

Having Effective Communication Skills are Indispensable for the Successful Professional

Namrata M. vyas

Research Scholar

Maharaja Krishnakumarsinhji Bhavnagar University, Bhavnagar.

Dr. Hetal J. Mehta

Principal

Swami Sahajananad College of Commerce and Management

Bhavnagar, 364002

Received Feb. 16, 2015

Accepted March. 01, 2015

ABSTRACT

Effective communication is a basic requirement today in most of the business, industries and commercial organizations. When we use the term 'Effective communication' we mean that the communication that we are adopting is effective in the sense that people understand our message the same way as we had intended to and will be able to fulfill with it. In the information age, we have to send, receive, and process huge numbers of messages every day. But effective communication is about more than just exchanging information; it also about understands the emotion behind the information. Effective communication can improve relationships at home, work, and in social situations by extending your connections to others and improving teamwork, decision-making, and problem solving. It enables you to communicate even negative or difficult messages without creating conflict or destroying trust. Effective communication combines a set of skills including nonverbal communication, attentive listening, the ability to manage stress in the moment, and the capacity to recognize and understand your own emotions and those of the person you're communicating with.

Key words : Effective communication, develop three distinct: assertiveness, verbal communication skills and nonverbal communication

*A research paper presented at National Seminar held at Department of Commerce, M. K. Bhavnagar University, on 14th February.

Effective communication helps us better understand a person or situation and enables us to resolve differences, build trust and respect, and create environments where creative ideas, problem solving, affection, and caring can flourish. As simple as communication seems, much of what we try to communicate to others and what others try to communicate to us gets misunderstood, which can cause conflict and frustration in professional relationships. Effective communication is talked about by many and understood by a few. The reason is that in effective communication, the communicator and the receiver should be at the same level after the communication has transpired. Sometimes, this becomes difficult due to a number of physical, social, cultural and psychological reasons. Technology has changed the face of marketing to such an

extent that the job description, expectations and responsibilities of today's marketing managers differ greatly from those of just a decade ago. Communication is more than speaking or writing. To be effective, communication requires the creation of a common understanding of ideas, desires and observations among people. Communication is a two-way exchange that involves both a presenter and an audience. Communication includes written and non-verbal behaviors as well as speaking, and has as its goal to affect the knowledge or behavior of another. Without effective communication, a message can turn into error, misunderstanding, frustration, or even disaster by being misinterpreted or poorly delivered. Marketing is primarily about communication. And communication is much more than merely a collection of words. Sure what you

say is important. But we also need to focus on how you say it, when you say it, what parts you emphasize, and most importantly how your customers perceive it.

Effective communication skills

- **Listening**

Listening is one of the most important aspects of effective communication. Successful listening means not just understanding the words or the information being communicated, but also understanding how the speaker feels about what they are communicating.

Effective listening can:

- **Make the speaker feel heard and understood** which can help build a stronger, deeper connection between you.
- **Create an environment where everyone feels safe** to express ideas, opinions, and feelings, or plan and problem solve in creative ways.
- **Save time** by helping clarify information, avoid conflicts and misunderstandings.
- **Relieve negative emotions.** When emotions are running high, if the speaker feels that he or she has been truly heard, it can help to calm them down, relieve negative feelings, and allow for real understanding or problem solving to begin.
- **Non-verbal communication**

When we communicate things that we care about, we do so mainly using nonverbal signals. Wordless communication, or body language, includes facial expressions, body movement and gestures, eye contact, posture, the tone of your voice, and even your muscle tension and breathing. The way you look, listen, move, and react to another person tell them more about how you're feeling than words alone ever can.

Developing the ability to understand and use nonverbal communication can help you connect with others, express what you really mean, navigate challenging situations. You can enhance effective communication by

using open body language, standing with an open stance or sitting on the edge of your seat, and maintaining eye contact with the person you're talking to.

- **Be aware of individual differences.** People from different countries and cultures tend to use different nonverbal communication gestures, so it's important to take age, culture, religion, gender, and emotional state into account when reading body language signals. An American teen, a grieving widow, and an Asian businessman, for example, are likely to use nonverbal signals differently.
- **Look at nonverbal communication signals as a group.** Don't read too much into a single gesture or nonverbal cue. Consider all of the nonverbal signals you receive, from eye contact to tone of voice to body language. Anyone can slip up occasionally and let eye contact slip, for example, or briefly cross their arms without meaning to. Consider the signals as a whole to get a better "read" on a person.
- **Writing**

Effective written communication requires organizing your thoughts into a logical order before you begin writing. Break the written document into sections and introduce the order and each section before plunging into the detail. Summarize each section's key points before moving onto the next section. Readers find that communication is more effective when the writer uses an active voice, short sentences and includes examples.

Marketing is primarily about communication. And communication is much more than merely a collection of words. Sure what you say is important. But we also need to focus on how you say it, when you say it, what parts you emphasize, and most importantly how your customers perceive it.

- **Teamwork skills** – Being able to work effectively with anyone with different skill sets, personalities, work styles, or motivation level to achieve a better team result.

