

Effective Communication in Corporate World

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ABSTRACT

Communication is a very essential skill in one's daily life and also in every aspect in corporate world. Communication plays a vital role in the success of the business. The goodwill of the organization also depends on the effective communication skills of both the employers and the employees. At present there is a great demand for the people who have effective communication skills. English as a global language is also a blessing for a business as it connects the whole world. It has become much more essential for us to groom our communication and language skills to survive in the corporate world and reach out to our goal of becoming successful business personality. Effective Communication is that communication which achieves the highest possible response with the minimum expense of resources. The goodwill of the organization also depends on the effective communication skills. The first part of the paper is an attempt to explore the significance of Effective Communication in Corporate World. The second part of the paper deals with the importance of active participatory learning for commerce students and professional to enhance employability through effective communication skills in the current scenario.

Key words : Corporate World, Effective Communication, Business Communication, Organization, Professional, Communication Skills.

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Introduction:

Communication is as old as the human civilization. It starts right from the birth. For instance, "when a baby cries it is communicating its need for attention or milk, when it gurgles or croons it is expressing its sense of satisfaction" (Rhoda Doctor and Aspi Doctor: 2010, 3). All living being on this earth communicates and to exist one needs to be successful communicators. Communication is a pre-requisite for survival and it is rightly said " while animals and other creatures communicate to fulfill their basic needs human beings must communicate for both tangible and intangible reasons" (Choudhary and Nambiar: 2005, 2). Communication is a necessary skill not only in one's daily life but also in each and every aspect in business. It is

difficult to imagine having a life without

communication as it is very vital not only in the personal or social front but also in the world of business at large.

Communication plays a crucial role in the success of the business. "Every business organization, large or small in size, is held together by communication" (Mulgaonkar, Waradkar, Bapat, and Chakravarty: 2011, 2). The Goal of the organization is achieved largely by the exchange of information among the people within and outside the organization. Communication is a "means by which different persons are linked together in an organization to attain a common goal" (Mulgaonkar, Waradkar, Bapat, and Chakravarty: 2011, 2).

Communication is “as essential a part of our social life today, as breathing is to our physical life” (Dey, Kurawadwala, Roy, Peter, and Deshpande, 2005, 1). Communication cannot be done in isolation but one needs to have a receiver and without him the communication cannot take place. There are elements that are involved in the process of communication, they are: the sender, the receiver, the Message, encoding, decoding, feedback, medium or channel and noise. The sender is the originator of the message because he is the one who gets an idea in his mind. He is also known as the source of the message. The receiver is the one who receives the message sent by the sender. His presence is a must to complete the process of communication. The receiver may vary from one person to group and from group to mass. The message is the idea which the sender wants to share with the receiver. Encoding means putting the idea into the code of words, sign or symbols that are familiar with the receiver. Decoding is receiving and interpreting of the message by the receiver. Feedback may be positive or negative which will be given by the receiver of the message to the sender. Channel/ Medium is a means to convey the message such as Verbal (Oral and Written), Non Verbal (Gestures, Body Language, Facial Expressions, Silence, Posture, etc.) and Electronic Devices (Television, Internet, Radio, Video Conferencing, etc.). It is rightly said by Thacker and Jajodia, “Therefore when a message is sent, it becomes communication only when it is received, understood and reacted to by the receiving party”. (Thacker and Jajodia: 2013, 3).

Effective Communication is that communication which achieves the highest possible response with the minimum expense of resources. It means that a message which the sender intends to send must be communicated clearly, quickly and inexpensively. Effective communication is said to be situation specific as it varies from situation to situation. One has to communicate effectively to reach out the goal set by the individual or the organization. Effective communication leads to a healthy

organizational environment, better management of the employer employee relations, proper assignment of the works and helps to tackle problems that come in the way of functioning. The goodwill of the organization also depends on the effective communication skills. If communication is not effective, there will be many hurdles that one has to face both in personal life and in business.

Today rapid globalization has made us more aware of the need and importance of effective communication for business. Business Communication is related to the business of living as it takes place everywhere and it is the focal point of any commercial activity. Business communication is used for all type of communication that we send and receive for official purposes, may be in business or managing an organization at large. All type of business depends on the effectiveness of communication. It is rightly said that “the successful business management depends on the communication of information, orders, instructions, goal orientation, evaluation of performance and assessment of results” (Choudhary and Nambiar: 2005, 7).

In Business a large percentage of our time is spent in meetings and with the groups, interviews for various reasons which ranks from selection to exit interview, telephonic conversations with the authorities, clients, customers, etc., job assignments, group discussions, presentations, rules and regulations, advice, education and training, raising the morale, giving information, notices and agendas, memorandums, written communications in the form of sending and receiving letters of enquiry, sales , grievance, appointment, job acceptance, statement of purpose, testimonials, complaint, claims and adjustments, placing an order, RTI Letters resignation letter, consumer guidance letters, etc . There are talks with the higher authorities as well as the subordinates” i.e. upward and downward communication including the horizontal and the diagonal communication as well. It is basically internal and external communication which has to be communicated effectively to maintain the

goodwill and to climb up the stairs of success. All the above are a part of the Business communication and one have to take care of words uttered or written in the organization to avoid legal complications and preserve the good reputation of the organization.

