

Importance and Benefits of Effective Communication

Ancient Heritage of Communication Principle:

- •The ancient world, both in the East and the West, depended heavily on oral communication.
- •Western principles of communication developed in ancient Greece and Rome, with an emphasis on oral rhetorical tradition.

Lifeblood of Every Organization:

- •An organization is a group of people associated for business, political or other purposes.
- •Its activities require human beings to interact and react to communicate

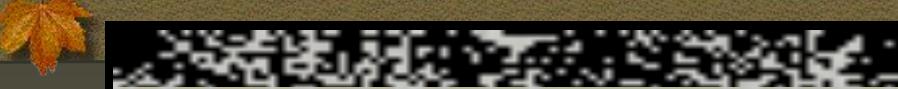


• Communication among the members of an organization is essential for effective communication.

Formal Communication Channels

- The formal communication network is the official structure of an organization.
- A vital means of attending to company concerns is through effective internal communication – downward, upward, and horizontal.

Downward Communication: in most organizations, decisions are made at the top and then flow to the people who will carry them out.



•They need not only to clear job directions and safety rules but also facts about strategy, policy and view points.

Upward Communication:

- •Upward communication is just as important as downward communication.
- •To solve problems and make intelligent decisions, up ward communication is desired
- Horizontal Communication: in addition to the upward and downward flow of communication, horizontal communication flows from one department to another.
- •It helps employees coordinate tasks, solving difficult and complex problems.



- •Every organization has an informal communication network **a grape wine** that supplement official channels.
- •They talk about personal matters; families, movies, sports etc, business is often discussed as well.
- •In fact, about 80% of the information that travels along the grape wine pertains to business and 75% to 90% of it is accurate.

External Communication

•Effective communication to people outside the company can help create a good reputation and have a positive impact on its ultimate success.



•The right letter, proposal, report, telephone call or personal conversation can win back a client, create a desire of firm's product or service.

Benefits of Effective Communication in Your Career

•Your job, promotion, and professional reputation often depend on doing well in written and oral communication.

A Valuable Job Requirement

•Strong communication skills were found in the job descriptions. It is a primary responsibility in many careers.



• Many people rate communication as one of the most important aspects of business leadership.

Challenge of Communication in the Global Market

- The way you communicate both within and outside you own country will effect everything you accomplish.
- Your ability to speak and write effectively will also make a difference to your organization.

Developing the Right Attitude

• <u>To the customer you are the company</u>, your attitude when dealing with clients reflect on the company you represent.



Preparing Adequately

•In addition to the proper good will building attitude, you should be careful, have sound judgment when choosing ideas and facts for each message.

Becoming Flexible

- •Today's work place is increasingly diverse in age, gender, and national origin.
- •Problems can be avoided by keeping an open mind and being willing to make extra efforts in communication.