

Principles of Effective Business Communication

For the communication process to be effective and achieve business objectives, we must take into account the following principles:

1. Principle of Clarity

Firstly, it must be clear in the sender's mind what he means. A business communication has clarity when it is expressed in a language and transmitted in a way that will be understood by the recipient.

The basic goal of communication is to unite two minds, and this can only be possible when the receiver understands the sender's meaning in the same way. So communication must be clear and simple in easy to understand language.

2. Principle of Adequacy

The objective of communication is to ensure an optimal flow of information. It should be enough to cover the field. The communication process must guarantee that all the messages that the different people of the organization need in relation to the effective performance of their official functions must flow to them and should be appropriate.

3. Principle of Attention

The message, when received, must be properly understood in its meaning with full attention. Despite the clarity of expression, the well-composed message may seem very difficult and as such may not be understood due to our half-hearted attention.

Therefore, the attention and total concentration of the receiver on the message he hears or reads must be considered very essential for a proper understanding of the message communicated. If the message receives due recognition and understanding at the hands of the recipients, the communicator will feel much encouraged in his efforts.

4. Principle of Consistency

In accordance with this principle, the communication system must maintain consistency in the objectives of the company, its procedures and processes. It means that communication must be in accordance with the policies established for it.

5. Principle of Proper Time

Messages should reach the recipient when necessary or required by them. Late messages are meaningless and the usefulness of communication ends. Therefore, the message must be sent before the actual need, taking into account the time required for communication.

6. Principle of Feedback

It is essential for the sender of the message to know about the success of the message. It means he should see if the receiver has understood the message or not. Feedback is easily obtained in face-to-face communication with the help of the receiver's facial reactions. In written communication, the sender can obtain feedback using the appropriate means.

7. Principle of Integration

Communication must be able to present to all the employees of the company its objectives so that all the employees move together towards the goal.

8. Principle of Consultation

Suggestions from all concerned persons should be invited when making plans for communication. The obvious benefit of such a move will be that all those who are invited while making plans for communication and are taken in trust will contribute to the success of the communication system.

Communication planning aims to determine when, how and through what means the communication should be done between people working at different levels.

9. Principle of Flexibility

The communication system must be able to absorb changes in the organization. A communication system that cannot absorb changes according to the need becomes meaningless.

10. Principle of Proper Medium

For communication to be effective, it is necessary not only to have clarity of ideas, consistency and integrity, but also to make a suitable choice of medium. Managers must make use of oral communication for individual communication and written communication for policy matters.

11. Principle of Economy

The communication system should not be unnecessarily expensive. As much as possible, unnecessary messages should be kept to a minimum to make communication economical. No single employee should be burdened with communication work.