Why are effective communication skills important?

Ans: Effective communication skills are important for the following reasons:

1. By practicing Active listening, there is no room for misunderstanding between the speaker and the listener. For example: When the speaker communicates, the listener seems to understand completely the opposite, and it would create frustration.
2. In business, being assertive is of high importance and clearly stating your wants and needs will get you what you want without being disrespectful or damaging relationships with authorities. For example: When a conflict arises between your peers; instead of saying "You're wrong." You could say “I disagree.”
3. Body language and maintaining eye contact are also effective communication skills. A relaxed body stance will make you seem approachable to others and eye contact indicates that you are focused on the conversation. For example: When the speaker has a bad posture or he breaks eye contact, this annoys the listener and he becomes uninterested.
4. Your tone and volume are important tools in communication as they make a productive conversation. Your tone is what creates an impression of you on the audience. A calm and collected tone is better to connect with your audience. The volume or loudness of your voice also helps in maintaining that good connection with the audience. For example: When the speaker communicates loudly and clearly, it is easier to grasp the listener’s attention.
5. Practicing conciseness is important in business settings to prevent the speaker from rambling about unimportant topics. For example: When speaking to a client, it is important to speak to them about their needs in a straightforward manner instead of talking for too long and confusing the client.