Module IV:
Directing
## Motivation, Leadership, Communication

MOTIVATION

- *Motivation is a basic psychological process that starts with a physiological or psychological deficiency or need that activates a behaviour or drive that is aimed at a goal or incentive.*

- The term 'motivation' can be traced to the Latin word movere, which means 'to move'.

The Basic Process of Motivation

NEEDS $\longrightarrow$ **DRIVES** $\longrightarrow$ **INCENTIVES**

- Needs, drives and expectations arouse tensions in the individual when they are unfulfilled.

- They give rise to covert or overt behaviour directed towards the achievements of goals that reduce tension or create pleasure by satisfying needs and drives.

- As one need or an expectation is satisfied, another pops up to take its place.

- That is why the individual remains in a constant state of motivation to satisfy the desires.

The Process of Motivation
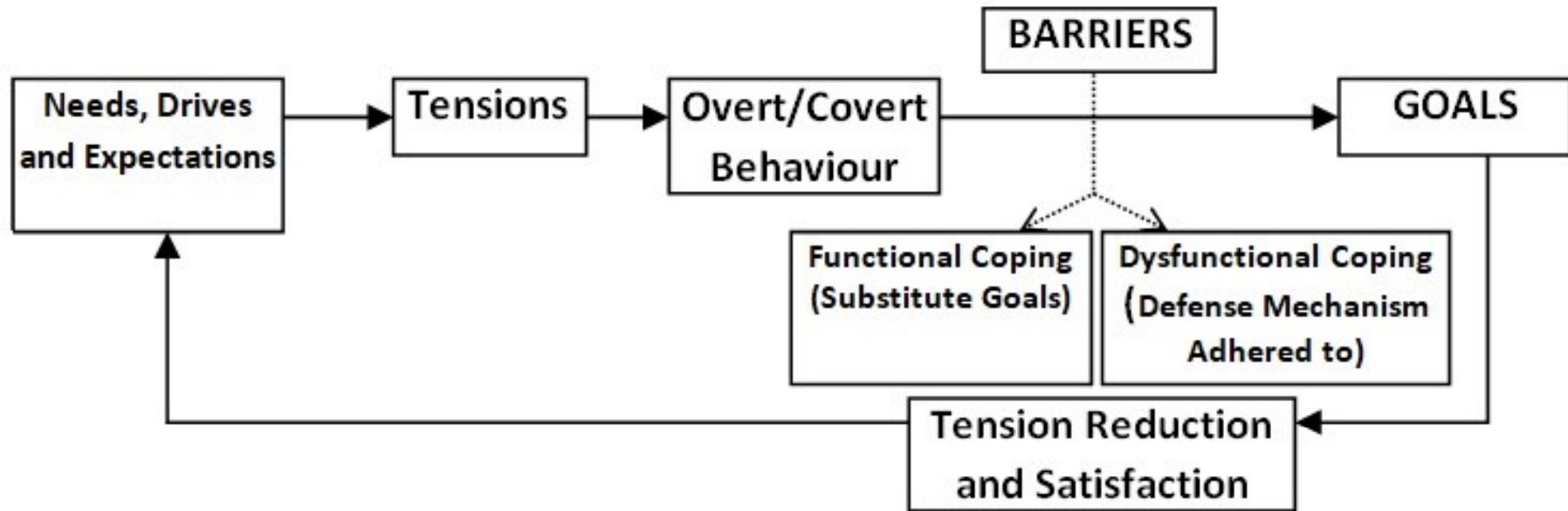
- Motivation is the goal directed behaviour.
- If there are barriers to reach the goal, the person can change and substitute it against the real goal.
- This is a functional coping behaviour.

The Process of Motivation

- If a middle level executive expecting a promotion for his sincerity and contributions to the organisation did not get it because his immediate supervisor was displeased with him, he may switch over to another organisation for a higher post.

- If a person constantly fails at real goals and substitute goals; frustration, stress, self-blame and conflicts may overpower the person and dysfunctional coping may erupt.

Primary Motives

- Two criteria must be met in order for a motive to be included in the primary classification:

- It must be unlearned and it must be physiologically based.

- The most commonly recognised primary motives are hunger, thirst, sleep, avoidance of pain etc.

- Because people have the same basic physiological make up, they will all have essentially the same primary needs.

- This is not true of the other learned needs.

General Motives

- A number of motives lie in the grey area between the primary and secondary classifications.

- To be included in this general category, a motive must be unlearned but not physiologically based.

- The motives of activity, manipulation and affection may be considered as general motives.

Secondary Motives

- The secondary drives are the most important ones to the study of human behaviour in organisations.

- The primary and secondary drives give way to the learned secondary drives and motives.

- Some of the important secondary motives are achievement, affiliation and power.

