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01005- PPC
Reflection Essay – 1

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Q1. Do you think that the practice of professional communication at workplace is important for professional growth? If yes, justify your answer with an example.

- From my point of view, the practice of professional communication at workplace plays an important role in the professional growth of the company.

- Example:

The practice of professional communication could help an IT outsourcing company execute projects successfully and operate effectively, which can improve the company's productivity.

To begin with, it could be said that professional communication between staff members can benefit their performance greatly [1]. From communicating efficiently, members of the company can find it easier to not only understand the other's ideas during meetings but they can also gain valuable knowledge for themselves through exchanging information as well. This could be considered as an important factor as it could help to boost the performance of members of the company, increasing their productivity and contributing to great achievements of the company.

As it can be seen in the project development, communication plays a vital role in the success of a project. Based on good communication in a team project, every member of the team could understand the idea of their project in a better way. In that way, they could avoid the problem of miscommunication by knowing what they are doing and how to accomplish it. Besides, it is also important to note that during the process of the project development, effective communication between team members could solve the problem easier and faster when encountering the problems. By attentively listening and carefully analyzing with each other about the issue, they could figure out the main cause and then find out the appropriate solution to handle the problem effectively, therefore reducing time on fixing the project as well as avoiding conflict between team members.

In addition to the importance of communication between team members at the workplace, it is also necessary to consider the impact of good communication with company clients. As the client is the one who is responsible for the idea of the project and may not have the background of technology, so the most important factor in the project development is to understand exactly what the customer really want from the beginning. One of the most common factors that lead to the failure of a project is that the project manager does not understand what the customer requires in the project, causing serious problems in the later stages of the project developments, such as wrong documentation or misunderstanding between developers [2]. In this case, it is important for the project manager to have a good practice of professional communication so that he/she could understand what the idea of the project by listening to the customer and clarifying information. This is the first step that could assure the success of the project implementation.

Moreover, another benefit of professional communication is that it can gain the satisfaction of job for employees. With good communication, a member of the company could directly express ideas to their superiors, making them be able to understand what he/she is talking about, responding to his/her idea. The kind of exchanging messages could help to boost the employee's confidence in their work, making them think they could do best in their project. Because of this, they could feel satisfied with their job and also increase their productivity.

As mentioned from the beginning, with the assist of professional communication, the company could operate effectively. When the CEO of the company wants to make a decision, he first has to be capable of making their employees understand what they are going to accomplish, what is the objectives of this decision and the methods in order to do that. On the other hand, employees of the company need to be able to communicate with their boss effectively so that they could express their opinions about the idea. In order to do that, they need to actively listen to the idea, if it is something they are not clear or have a suggestion, they could wait for their turn to express it and everyone could also discuss it. Because of a good communication between members of the company, the idea from the superior could be conveyed to the employees and followed properly. This is one of the main factors to help the operation of the company be more efficient.

Q2. Can social media assist an organization to better reach target audiences? If so, how? Justify your answer with example. Describe which social media tools should be used by organization?

- In my opinion, social media could be considered as an effective method in order to connect products of companies to clients.

- So how to use social media to help an organization to reach its target audiences better? First, we need to know the definition of social media. Social media is set of communication channels with the purpose of interaction and sharing different types of content between users [3]. There are many different types of social media applications on the internet nowadays, each of them exists for a particular purpose. From my point of view, there are two ways to use these applications as a method to reach audiences. In the first method, an organization can create an account for the application they want to use, then building and posting the content on the application in order to let their customers know about their products. In term of the second method, an organization can use advertisement service from social media tools in order to advertise their products based on different aspects to users.

- Example:

An IT company ABC just develops an IT product relating to security and they want to introduce this new product to the customers. With the assistant of social media tools, their product could reach target customers easily.

First of all, it is easy to see that company can take advantage of a large number of users on social media applications for their purpose of introducing products to target customers. According to [4] and [5], in the final year of 2017, the number of active users on Facebook exceeds more than 2.2 billion while the number of active users of Twitter averages at 330 million. It could be seen that with that amount of users on the social media applications, the organization can consider it as a marketplace containing

billions of customers from different backgrounds and statuses, this is an opportunity as well as an effective way to advertise their product widely.