- **Interpersonal relationship skills** – Effectively at building trust, finding common ground, having empathy, and ultimately building good relationships with people at work and in your network. This skill is closely related to Communication Skills. As Maya Angelou said “I have learned people will forget what you said. People will forget what you did, but people will never forget how you make them feel.”
- **Presentation skills** – Effectively presenting your work results and ideas formally to an audience that captivates their attention, engage their input, and motivates them to act in accordance to your desired outcome. While presentation skills is a form of communication skills, I decided to list it separately given the ability to present plays a huge role in any business profession especially as you move up in your career.
- **Meeting management skills** – Leading a meeting to efficiently and effectively reach productive results. At least 50% of meetings today are a waste of time.
- **Facilitating skills** – Being able to coordinate and solicit well represented opinions and feedback from a group with diverse perspectives to reach a common, best solution.
- **Selling skills** - Building buy-in to an idea, a decision, an action, a product, or a service. This is not just for people in sales.
- **Management skills** – Creating and motivating a high performing team with people of varied skills, personalities, motivations, and work styles.
- **Leadership skills** – Defining and communicating vision and ideas that inspires others to follow with commitment and dedication.

The steps for acquiring good communication skills:

1. Know what you want to say and why.

Understand clearly the purpose and intent of your message. Know to whom you are communicating and why. Consider any barriers you may encounter such as cultural differences or situational circumstances (gender, age, or economic biases). Ask

yourself what outcome you want to achieve and the impression you want to leave.

2. How will you say it?

We're all aware by now, that it's not always what you say, but how you say it that counts. Begin by making eye contact. You inspire trust and confidence when you look a person in the eyes when you speak. Second, be aware of your body language since it can say as much, or more, than your words. By standing with arms easily at your side you tell others that you are approachable and open to hearing what they have to say. If instead, your arms are crossed and shoulders hunched, it suggests disinterest or unwillingness to communicate. Good posture and an approachable stance help make even difficult communication flow more smoothly. Make sure you speak in a cooperative, non-adversarial tone. Be nonjudgmental.

3. Listen.

Communication is a two way street. After you've said what you have to say, stop, listen, and look for feedback and clues of comprehension. While the person is responding avoid any impulses to cut them off or listen only for the end of the sentence so that you can blurt out more ideas or thoughts that come to your mind. Respectfully give them your full attention. When they are finished, to ensure that your message has been clearly and correctly understood, ask open questions and encourage discussion. Fine-tune your message if necessary.

4. Reach understanding, agreement or harmony.

Once you have had to opportunity to discuss your message and the feedback to it, re-visit the purpose of the interchange. Have you reached common ground, solved a problem, or clarified your position? If the purpose was to teach or instruct, have you accomplished your goal? To communicate well is to understand and be understood. Make sure that your message has been received as intended and that any questions or concerns have been improved. You can even agree to disagree. There are no guarantees that your communication efforts will be meet with total compliance and agreement. As long as you

understand each other, are cordial and respectful, you can still have a successful exchange.

More Tips for Developing Good Communication Skill

- To obtain a better command of the English language (or any other language), expand your vocabulary by reading and writing more. Look up words you're not familiar with. The better you are able to express yourself, the better your ability to communicate.
- Practice your listening skills. Be considerate of other speakers by waiting until they are done before stating your views. Process what has been said before responding.
- Learn to understand and appreciate opposing points of view by being open and making an effort to see things from another's perspective. It will in turn, gain you more cooperation and understanding.
- Avoid trying to communicate when in an emotional state. You lose objectivity and may say something inappropriate or regrettable. Take time to think your position through before speaking.
- Join an organization or attend or participate in seminar, conferences so that you can face challenges, know how others from different states or countries have abilities to speak in front of an audience so it can encourage you to develop a variety of communication skills as well as allowing you the opportunity to meet new and interesting people.

Nowadays, the use of communication technology gives better results in business, companies, government or non-government sectors, also in education. By the World Wide Web, the world has become like a home. You can connect any time - anywhere. You can come to know what others are doing and their abilities to show the skill. Knowledge can be grabbed from any field. Government has provided computers, tablets in school so students can learn by the beginning of the school; it can help them in their upcoming future.

Conclusion :

Acquiring the skills of good communication is not difficult. Using them when it really matters is the difficult part. To help, there are several things you can keep in mind. It takes two sets of skills, which I have called expressive and listening skills, to give and get information. A further set of skills is then needed to manage the overall process. Often, however, there is more good will between people than is at first apparent. When everyone understands all the information, and when there are good enough relationships between people, resolution often emerges easily. The two most common barriers to effective communication, I think, are a lack of skills, and the rules which forbid certain information. Using the skills within the existing rules may resolve many issues. The difficult issues, however, may not be resolvable within the rules. It is when you use your communication skills to renegotiate the rules that real improvements in relationships and in problem solving become possible. Marketing is primarily about communication. And communication is much more than merely a collection of words. Sure what you say is important. But we also need to focus on how you say it, when you say it, what parts you emphasize, and most importantly how your customers perceive. Marketing is primarily about communication. And communication is much more than merely a collection of words. Sure what you say is important. But we also need to focus on how you say it, when you say it, what parts you emphasize, and most importantly how your customers perceive it.

Reference

- (n.d.). Retrieved from www.wikipedia.org/wiki/Communication
- helpguide*. (n.d.). Retrieved from <http://www.helpguide.org/articles/relationships/effective-communication.htm>
- helpguide*. (n.d.). Retrieved from <http://www.helpguide.org/articles/relationships/effective-communication.htm>