Significance of Motivation

- Motivation is one of the most important aspects of management.

- A well-motivated employee is a true asset to the firm.

- It is the function of the manager to properly motivate his employees and subordinates.

- There are many advantages to having high motivation levels in the firm.

- These advantages contribute to the significance of motivation in a firm.

Significance of Motivation

High Efficiency: One way the management of the firm can boost the efficiency and performance of their employees is to use motivation as a tool.

- Motivation helps transform the employee's talents and knowledge into actual performance and activity.

Utilization of Resources: Motivation helps stimulate employees.

- Thus they make the best possible choices, and so the best utilization of the factors of production and other resources.

- Motivated employees try to minimize their wastages and costs to better their performances.

Significance of Motivation

Reduction in Labour Turnover: This is another important aspect of the significance of motivation.

- Higher motivation also means better job performances which lead to job satisfaction among employees.

- And so the employees do not want to miss out on opportunities and seek to do more and better work.

- This will lead to commitment and loyalty among employees which leads to lower absenteeism and labour turnover among employees.

Significance of Motivation

Readiness for Change: Organizations function in a very dynamic business environment.

- With changes in the environment, the organization also must change to adapt.

- When such technological, environmental changes occur in the organization, employees may be hesitant to accept and adapt to such changes.

- But motivated employees are more likely to adapt to these changes.

- They are generally more ready to accept the changes and get to work.

Significance of Motivation

Achieving Organizational Goals: The best way to motivate employees is to line up their personal goals with those of the organization.

- The motivated employees, then, work tirelessly to achieve not only their personal goals but also the goals of the company.

Helps with Attitude of Employees: Sometimes certain employees of an organization may have a negative or indifferent attitude.

- But the manager can use the tools of motivation to change their attitudes.

- A positive, optimistic employee who is properly motivated is an asset to the organization.

Limitations of Motivation

- A business owner wants to get the maximum level of production from each employee.

- Unfortunately, they face significant limitations in their ability to motivate workers.

- While leaders can provide a stimulating work environment and influence employees, it is up to individual workers to respond

Limitations of Motivation

Role of Compensation: Compensation does play a role in motivation.

- However, simply paying a fair wage won't ensure optimum production.

- Initially, an employee might get excited at a first job that pays Rs.20,000/-.

- But later, the worker will start to take the pay granted, and it will serve little motivational purpose.

- To use pay to stimulate performance, you will need to offer it in the form of incentives or recognition of accomplishments to motivate.

Limitations of Motivation

Employee Preferences: Motivation is the level and longevity of someone's intensity toward a task.

- As a leader, it is very difficult to provide a work environment that drives all employees in the same way.

- Burdens of modest income and challenging work may derail a leader's ability to get strong performance from an employee.

Limitations of Motivation

Varying Needs: Given the emphasis on needs as motivators, you are naturally limited by the reality that people work with different needs perspectives.

- Someone just starting out may be motivated more by compensation because of a drive to make ends meet.

- A more established professional may need to feel a sense of belonging and esteem or pride in what he does.

- As a leader, offering fair compensation, a positive work culture and recognition of accomplishments may help cover the bases more effectively in motivating diverse workers.

Financial and non-financial incentives of Motivation

- The incentive is a positive motivational influence on a person that helps improve his performance.

- Thus, it can be said that all the measures taken by the management to improve the performance of its employees are incentives.

- The incentives can be broadly classified as financial incentives and non-financial incentives.

Financial incentives of Motivation

- **Financial incentives** refer to those incentives which are in direct monetary form or can be measured in monetary terms.

- Financial incentives can be provided on an individual or group basis and satisfy the monetary and future security needs of individuals.

Financial incentives of Motivation

- **Pay and Allowances**

- **Bonus**

- **Productivity linked Wage Incentives**

- **Profit-Sharing**

- **Retirement Benefits**

- **Stock Options or Co-partnership**

- **Perquisites**

Financial incentives of Motivation

Pay and Allowances

- Salary is the basic incentive for every employee to work efficiently for an organization.

- Salary includes basic pay, dearness allowance, house rent allowance, and similar other allowances.

- Under the salary system, employees are given increments in basic pay every year and also an increase in their allowances from time-to-time.

- Sometimes these increments are based on the performance of the employee during the year.

Bonus

- It is a sum of money offered to an employee over and above the salary or wages as a reward for his good performance.

Financial incentives of Motivation

Productivity linked Wage Incentives

- Many wage incentives are linked with the increase in productivity at individual or group level.

- For example, a worker gets Rs.50 per piece if he produces 50 pieces a day but if he produces more than 50 pieces a day, he is paid Rs.5 extra per piece. Thus, on the 51st piece, he will be paid 55 rupees.

