

Communication and the Flow of Work in an Organization

Communication is an essential human function. We are consistently communicating *something*. Messages are all forms of communication. We receive this information and form ideals, opinions, passions, and personality based on this every day, rather rudimentary concept. We perform communication every day, yet do not know this concept on an intimate level. Understanding the foundation of communication will only strengthen one's knowledge and performance of it. Companies of quality understand the importance of communication—in practice and in comprehension. Once communication as a concept and as a psychological component is understood, next one must understand communication in a business professional arena. Organized communication is a specialized form of communication. Its application is essential and necessary for functional and fluid workflows to be established and maintained. When the communication is structured properly, we can then build a company culture that is equidistant in entertainment and productivity. In short, communication is the life line of the work flow in an organization and the developing culture at large.

The ability to master communication, relationships, and work flows begins with understanding introductory communication. On Dictionary.com, communication is defined as,

"Noun: 1. the act or process of communicating; fact of being communicated. 2. the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs. 3. something imparted, interchanged, or transmitted. 4. a document or message imparting news, views, information, etc, and 5. passage, or an opportunity or means of passage, between places."

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Here we can begin to see how multifaceted communication is. Understanding this term in plain English, allows for a synthesis of new ideas, new ways of thinking, and new ways of being in the mind of the willful recipient. By this definition, we can conclude that humans are communication. Every thought, action, spoken word, and nuanced motion is a communicative act. Therefore, we truly can be the masters of our communication rules. By doing this, we can open up the possibility to create a work environment with a unique culture, ideological framework, and professional workflow.

Once a deeper understanding of the phenomena that is communication is readily implemented, we can then use this knowledge to examine how communication is performed in the workspace. Communication is essential. The best, and most effective leaders are masters of it. Fluid communication is the crux of a successful company and brand. In the Importance of Communication in an Organization by Prachi Juneja, the author began explosively with a simple, yet undeniable truth, "Communication is significant for managers in the organizations so as to perform the basic functions of management, i.e., Planning, Organizing, Leading and Controlling.". One cannot lack in these communicative areas and hope to do well. Therefore, all traits must be in action in order to produce a leadership and team of merit. The action of communication is equally as important as the comprehension. People in positions of supervision must always bear in mind receiving a 'message' is a part of communication , if not the more poignant aspect. Juneja quite aptly observed,

"An effective and efficient communication system requires managerial proficiency in delivering and receiving messages. A manager must discover various barriers to communication, analyze the reasons for their occurrence and take preventive steps to avoid those barriers. Thus, *In Biology: 1. activity by one organism that changes or has the potential to change the behavior of other organisms. 2. transfer of information from one cell or molecule to another, as by chemical or electrical signals.*

the primary responsibility of a manager is to develop and maintain an effective communication system in the organization."

The key elements of communication in the workplace: planning, organizing, leading and controlling, are an amalgamation of both decoding messages sent and messages received.

Once the introductory aspects of communication and organized communication are understood, one must then take structural communication and forge workflows. The ability to create sound workflows collectively requires effective communication. Leaders and team members must use the knowledge and power of messages, in order to have a workflow that is prolific, translatable, constructive, and profitable. The application of this string of concepts in conjunction with a basic linear equation ($1 + 1 = 2$), can produce a workflow with high success potential. In Patient Safety and Quality: An Evidence-Based Handbook for Nurses [Chapter 31] by Cain and Haque, the authors stated, "An organization's workflow is comprised of the set of processes it needs to accomplish, the set of people or other resources available to perform those processes, and the interactions among them." This is a superb analysis. This very simple equation can be combined with expert communication skills to yield a workflow that is most promising. It is also imperative to be flexible in workflow design and evolution. A savvy business, understands people are dynamic, and needs changes as the business develops. Cain and Haque aptly noted, "Organizations also adapt workflows to suit the evolving environment. Over time, reflecting on organizational workflows may show that some processes are no longer necessary, or can be updated and optimized." (2016). Therefore it is necessary to be linear (clear and simple), yet elastic (mutable) in the workflow design.

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Communication yields workflow. Workflow yields company culture. Company culture yields a memorable brand. Utilizing the unique workflow in the creation of the company culture is an effective tool. The workflow can provide a foundation of which the company can build a bigger brand, strategize for the future, and maximize productivity and profit. An innovative culture allows for a company to construct their image. Consumers support and promote companies with a culture and brand that resonates, that represents, and that provides a service with excellence. In *Creating the Best Workplace on Earth* by Rob Goffee, makes an astounding revelation when he states, "The ideal organization is aware of dominant currents in its culture, work habits, dress code, traditions, and governing assumptions but, like the chancellor, makes explicit efforts to transcend them." A company on the rise and at the top, can synthesize the culturally relevant, with the basic communication practices, liner workflows, and the microcosm of company culture together, in order to product a force so reputable, it's established a new boundary in the professional business world. The company culture influences the communication and the company culture influences the workflow just as much as it is influenced by these ideas. Capturing and capitalizing on the fluidity of culture is critical to success. In *Culture: Your Environment for People at Work* from LinkedIn.com, the authors made an observation worth examining, "In many ways, culture is like personality. In a person, the personality is made up of the values, beliefs, underlying assumptions, interests, experiences, upbringing, and habits that create a person's behavior." Thus, communication, workflow, and company culture are like humans because they indeed an extension of human behavior, of human action. Humans are never stagnant, nor is top company.

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It is impossible to turn off communication. Communication is an integral part of the human experience. It is through our personal and shared communication we build identities, norms, social structures, and culture. Communication is a noun. Yet communication is also an action, a biological phenomenon, and philosophical perspective. It is in the business world, that our communication methods are perfected, tested and transformed. In group and organizational communication, we truly begin to learn how we operate among each other. In that way, we can view the business world as the Olympics of communication. The medalist are met with laurels and accolades abound. Those who master the various types of communication are usually the originators of company policy, company norms, and company workflows. Companies depend on these pioneers to contribute to the company's every design. A template workflow can contribute to the road to a high profile company brand. Firms must be aware that an effective workflow can serve as an apt branding template. Once the flows and brands are vested, the culture of the company can emerge. This burgeoning company culture is totally dynamic, just the people who created and continue to revolutionize it.

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