

Communication:

Exchanging

- ideas
- thoughts
- knowledge and information

Effective Communication: the ability to convey information to another effectively and efficiently.

It involves good verbal, nonverbal and written communication skills.

7 Cs of Effective Communication



- **Clear Message:** The message which the sender wants to convey must be simple, easy to understand and systematically framed to retain its meaningfulness.
- **Concise Message:** The message sent must be short and concise to facilitate straightforward interpretation and take the desired steps.
- **Complete Message:** Communication is the base for decision making. If the information is incomplete, it may lead to wrong decisions.
- **Consideration of the Recipient:** The medium of communication and other physical settings must be planned, keeping in mind the attitude, language, knowledge, education level and position of the receiver.
- **Concrete:** The sender must be sure from his end that whatever he is conveying is right by his knowledge. Even the receiver must have trust on the sender and can rely on the message sent.
- **Sender's Courtesy:** The message so drafted must reflect the sender's courtesy, humbleness and respect towards the receiver.
- **Correct Message:** The information communicated must not be vague or false in any sense; it must be free from errors and grammatical mistakes.

Significance of Effective Communication in Business



Employee Management: Effective communication ensures self-discipline and efficient management since the employees are heard by the top management, and there is open communication in the organisation.

Team Building: People in the organisation work as a team to accomplish common goals, thus effective communication boosts the morale of the whole team.

Growth of the Organization: It ensures better decision making, intensifies [public relations](#) and enhances problem-solving ability. All this leads to corporate growth and development.

Build Strong Relationships: Interactions often simplify things; they positively motivate the employees to perform better and maintain long-term relations with others in the organisation.

Ascertain Transparency and Develops Trust: Effective communication is considered to be a base for building trust and assures sharing of complete information.

Facilitates Creativity and Innovation: It creates an environment where employees are free to share their ideas by exploring their creative and innovative side.

Barriers to Effective Communication



Barriers to Effective Communication	Barriers Involving Words	<ul style="list-style-type: none"> • Language • Disorganized Message • Ambiguity and Overuse of Abstractions • Information Overload
	Barriers Involving People's Background	<ul style="list-style-type: none"> • Attitudinal Differences • Demographic Differences • Lack of Common Experience or Perspective • Jumping to Conclusions
	Physical Barriers	<ul style="list-style-type: none"> • Attitudinal Differences • Demographic Differences • Lack of Common Experience or Perspective

Barriers Involving Words

- **Language:** It is a medium of communication. If the sender is making excessive use of technical terms, it will become difficult for the receiver to understand the message clearly.
- **Ambiguity and Overuse of Abstractions:** Even if the message is presented in a non-realistic or vague context involving a lot of notions, the receiver won't be able to connect with the idea properly.
- **Disorganised Message:** When the words are not organised systematically to form a powerful message, it loses its efficiency and meaning.
- **Information Overload:** The effectiveness of communication reduces when a person keeps on speaking for an extended period. Thus, leading to the receiver's exhaustion, who won't be able to keep track of everything that is conveyed.

Barriers Involving People's Background

People belong to different backgrounds, i.e., culture, education level, gender, etc. These attributes majorly affect the efficiency of the communication process. It involves the following related obstacles:

- **Attitudinal Differences:** At times, people are resistant to understand or change their mind when they have set their views about a particular topic. Their attitude obstructs meeting the purpose of the communication.
- **Demographic Differences:** The difference in age, generation, gender, status, tradition, etc., creates a lack of understanding among people and thus, hinders the process of communication.
- **Lack of Common Experience or Perspective:** The experiences of a person develop their perspective of seeing things in a particular way. This perspective varies from person to person. Therefore, it becomes difficult for a receiver to relate with the sender's experience or views as he might have never gone through it himself.
- **Jumping to Conclusions:** Some people lack the patience of listening to others and often jump to conclusions between the communication, thus neglecting the motive of the message.

Physical Barriers

These barriers can be experienced directly but are challenging to overcome. These include:

- **Physical Distance:** When people communicate over long distances, they miss out the non-verbal aspect of communication, since the gestures and expressions of the receiver cannot be interpreted.
- **Noise:** The environment or the communication system sometimes involve unwanted noise which interrupts the process of communication making it inefficient.

- **Physiological Barriers:** One of the most common barriers to effective communication is the physical disability of the people involved. Some of these are hearing impairment, poor eyesight, stammering, etc.