Profit-Sharing

- Sometimes the employees are given a share in the profits of the organization.

- This motivates them to perform efficiently and give their best to increase the profits of the organization.

Financial incentives of Motivation

Retirement Benefits

- Retirement benefits like gratuity, pension, provident fund, leave encashment, etc. provide financial security to the employees post their retirement.

- Thus, they work properly when they are in service.

Stock Options or Co-partnership

- Under the Employees Stock Option Plan, the employee is offered the ordinary shares of the company at a price lower than its market price for a specified period of time.

- These are non-standardized offers and shares are issued as a private contract between the employer and employee.

- These are generally offered to management as a part of their managerial compensation package.

- Allotment of shares induces a feeling of ownership in the employees and they give their best to the company.

Financial incentives of Motivation

Commission

- Some organizations offer a commission in addition to the salary to employees for fulfilling the targets extremely well.

- This incentive encourages the employees to increase the client base of the organization.

Perquisites

- Several organizations offer perquisites and fringe benefits such as accommodation, car allowance, medical facilities, education facilities, recreational facilities, etc. in addition to the salary and allowances to its employees.

- These incentives also motivate the employees to work efficiently.

Non-Financial incentives of Motivation

- **Non-financial incentives** focus mainly on the fulfilment of needs other than the monetary and future security needs.

- They cannot be measured in terms of money.

- An individual also has psychological, social and emotional needs.

- Satisfying these needs also plays an important role in their motivation.

Non-Financial incentives of Motivation

- However, there are chances that a particular non-financial incentive may also involve a financial incentive as well.

- For example, when a person is promoted his psychological needs are fulfilled as he gets more authority, his status increases but at the same time, he has benefitted monetarily also as he gets a rise in salary.

Non-Financial incentives of Motivation

- **Status**
- **Organizational Climate**
- **Career Advancement Opportunity**
- **Job Enrichment**
- **Job Security**
- **Employee Recognition Programmes**
- **Employee Participation**
- **Employee Empowerment**

Non-Financial incentives of Motivation

Status

- With reference to an organization, status refers to the position in the hierarchy of the organizational chart.

- The level of authority, responsibility, recognition, salary, perks, etc. determine the status of an employee in the organization.

- A person at the top level management has more authority, responsibility, recognition and salary.

- Status satisfies the self-esteem and psychological needs of an individual and in turn, motivates him to work hard.

Non-Financial incentives of Motivation

Organizational Climate

- Organizational climate refers to the environmental characteristics of an organization that are perceived by its employees about the organization and have a major influence on their behaviour.

- Each organization has a different organizational climate that distinguishes it from other organizations.

- Some of the factors that influence the organizational climate of an enterprise are organizational structure, individual responsibility, rewards, risk and risk-taking, warmth and support and tolerance, and conflict.

- When the organizational climate is positive employees tend to be more motivated.

Non-Financial incentives of Motivation

Career Advancement Opportunity

- It is very important for an organization to have an appropriate skill development program and a sound promotion policy for its employees which works as a booster for them to perform well and get promoted.

- Every employee desires growth in an organization and when he gets promotion as an appreciation of his work he is motivated to work better.

Non-Financial incentives of Motivation

Job Enrichment

- Refers to the designing of jobs in such a way that it involves higher level of knowledge and skill, variety of work content, more autonomy & responsibility of employees, meaningful work experience and more growth opportunities.

- If the job is interesting, it itself serves as a source of motivation.

Non-Financial incentives of Motivation

Job Security

- Job security provides future stability and a sense of security among the employees.

- The employees are not worried about the future and thus work with more enthusiasm.

- However, there is also a negative aspect of this incentive that employees tend to take their job for granted and not work efficiently.

Non-Financial incentives of Motivation

Employee Recognition Programmes

- Recognition means acknowledgment and appreciation of work done by employees.

- Recognition in the organization boosts their self-esteem and they feel motivated.

- For example, declaring the best performer of the week or month, displaying their names on the notice board and giving them rewards, fall under the Employee recognition program.

Non-Financial incentives of Motivation

Employee Participation

- Involving the employees in decision making regarding the issues related to them such as canteen committees, work committees, etc. also helps in motivating them and inducing a sense of belongingness in them.

Employee Empowerment

- Giving more autonomy and powers to subordinates also make them feel that they are important to the organization and in turn they serve the organization better.

LEADERSHIP

- *Leadership is the process of influencing and supporting others to work enthusiastically towards achieving objectives.*

- Contemporary leadership seems to be a matter of aligning people toward common goals and empowering them to take the actions needed to reach them.

- Leadership is the ability to influence a group toward the achievement of goals.

- Leadership is essentially a continuous process of influencing behaviour.

LEADERSHIP

- Leadership may be considered in context of mutual relations between a leader and his followers.