There are maximum benefits of the use of effective communication in business, they are as listed below:

1. Communication is the lifeblood for Business organization.
2. Age of specialization.
3. Communication for management.
4. Communication with employers, employees, clients, customers, stake-holders, Government, Financers, Insurance Companies, etc.
5. Helps in building the Image of the organization.
6. Maintaining and sustaining the Goodwill of the self and the organization
7. To remove grievances.
8. To avoid Miscommunication.
9. Helps in this age of tension.
10. Helps to fight competition.
11. Helps in maintaining relations,
12. Helps to resolve conflicts
13. Helps during crisis.
14. Ensures success.
15. Helps to maintain good and healthy relationship and environment in the organization.

The relevance of communication in Business is best summed up in the words of expert Harold Janis, who says: "The world business is a world of action. Products are designed made and sold. People are hired. Services are rendered. Policies are devised and implemented. Jobs are learned and performed. Yet there is no practical way in which any of these events can take place without communication" (Rhoda Doctor and Aspi Doctor: 2010, 14).

At present there is a great demand for the people who have effective communication skills. Every employer looks out for an employee with good communication skills. Every interview is based on the test that proves the effectiveness and clarity of the communication skills of the candidate. It has become essential for every organization to hire employees or staffs that excel in communication skills to maintain and in turn build up a good reputation in the society. It has become a need for every individual to communicate effectively in whatever works is being assigned to may be in carrying out his/her duties may be in the form of making presentation in oral or by using PowerPoint Presentation, group discussions, addressing a meeting or presenting one's own ideas fluently and effectively.

English as a global language is also a blessing for a business as it connects the whole world in just uttering a single language. If one has to enhance the business in the world than one need to master English language and develop his/her communication skills. The person who fails to meet up today's need of the effective communication skills in English is somehow left behind in isolation and later regrets for not meeting the standards laid for the Interviewee. It has become much more essential for us to groom our communication and language skills to survive in this competitive world and reach out to our goal of becoming successful businessmen or personality.

After knowing the importance of an effective communication skill, one has to attend a training course. If the aspirant of an effective communication skills attends training course which start with planning about the outlook of the participants. In this course the participant is made familiar with a series of short presentations followed by questions and answers, demonstrations in the field, small group discussions to explore how the participants could take on the new information for their own work. There are questions by the facilitator from time to time to help the group think of things that they might have missed. It is concluded by each

group presenting feedback from the demonstrations and individual plans on their future work using what they have learnt during training. This will definitely help learners to develop effective communication skills.

There are two types of courses: 1. Teacher-centered learning and 2. Student centered learning. In the first course the teacher talks and learners just sit and listen to. In the second course, students do the activities and they are vigorously engaged in learning. The facilitator inspires the learners to participate and do things. In this type of participatory learning one can know and discuss what and how communication takes place. As we know, in traditional teaching in schools, the teacher frequently instructs the children and has complete power over learning process. In grown-up non formal education, this traditional approach is not always suitable. Learning is a lively process where a learner goes all the way through an experience and learns from it.

The lack of interest in English language courses on the part of learners is a problem that teachers face. It is realized that they are not so motivated towards the use of English. One way of encouraging them to practice English language skills is to organize the class into small groups to develop some participatory techniques. Through useful techniques they can practice the contents by using the foreign language in cooperative situations. Cooperative learning experiences also result in positive attitudes towards the subject area and in high levels of self-esteem. The idea of involving learners in participatory techniques will really work and make students more enthusiastic. Participatory techniques contribute not only to the development of oral expression, but also to the integration of other linguistic skills. As we know, students learn better when they develop activities that involve more than one skill.

Activity: The teacher will randomly ask students to give words; one by one they will give words which are written on the board by the teacher which will form an outline of a

story. The student who first gave the word will be the leader of the team. Now the teacher forms small groups (4-5 students). The members of each team work cooperatively to write a story, they will share their views, discuss and elaborate the story with details and dialogues in it. (They are given 20-25 minutes to do this). In this step they have to interaction using English all the time compulsorily. The leader of each team writes down all the ideas given and discussed by the members of his/her team and then with their help he/she writes a text. The team leader from each group will read the text to the whole class. Finally, the best story will be selected by taking into consideration the quality of the information and its relevance, the most complete outline, logical order of ideas and making it interesting by incidents of the story. This is an activity that expresses our feelings, emotions and ideas that should be understandable to others by communication. It improves one's writing and speaking skills at a time. It also enhances leadership quality and team work by motivation.

Conclusion:

To conclude, communication, especially leads to better understanding, decision making and execution of policies, resolve the problems, accomplishment of the goals and objectives with improved industrial and public relations. Though I must say there are still many hindrances to effective communication at present, but there is always a way out with systematic and sustained labors that fosters optimal results. Secondly, the participatory techniques can welcome students and allow them to develop and integrate linguistic skills. These kinds of activities also make students to develop collaborative behaviors. The students can make valuations, give opinions and use the foreign language freely.

Furthermore, these techniques can bring the teaching-learning process alive and they are highly motivating. Most of these techniques lead in one way or another, to strengthen the values, which is very much necessary for the interaction and performance of future professionals in a global society. In general

people feel more satisfied and achieve more than when they can actively contribute to the process of learning. Active involvement becomes an effective part of learning. The participatory learning approach is in that way beneficial to the learners. It also enhances the efficacy of training and benefits in employability.

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Democracy is the ultimate, positive revolution because it gives each and every individual the power to control their lives. And we can work together to create a just, sustainable world.

- Bill Blackman