

Role of Communication in Organization

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Abstract

Organization runs for business or profit. For profit we look for the productivity and for productivity organization requires human resources. To get the productivity, organization should get the efficient and effective human resources. For their effectiveness and efficiency, organization should implement the right policies and should have right structure. Here communication plays an important role within the organization. If vision and mission are well communicated to employees, they become clearer with their role. It becomes easy to understand what company wants to do, what objectives does it has or what company wants them to do. Two ways communication motivates employees to open with the upper hierarchy. This paper helps to understand the role of communication and the relative problems with suggestions to improve the areas of communication.

Keywords: Communication, change, performance, stress, motivation, innovation, loyal.

Introduction

Lower level management is the real people who are aware of real feedback from customers. If they share this feedback with higher hierarchy without hesitation then company may change accordingly. Employees should feel free to share their views and thought and should be motivated to get the maximum relevant information so that organization can perform better through them. But this can happen only when organization allow everybody to speak.

Problems due to lack of two ways communication

Performance: Due to lack of communication employees get incomplete information and performance directly gets affected. Sometimes they are communicated “what to do” only. In this case they get confused and directly it affects their performance

Stress: Employees are in stress when there is lack of communication. As now a days maximum jobs are target based. They do feel alone in an organization as there is nobody whom they share. The following problems may organization face when there is lack of communication.

Mismatch of personal and professional life: As due increase in their professional time employees are not able to balance it with their personal life. Finally it affects their performance

Change is not accepted: Due to lack of communication employees are not aware of the result, reason of the change which is sometimes very important for the organization. Hence they show negativity towards any change

Hidden real problems: Lower management is usually avoided to give the real feedback which is negative as they have some fear of instability in their mind. Hence Top management is always away from the real problems.

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Conflict: Conflicts may arise due to absence of interaction between the two or same hierarchy.

Groupism: Informal groups are always there in the organization. But when there are many small groups among themselves performance starts moving down. This is one of the reasons when there is lack of communication.

Demotivation: When appreciation is not well communicated then employees get demotivation and it affects employees negatively.

Incomplete message is communicated: Most of the time upper management conveys half of the message to its lower management. Targets, what to do, sometimes how to do are communicated but here we forget to share with employees that why we are doing, what benefits we will get after doing this etc.

Large employees' turnover: Employees losses their confidence where they are not allowed to share their views or thoughts. They try to search new jobs where they feel much comfortable.

Absence of loyalty: When employees are not heard then of course their loyalty towards their organization vanishes.

Organization can achieve its target but cannot get emotional attachment from its employees. To get employees loyalty towards organization, Organization has to understand the importance of proper communication.

Benefits of two ways communication

Following are the advantage of having two ways communication.

Support from employees: If employees are aware of everything through better communication then they will support the management.

Stress is reduced: Employees would feel free to share to the upper hierarchical chain and hence stress would be reduced.

Performance is improved: Each policy, procedure, methods, would be clear to them and hence performance would increase.

Change becomes easy: If reasons or implication of changes would be shared, employees would be open to change. And hence it would be easy for the management to implement the change.

Lack of politics in organization: Everyone will realize that they are in the organization for their work. If superior listens to everyone then each employee will realize his importance towards the organization. And hence negative groupism would decrease.

Right message moves from top to bottom: Whichever information the top management would like to pass, will be transferred rightly.

Motivation: They will feel motivated everyday as there will not be any kind of stress due to healthy environment.

Loyal: As loyalty does not come from money, there has to be some emotional bonding to create it. Healthy communication can make employees loyal to their organization.

Innovation: As there is no fear of punishment for their new ideas. Employees will think new and hence lead to innovation.

Learning Organization: Each employee would be open to learn in the organization and hence may lead to innovation.

Conclusion

Every manager has to understand the importance of each employee. Management should promote two ways communication in the organization. This will make organization more productive and more efficient. Employees will be happy when they would be able to give their suggestions and thoughts and hence will create loyalty within them. Large problems along with small one can be resolved very easily.

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