- The leader tries to influence the behaviour of individuals or group of individuals around him to achieve desired goals.

- Leadership is a dynamic process.

- It is a relational process involving interactions among leaders, members and sometimes outside constituencies.

- Leaders establish direction by developing a vision of the future; then they align people by communicating this vision and inspiring them to overcome hurdles.

LEADERSHIP

- Leadership is also about coping with change.

- Organizations need strong leadership and strong management for optimal effectiveness.

- In today's dynamic world, we need leaders to challenge the status quo, to create visions of the future, and to inspire organizational members to want to achieve the vision.

Significance of Leadership

- Leadership is an important function of management which helps to maximize efficiency and to achieve organizational goals.

- The following points justify the significance of leadership in an organization.
  - **Initiates action**
  - **Motivation**
  - **Providing guidance**
  - **Creating confidence**
  - **Building morale**
  - **Builds work environment**
  - **Co-ordination**

Significance of Leadership

Initiates action- Leaders starts the work by communicating the policies and plans to the subordinates from where the work actually begins.

Motivation- A leader proves to be playing an incentive role in the concern's working.

- He motivates the employees with economic and non-economic rewards and thereby gets the work from the subordinates.

Providing guidance- A leader has to not only supervise but also play a guiding role for the subordinates.

- Guidance here means instructing the subordinates the way they have to perform their work effectively and efficiently.

Significance of Leadership

Creating confidence- Confidence is an important factor which can be achieved through expressing the work efforts to the subordinates, clearly explaining their role and giving them guidelines to achieve the goals.

- It is also important to hear the employees regarding their complaints and problems.

Building morale- Morale denotes willing co-operation of the employees towards their work and getting them into confidence and winning their trust.

- A leader can be a morale booster by achieving full co-operation so that they perform with best of their abilities as they work to achieve goals.

Significance of Leadership

Builds work environment- An efficient work environment helps in sound and stable growth.

- Human relations should be kept into mind by a leader.

- He should have personal contacts with employees and should listen to their problems and solve them.

- He should treat employees on humanitarian terms.

Co-ordination- Co-ordination can be achieved through reconciling personal interests with organizational goals.

- This synchronization can be achieved through proper and effective co-ordination which should be primary motive of a leader.

Leadership styles

- Leadership styles are on a continuum, ranging from autocratic at one end, to laissez-faire at the other, with a variety of styles in between.

- At first glance, one might think that some leadership styles are better than others.

- But, the truth is that each leadership style has its place in a leader's toolkit.

- The wise leader knows to flex from one style to another as the situation demands.

Leadership styles

- The seven primary leadership styles are:

  1. Autocratic Style

  2. Authoritative Style

  3. Pacesetting Style

  4. Democratic Style

  5. Coaching Style

  6. Affiliative Style

  7. Laissez-Faire Style

Leadership styles

1. Autocratic Style

- The phrase most illustrative of an autocratic leadership style is "Do as I say".

- Generally, an autocratic leader believes that he or she is the smartest person at the table and knows more than others.

- They make all the decisions with little input from team members.

Leadership styles

1. Autocratic Style

- This command-and-control approach is typical of leadership styles of the past, but it doesn't hold much water with today's talent.

- That's not to say that the style may not be appropriate in certain situations.

- For example, you can dip into an autocratic leadership style when crucial decisions need to be made on the spot.

Leadership styles

2. Authoritative Style

- The phrase most indicative of this style of leadership (also known as "visionary") is "Follow me".

- The authoritative leadership style is the mark of confident leaders who map the way and set expectations, while engaging and energizing followers along the way.

- These leaders help them see where the company is going and what's going to happen when they get there.

Leadership styles

2. Authoritative Style

- Unlike autocratic leaders, authoritative leaders take the time to explain their thinking:

- They don't just issue orders.

- Most of all, they allow people choice and latitude on how to achieve common goals.

Leadership styles

3. Pacesetting Style

- "Do as I do" is the phrase most indicative of leaders who utilize the pacesetting style.

- This style describes a very driven leader who sets the pace as in racing.

- Pacesetters set the bar high and push their team members to run hard and fast to the finish line.

Leadership styles

3. Pacesetting Style

- While the pacesetter style of leadership is effective in getting things done and driving for results, it's a style that can hurt team members.

- This is not a style that can be kept up for the long term.

- Even the most driven employees may become stressed working under this style of leadership in the long run.

- A pacesetting leader needs to let the air out of the tires once in a while to avoid causing team burnout.

Leadership styles

4. Democratic Style

- Democratic leaders are more likely to ask "What do you think?".

- They share information with employees about anything that affects their work responsibilities.

- They also seek employees' opinions before approving a final decision.

Leadership styles

4. Democratic Style

- There are numerous benefits to this participative leadership style.

