Achieving Success through Effective Business Communication

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Abstract

In business, communication is used to promote a product or services, relay information within the business or deal with legal or similar issues. We can also define business communication as a process of transmitting information and thoughts between various parts of an organization and also to people outside organization. Effective communication is essential and indispensable for the success of any business. Technology has opened the door to new ways of interacting, but the process is still challenged by barriers that hinder its effectiveness. In our paper we have defined communication process, barriers to effective business communication and various tips to overcome these communication barriers.

Keywords: Barriers to Business Communication, Communication Process, Effective Communication

1. Introduction

In an organization communication plays a crucial role in employer-employee relationship. Although effective communication does not guarantee success of an organization but in effective communication assure problem and very soon these problems will become a crisis. Communication in any organization is of vital importance to be able to express objectives, necessities, emotions etc. an effective communication must have certain qualities which are described below:

    i. Completeness

    ii. Conciseness

    iii. Consideration

    iv. Correctness

    v. Courtesy

    vi. Clarity

    vii. Concreteness

Some of the interesting facts about communication are described below:

    i. 7% words of the information communicated.

    ii. 38% vocal tone.

    iii. 55% of body language

Some of the methods for business communication are described below:

    i. Web based communication

    ii. E-mails

    iii. Writing letters, reports, memos etc.

    iv. Video conferencing

    v. Audio video presentation (e.g. PowerPoint)

vi.   Using telephone

vii.   Face to face meetings

2. The Benefits of Effective Communication in an Organization

There are various benefits of an effective business communication in an organization such as;

1. Employee commitment to his/her job is improved.

2. Training and recruitment cost are reduced.

3. Better employee performance.

4. Helps in avoiding misunderstanding.

5. Improved employer-employee relationship.

6. Improved exchange of ideas.

7. Company's goals are reached much quicker.

8. Less confusion.

9. It will help with innovation and creativity.

10. Communicated in an effective way can prevent uncertainty.

11. Proper method of communication can save time and money of an organization.

12. Effective communication enhances client relation.

13. It will originate an environment of ample participation.

14. Organizing human resource in an effective manner.

3. Business Communication Process

To carry out effective business communication there are certain elements of business communication process which are described below and explained in Figure 1.

➢ Sender/Transmitter: Sender is the initiator of the business communication process. It is the duty of sender to choose the type of message and effective medium. A sender can make use of symbols to convey the message.

➢ Message: It is codified information, which the sender sends to the receiver. It must be ensured that the main objective of message is clear.

➢ Medium: It is the channel of communication between sender and receiver. The sender must choose an appropriate medium which makes it effective and correctly interpreted by receiver.

➢ Receiver/Decoder: Receiver is a person for whom the message is aimed. Successful communication takes place only when a receiver understand the meaning intended by the sender and it depends upon various factors such as knowledge of recipient and his responsiveness to the message.

Feedback: It permits the sender to analyze the efficacy of the message. It is the best way to prove that the message was received and understood. Feedback may be verbal or non verbal. It may also in the written form like reports, memos etc.

4. Barriers to Effective Business Communication

Below are some of the exclusive barriers to effective business communication which are shown in Figure 2. and are listed below:

➢ Physical Barrier: some of the physical barriers in an organization are listed below:

   i. Marked out area portraying a particular territory.

   ii. Large working area.

   iii. Separate areas for the people of different status.

➢ Perceptual Barrier: Each individual is different and that is why they think different. A same message may be taken differently by different individual and that will create a barrier.

➢ Emotional Barrier: Emotional barrier is one of the chief barriers to open and free communications. This arises when people become very mindful of what they are going to speak next. They feel vulnerable and hence this stunts their thinking power and communications.

➢ Cultural Barrier: When people belonging to different culture work together, can be one of the business communication barriers in an organization. So, to avoid this kind of problem there must be a cultural diversity in the work place.

➢ Linguistic Barrier: When the people of different nationalities and different mother tongue work together there must be biggest communication barrier in the workplace. When they couch their communication in their language, it is a way of excluding others.

➢ Technological Barrier: Some time due to the technical failure the message is not delivered completely or not delivered at all and this will create a barrier in business communication.

➢ Improper way of explaining: Some speakers get frustrated when the other person fails to understand things quickly, this will create a business communication barrier.

➢ Red Tape: Message gets delivered to many different people before reaching the actual recipient. This can alter the message and makes the process too long.

