:** The seven C's should be used to remove the communication barriers. There should be completeness, clarity, consideration, courtesy, concreteness, consciousness, and correctness in the message.
- **Continuous communication:** To get full benefit from the exchange of ideas it is necessary that there is continuous communication between the related parties so that there is no break in communication.
- **Adequate transmission technique:** Completeness in message is no meaning if it does not rich title receiver. The sender should keep in mind when, whom, how, what he want to say. Communication can be success only if these points are well planned. This is adequate transmission technique.
- **Cooperation:** Proper coordination and cooperation between the sender and receiver are necessary for good communication. For this it is necessary that personalities of the workers are respective. Decisions should be taken after a lot of thinking keeping in mind all the factors.
- **Cordial organizational relations:** Cordial relations are necessary between the management and workers to remove the communication barriers. The better the relations in the organizations lesser the barriers in communication will be.
- **Adequate size of scalar chain:** The scalar chain should be just long enough so or not to create barriers in communication.
- **Good working conditions:** If there are good working conditions in an organization then the workers will be happy and work better. As a result communication barriers will be removed.
- **Flexibility in policies and rules:** There should be room for changing policies and rules as required by the organization.
- **Trust :** Senior officer should trust their subordinates and both parties should hold discussion so that there are communication barriers.
- **Selection of adequate medium :** The right message gets the message to reach the receiver. Therefore, in order to remove communication barriers the right medium should be chosen.
- **Open mindedness :** We should not form any opinions, have any prejudices or habits beforehand so that we can take the message in an unbiased way.
- **Attentiveness :** The sender should be attentive while preparing the message and receiver should be attentive while taking it.
- **Availability of modern communication devices :** Modern communication devices like telephones, computers etc. should be available adequately within the organization. This will ensure effective communication possible.

Now it has revealed that in reaching the receiver from the sender, the message has to pass through many processes. Out of things that influence communication some are internal influences while some are external. In other words there are some barriers which can be removed by us and there some others over which we have no control. The first step in removing communication barriers should be to remove the internal barriers, and then about the external barriers which are difficult to remove. Our effort should be to make the message so effective and it should be send through such a medium that it crosses all barriers and reaches the receiver. It will be better to suggest that the message should not only reach the receiver but should also attract him to an extent that he is forced to give a reply. This is the ultimate point in removing communication barriers.

Conclusion

We can conclude that communication is the sum of all things which a person does when he wants to create an understanding the mind of another. It involves a systematic and continuous process of telling, listening and understanding. For the success of business communication it must be in clear and simple language. Without communication we cannot do anything. We use either verbal communication or non verbal communication. In business organization every work is performed after discussion for successful completion of work. It doesn't matter if we're talking about personal or professional relationships here – no one can do without effective communication. In order to build better relationship with your friends, family, clients or employees you must hone your communication skills. At the end of this paper , it explain with some quotations:

- Communicate in a respectful manner – don't just tell your team members what you want, but explain to them why.
- If everyone is moving forward together, then success takes care of itself.
- Good communication is just as stimulating as black coffee, and just as hard to sleep after.
- The most important thing in communication is to hear what isn't being said.-And not only hear. Only a small percentage of what we say is received via our voices. Nonverbal communication is the single most powerful form of communication.

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