- It can build trust and promote team spirit and cooperation from employees.

- It allows for creativity and helps employees grow and develop.

- A democratic leadership style gets people to do what you want to be done but in a way that they want to do it.

Leadership styles

5. Coaching Style

- A coaching leadership style would tend to have a "Consider this" approach.

- A leader who coaches views people as a reservoir of talent to be developed.

- The leader who uses a coach approach seeks to unlock people's potential.

Leadership styles

5. Coaching Style

- Leaders who use a coaching style open their hearts and doors for people.

- They believe that everyone has power within themselves.

- A coaching leader gives people a little direction to help them tap into their ability to achieve all that they're capable of.

Leadership styles

6. Affiliative Style

- A phrase often used to describe this type of leadership is "People come first".

- Of all the leadership styles, the affiliative leadership approach is one where the leader gets up close and personal with people.

- A leader practicing this style pays attention to and supports the emotional needs of team members.

Leadership styles

6. Affiliative Style

- The leader strives to open a line that connects him or her to the team.

- Ultimately, this style is all about encouraging harmony and forming collaborative relationships within teams.

- It's particularly useful, for example, in smoothing conflicts among team members or reassuring people during times of stress.

Leadership styles

7. Laissez-Faire Style

- The laissez-faire leadership style is at the opposite end of the autocratic style.

- You could say that the autocratic style leader stands as firm as a rock on issues, while the laissez-faire leader lets people swim with the current.

- A laissez-faire leader may appear to trust people to know what to do.

Leadership styles

7. Laissez-Faire Style

- While it's beneficial to give people opportunities to spread their wings, with a total lack of direction, people may unwittingly drift in the wrong direction—away from the critical goals of the organization.

- This style can work if you're leading highly skilled, experienced employees who are self-starters and motivated.

- To be most effective with this style, monitor team performance and provide regular feedback.

Leadership styles – The Managerial Grid
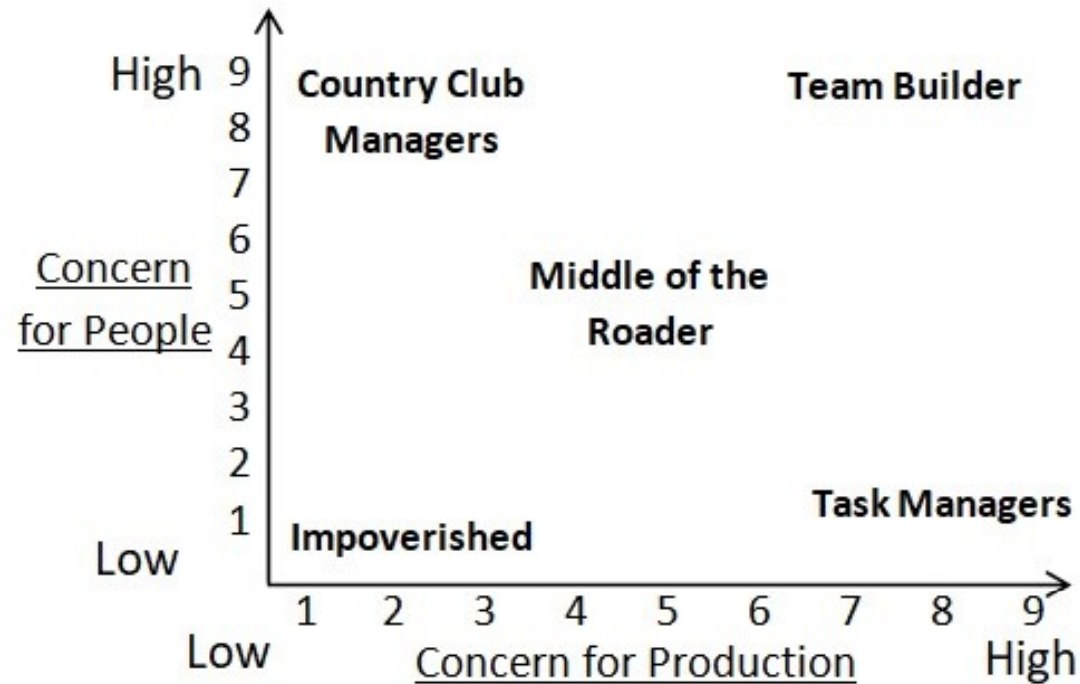
- A graphic portrayal of a two dimensional view of leadership style as developed by Blake and Mouton.

- They proposed a managerial grid based on the styles of concern for people and concern for production.

Leadership styles – The Managerial Grid

- The grid has nine possible positions along each axis, creating eighty one different positions in which the leadership style may fall.

- The five basic styles identified in the grid represent varying combinations of concern for people and production.