5. Overcoming Communication Barriers

Below are some points which help us know, how to overcome business communication barriers in an organization:

1. We have to eliminate difference in perception.
2. Taking the receiver more seriously.
3. Modify the message according to the audience.
4. Reduction of noise levels.
5. Effective use of informal channel of communication
6. Effective use of body language.
7. Avoid information to be overloaded.
8. Using multiple channels and encoding.
9. The speaker should step into the shoes of listener.
10. The message should be concise and complete.
11. Message should state the purpose clearly.
12. Organizational structure must be simple.
13. Listening attentively and carefully.
14. Clear and simple words should be used.

6. Effect of Ineffective Business Communication on Business Growth Graph

An effective communication can improve the growth of any business firm whereas an ineffective communication can create problems and declines the growth graph of that particular business firm, which is shown in Figure 3.

7. Conclusion

For the successful running of an organization, it is important that the transparency is maintained among the employers and employees. There are lots of communication barriers in an organization, but to ensure the free flow of information between the sender and the receiver, these communication barriers must be overcome and for this it is important to understand the underlying causes of business communication barriers which may include a wide range of factors.

In a nut shell every employee must try their level best to avoid business communication barrier in an organization for effective business communication.

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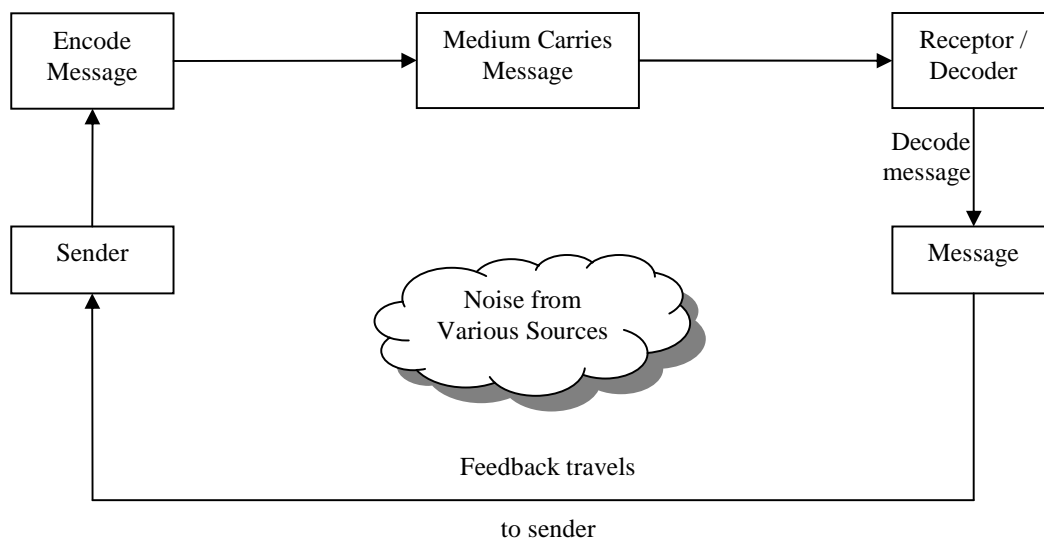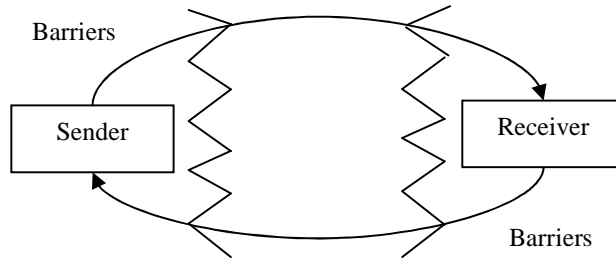
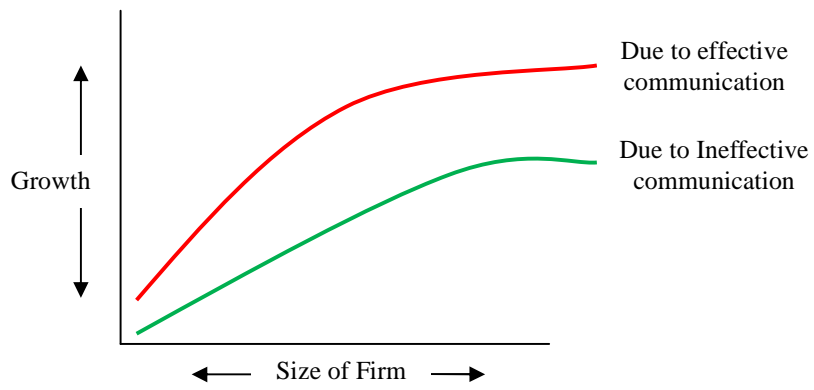Figure 1. Represent Business Communication Process

Figure 2. Represent Barriers to Communication

Figure 3. Represent Business Growth Graph