Secondly, the method of using social media tool to introduce company's products to their customers is totally free. Instead of paying a large amount of money on media advertisement to introduce their products, companies can reach their client by using social media tools without paying any cost. Due to the fact that everyone using social media application can have their own account to share their contents with each other, each organization can create their own account for the application to post the contents they want in order to reach their audiences. With social media, it is not hard to introduce their products to audiences, but how they do it efficiently to make customers really want their products is the most important factor they need to consider.

Thirdly, it is easy to notice that companies can interact with users effectively using social media tools. By posting their contents to introduce their products to clients on the applications, everyone can view the posts and comment their opinions about it, they also can question to understand more about it. Because of that, companies can get feedback from clients in an effective way, they can know what their customers think about their products, what they should improve and more importantly they could interact directly to clients who are interested in their products. In that way, organizations not only achieve their purpose of reaching target audiences effectively, but they could also get feedback from them directly and based on that results, they could improve their products more and better to satisfy customer's needs.

Finally, most of the social media tools are now integrated with the system for advertisement. Based on their advertisement system, the company can target users by different aspects such as location, interests, gender, and device [6] [7]. The applications can understand what customers want and suggest them the products based on these aspects. For example, if a customer is searching for products relating to security on the internet, the social media tools like Facebook or Twitter could suggest him the similar IT products on these applications.

- Social media tools: There are many social tools that can assist organizations to reach their audiences effectively, each tool has a different purpose of content sharing and collaboration. I can only list several popular tools that used in recent years [3].

- Facebook, a popular social networking application with more than 2.2 billion active users as mentioned earlier, provide facilitates for users to connect with each other anywhere and anytime, to create their own profiles, and upload their photos and videos to share their memory with friends and family. An organization can use it as a tool to upload their content about the product to users they want.
- Twitter is an application that allows its members to broadcast their content (tweets) so that ever follower can see. This is one of the tools that organizations could use to introduce their new products to audiences.

Q3.

Strategies:

I need to make Chris understand the importance of successful communication is the empathy [8]. The two parties need to respect each other idea. It is important to remember that there is no bad idea, it may be unsuitable in this situation but it could be useful in another case, so there is no need to criticize the other's idea. The most important thing after the discussion is to find out a win-win solution so that it could benefit for the two of us.

It is important to note that I can only be able to control myself and my behavior, I cannot control Chris's behavior towards me, and so it is best to always stay calm in any situation [9]. I cannot turn the situation into better by responding to him by the same way as he did, it could only make the situation become worse. As long as I remain calm and respect him, I still have the right to say what I want to do during the discussion of the progress of the survey. I can still repeat my idea time and time again to make him understand my position in the discussion, but I need to keep to stay calm by adjusting my voice.

Even though Chris always criticizes my ideas, it is essential to accept it positively. It is hard to avoid criticism in any meetings or discussion, so I just need to accept it and attentively listen to it. Just by listening to the criticism, I could find out about my mistakes and it could be a great help to improve myself better in the next discussion. However, if I find that criticism be not agreeable and it may not be right in my situation, I need to stand up for myself and say so, but the most important thing is that I need to say it constructively to avoid getting angry from Chris.

Feedback techniques:

From my point of view, in order to manage the interaction between me and him effectively, it is important to be ourselves during the feedback. We need to say our statement using our point of view, so using "I" is one of the first steps we need to make it clear. Another factor is that we should mention positive comments in the feedback. It is a good practice to always start with a positive statement since it could help the other person feel relax at first and could also be an encouragement to work harder next time. It is also necessary to give a positive feedback at the end so that he could maintain his confidence. Finally, it is the most important part of the feedback, the suggestion to the other party. We need to make sure that there is no criticism in the feedback, in that way both parties could still maintain a good relationship. In the main part, the suggestion needs to contain what the others need to do in order to improve and develop himself.

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