- Based on the findings of Blake and Mouton, managers were found to perform best under a (9, 9) style.

COMMUNICATION

Types of Communication

- The word communication has its root in the Latin word 'Communicare', which means to share.

- These are the several different ways we share information with one another.

- For example, you might use verbal communication when sharing a presentation with a group. You might use written communication when applying for a job or sending an email.

- There are four main categories or communication styles including verbal, nonverbal, written and visual.

Types of Communication

1. Verbal: Verbal communication is the use of language to transfer information through speaking or sign language.

- It is one of the most common types, often used during presentations, video conferences and phone calls, meetings and one-on-one conversations.

- Verbal communication is important because it is efficient.

- It can be helpful to support verbal communication with both nonverbal and written communication.

Types of Communication

2. Nonverbal: Nonverbal communication is the use of body language, gestures and facial expressions to convey information to others.

- It can be used both intentionally and unintentionally. For example, you might smile unintentionally when you hear a pleasing or enjoyable idea or piece of information.

- Nonverbal communication is helpful when trying to understand others' thoughts and feelings. If they are displaying "closed" body language, such as crossed arms or hunched shoulders, they might be feeling anxious, angry or nervous. If they are displaying "open" body language with both feet on the floor and arms by their side or on the table, they are likely feeling positive and open to information.

Types of Communication

3. Written: Written communication is the act of writing, typing or printing symbols like letters and numbers to convey information.

- It is helpful because it provides a record of information for reference.

- Writing is commonly used to share information through books, pamphlets, blogs, letters, memos and more.

- Emails and chats are a common form of written communication in the workplace.

Types of Communication

4. Visual: Visual communication is the act of using photographs, art, drawings, sketches, charts and graphs to convey information.

- Visuals are often used as an aid during presentations to provide helpful context alongside written and/or verbal communication.

- Because people have different learning styles, visual communication might be more helpful for some to consume ideas and information.

Elements of Communication

- Communication is a two way process in which there is an exchange and progression of ideas towards a mutually accepted direction or goal.

- For this process to materialize, it is essential that the basic elements of communication be identified. These elements are:
  - **Sender/ Encoder**
  - **Receiver/Decoder**
  - **Message**
  - **Medium/Channel**
  - **Response & Feedback**

Elements of Communication

Sender/ Encoder: The person who initiates the communication process is normally referred to as the sender.

- He selects ideas, encodes and finally transmits them to the receiver.

- The entire burden of communication rests upon the encoder or the sources.

- His choice of images and words, and the combination of the two is what prods the receiver to listen carefully.

Elements of Communication

Receiver/Decoder: The listener receives an encoded message which he attempts to decode.

- This process is carried on in relation to the work environment.

- If the goal of the sender is envisioned as similar to the receiver, the listener becomes more receptive.

Elements of Communication

Message: Message is the encoded idea transmitted by the sender.

- The formulation of the message is very important, for an incorrect patterning can make the receiver lose interest.

- The sender has to carefully decide on the order in which he would like to present his ideas.

- The ordering should be based on the requirements of the listener so that its significance is immediately grasped.

Elements of Communication

Medium/Channel: Another important element of communication is the medium or channel.

- It could be verbal, non-verbal, written or visual.

- Each medium follows its own set of rules and regulations.

- In verbal communication one can afford to be a little informal, but when using the written mode, all rules of communication need to be observed.

Elements of Communication

Response & Feedback: This is the most important component of communication.

- Effective communication takes place only when there is a feedback.

- Feedback puts the message back into system as a check against misunderstandings.

- Miscommunication results in typical responses like 'This is not what I meant' or 'This was not my intention'.

- If feedback is solicited on all occasions, these errors can be minimized.

Elements of Communication

Response & Feedback:

- Fallacious statements or erroneous conclusions are made because of lack of confirmation through feedback and discrepancy between the message transmitted and understood.

- Feedback indicates whether communication has attained its goal.

- It helps the sender to know if there are corrections to be made and ensures the receiver has understood the communication as intended.
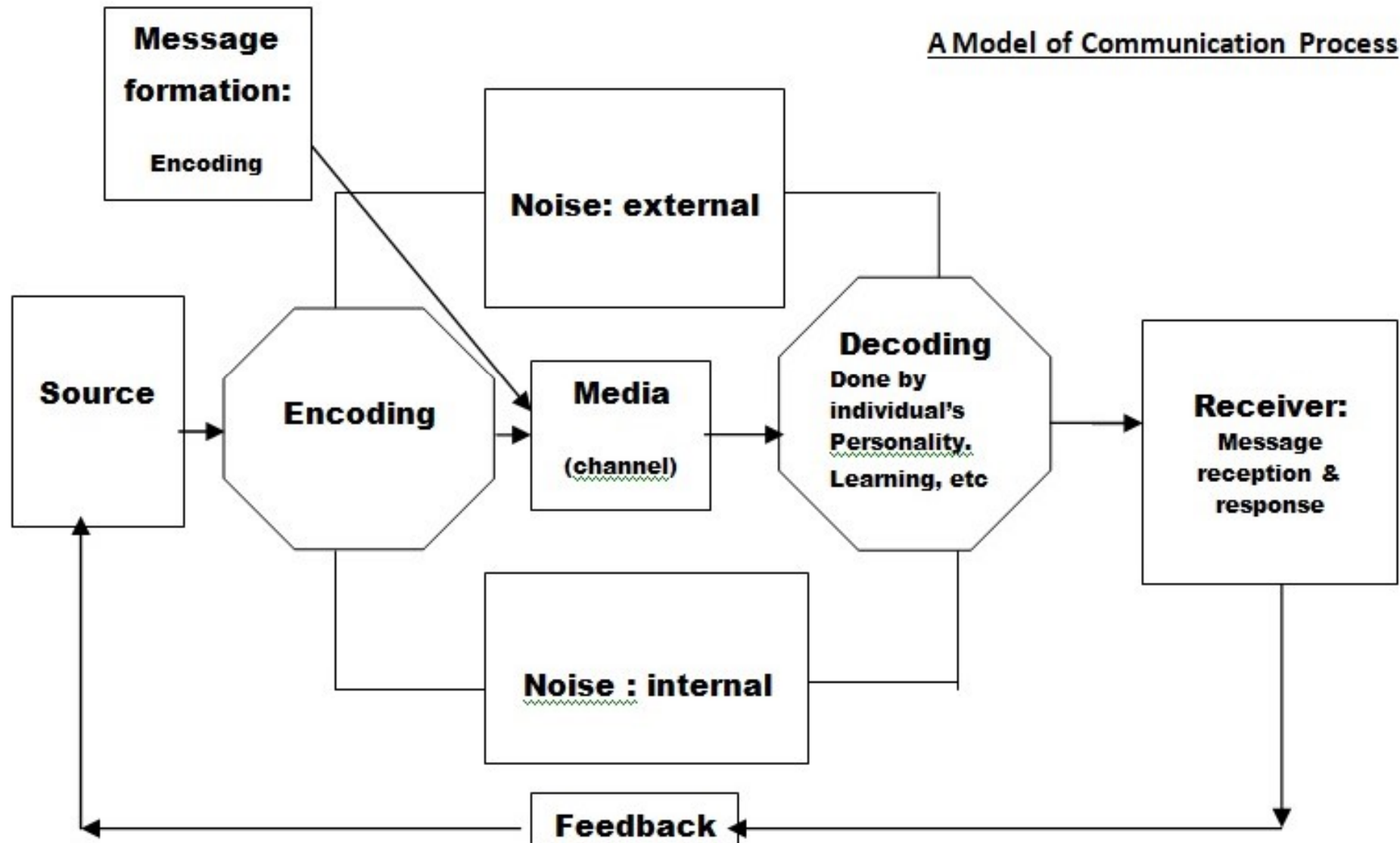
Process of Communication

- The sender encodes the message and sends it through a channel.
- The channel is the language used – words, actions, signs, objects, or a combination of these.
- The receiver receives the message, decodes it, and acts on it.
- If the message received is the same as the message sent, there will be a response; if not, there has been a breakdown of communication.
- This may happen because of noise.
- The transmission of the receiver's response to the sender is called feedback.

Process of Communication

- If you are sending a message to somebody, your communication cycle is complete only when you get a response from the recipient of your message.

- Otherwise you need to resend the message.

- Communication takes place in a well-defined set up called the communication environment.

- Messages themselves are transferred through a medium, the channel.

- Language is the tool we use through these channels to exchange information.

Process of Communication

A Model of Communication Process

Process of Communication

- The communication model has nine elements.

- Two major parties in communication are **Sender** and **receiver**.

- Two major communication tools are **message** and **media**.

- Four major communication functions are **encoding**, **decoding**, **response** and **feedback**.

- The last element is **noise** (random and competing messages that may interfere with the intended communication).

Process of Communication

- The model underscores the key factors in effective communication.

- Sender must know what audience they want to reach and what responses they want to get.

- They must encode their messages in a way that must be understood by their target audience.

- Target audience decodes those messages according to their perception, learning, attitude, etc.

Process of Communication

- The messages must be transmitted through a (may be more than one) media to reach the target audience and they should develop feedback mechanism to know the customer response.

- For a message to be effective, the sender's encoding process must be at par with the receiver's decoding process.

- The more the senders field of experience overlaps with that of the receiver, the more effective the message is likely to be.

- The senders' task is to get his or her message through to the receiver.

Process of Communication – Noise

- Noise is defined as any unplanned interferences in the communication environment, which causes hindrances in the transmission of the message.

- When you communicate, you desire that the message received should be the same as the message sent. But this is not always the case.

- Sometimes, this is due to the presence of noise.

- Noise can be classified as channel and semantic.

Process of Communication – Noise

- **Channel noise** is any interference in the mechanics of the medium used to send a message.

- Familiar examples of channel noise are distortion due to faulty background, noise in telephone lines, illegible handwriting etc.

Process of Communication – Noise

- **Semantic noise** is generated internally, resulting from errors in the message itself.

- It may be connotative meaning of a word. Other examples of semantic noise are ambiguous sentence structure, faculty grammar, misspellings, and incorrect punctuations.

Process of Communication – Noise

- The process of communication is susceptible to noise - that which hiders communication.

- Communication, in order to be successful, should provide and ensure minimum noise and continuous feedback.

Barriers of Communication

- Effective communication is significant in the workplace, family, and dealing with friends.

- Communication is vital to build and strengthen relationships.

- Communication should be brief and straightforward to communicate ideas, feelings, thoughts, and emotions in a clear and understandable manner.

- Barriers to successful communication can ruthlessly impact and even harm relationships.

Barriers of Communication

- Communication barriers are something that prevents us from correctly getting and accepting the messages others use to communicate their information, thoughts and ideas.

- Some of the examples of communication barriers are information overload, choosy perceptions, workplace gossips, semantics, gender differences, etc.

Types of Communication Barriers

- **Psychological Barriers**
- **Physical Communication Barriers**
- **Physiological Barriers**
- **Language Barriers**
- **Attitudinal Barriers**

Types of Communication Barriers

Psychological Barriers:

- The psychological condition of the receiver will power how the message is received.

- Stress management is a significant personal skill that affects our interpersonal relationships.

- For example, Anger is a psychological barrier to communication. When we are angry, it is simple to say things that we may afterwards regret and also to misunderstand what others are saying.

- Also, people with low self-esteem may be less self-assured and therefore may not feel comfortable communicating.

Types of Communication Barriers

Physical Communication Barriers:

- Communication is usually easier over shorter distances as more communication channels are obtainable, and less technology is obligatory.

- Although modern technology often serves to decrease the crash of physical barriers, the advantages and disadvantages of each communication channel should be understood so that a suitable channel can be used to overcome the physical barriers.

Types of Communication Barriers

Physiological Barriers:

• Physiological barriers may affect the receiver's physical condition.

• For example, a receiver with condensed hearing may not grab the sum of a spoken conversation, especially if there is significant surroundings noise.

Language Barriers:

• Language and linguistic aptitude may act as a barrier to communication.

• However, even when communicating in a similar language, the terms used in a message may act as a barrier if it is not easy to understand by the receiver.

Types of Communication Barriers

Attitudinal Barriers:

- Attitudinal barriers are perceptions that stop people from communicating well.

- Attitudinal barriers to communication may effect from poor management, personality conflicts, and battle to change, or a lack of motivation.

- Active receivers of messages should challenge to overcome their attitudinal barriers to assist effective communication.

Strategies to overcome the Barriers

Be aware of language, message and tone:

- The sender should ensure that the message should be structured in clear and simple language.

- The tone of the message should not harm the feelings of the receiver.

- As far as possible, the contents of the message should be a concise and unnecessary use of technical words should be avoided.

Strategies to overcome the Barriers

Consult others before communication:

- When you're planning the communication, suggestions should be invited from all the individuals concerned.

- Its main benefit will be that all those people who are consulted at the time of preparing the communication preparation will add to the success of the communication system.

Strategies to overcome the Barriers

Communicate according to the need of receiver:

- The sender of the communication should organize the formation of the message not according to his or her level, but he or she should keep in mind the point of understanding or the surroundings of the receiver.

Consistency of Message:

- The message sent to the receiver should not be self-opposing. It should be in unity with the objectives, programmes, policies and techniques of the organization.

- When new information has to be sent inlay of the old one, it should always make a declaration of the change; otherwise, it can raise some doubts and queries for the same.

Strategies to overcome the Barriers

Follow up Communication:

- In order to make communication successful, the management should frequently try to know the weaknesses of the communication structure.

- In this situation effort can be made to know whether to lay more hassle upon the formal or the informal communication would be suitable.

Strategies to overcome the Barriers

Make sure to receive proper feedback:

- The reason for feedback is to find out whether the receiver has appropriately understood the meaning of the information received.

- In face-to-face communication, the reply of the receiver can be understood.

- But in the case of written communication or other forms of communications, some correct process of feedback should be adopted by the sender.