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## Effective business communication: Key to success

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### Abstract

Communication is the process in which one person transmitting ideas or information to another. Effective communication is when we transforming our ideas in simple and clear way. Communication is two way process in which one party is sender and second is receiver. Effective communication is very important for successful business. Business can't operate without communicating with its customers, employee or other business. Effective communication in business is important because it create awareness and reputation among customers. It builds strong relationship among employee and management.

Good communication means good business. Business communication is helpful in to promote a product, service or organization. Growth of business depends upon how business communicates with its external as well as internal users. There are several methods of business communication by which business can communicate with its related party for ex. Video conferencing, email, letter, presentation, face to face meetings etc. Business operate in dynamic environment, with effective communication better decisions can be taken.

In this paper we will discuss effectiveness of business communication in modern context, functions of effective communication and methods for effective business communication.

**Keywords:** Effective, communication, reports, modern business, dynamic

### Introduction

Often times, there's a great discrepancy between what we intend to communicate and what we actually say. Another essential problem arises when our messages are not decoded by the listeners as intended. Effective communication occurs only when the intended message of the speaker is clearly understood by the listener. Communication doesn't mean sending or receiving message only, it involve understanding also. Effective communication means how effectively we communicate with others in simple way. For effective communication the receiver must understand the message in the same sense as intended by the sender. Effective business communication occurs between two or more parties to exchange business related information. With effective communication effective plans can be made. With effective plans business will grow in dynamic environment. With effective communication business not only communicates with its internal parties but it can also communicate with external party as well. Vast majority of national languages have ensured an everyday communication and it does not seem that these function should be taken over by different code. Business communication internationalized by globalization tendency. Only use of national language in business is a considerable obstacle or barrier for operation of business at international level the communication barrier may occurs in a certain communication circle or a outside (towards the client) in the wide sense. In the modern context effective business communication plays a vital role in changing environment. A company use communication as a way to maintain control over employees. Better decisions can be taken with the help of communication.

### Objectives of the study

- To study effectiveness of business communication in modern context
- To outline function of effective communication
- To use the methods for effective business communication
- To review obstacles in business communication

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### Research Methodology

- The descriptive methodology has been used to collect data
- Secondary data has been collected from various published sources and websites
- The explanation of data is more qualitative than quantitative terms.

### Effectiveness of business communication in modern context

In the modern age business is becoming highly competitive. The success of the business depends on the efficiency of business communication. For this communication is regarded as the life blood of business. The managers collect required information from reliable sources through communication. Effective communication helps the managers to be aware of the performance of their subordinates. In such a situation, the subordinates try to show their good performance. Later on, if management praises their performance, it will enhance employee's loyalty. Effective communication is not only useful for the business at national level but also helpful at international level. It seems that business organizations today are looking to have a loan from the consumer world and execute chat solutions to improve the way they communicate and work together. The main reason for this appears to be because that is what their employees are using to communicate via their phones and tablet devices to their family and friends so why not use their preference in this area to make it easier to communicate with colleagues across the organization. A few years ago there was a drive to become 'social'. Not to be confused with being generous to your local community, social business was about breaking down silos within an organization, sharing knowledge, fostering innovation and improving engagement with employees as well as with business partners and even customers. All leveraging what was happening in the consumer world but bringing the capabilities within or 'the business organization as an 'Enterprise Social Network' ESN', i.e. what became known as 'Facebook for business' or 'Twitter for business' Today, with the likes of 'WeChat' and 'WhatsApp' being extremely popular as an alternative communication channel, organizations are now looking to embrace this type of application for an 'Enterprise Chat' solution to go alongside the use of personal phones and tablet devices for business use; what is known as 'BYOD' (bring your own device. Just being yet another channel on top of email and that needs to be checked. So, rather than replacing email these 'Enterprise Chat' solutions simply add to the current communication overload and fragmented discussions prevalent within organizations. They may be useful for small teams on specific short-term projects, or even for customer service teams to engage with customers via a channel the customer has a preference for, but, at the end of the day they are not really doing anything to foster effective business collaboration and engagement or to drive productivity improvements across an organization.

### Effects of Communication

#### Communication effects Your Thinking about Yourself and Others

Communication can be defined as the process of understanding and sharing ideas. You share ideas in what you say and how you say it, both in oral and written forms. If

you could not communicate, you do not being able to ask for what you need or even to understand the needs of others. Being unable to communicate might even mean losing a part of yourself, for you communicate your self-concept. Your ability to communicate is central to your self-concept. On the other side of the coin, your communications skills help you to understand others—not just their words, but also their tone of voice, their nonverbal gestures, or the format of their written documents provide you with clues about who they are and what their values and priorities may be. Active listening and reading are also part of being a successful communicator.

#### Communication effects How we Learn

For learn something. We need to begin the process of improving our speaking and writing with the frame of mind that it will require effort, persistence, and self-correction. As we study business communication, we may receive suggestions for improvement and clarification from speakers and writers more experienced. Our success in communicating is a skill that applies to almost every field of work, and it makes a difference in our relationships with others. We want to be prepared to communicate well when given the opportunity. Each time we do a good job, our success will bring more success.

#### Effective Communication are preferred by Business and Industry

Oral and written communication proficiencies are consistently required by business. Which will be helpful in exchanging information, preparing plans & policies and for increasing employee's efficiency. Communication skills are accommodating to achieve goals successfully. And can take better decisions for business.

#### Effective Communication Represents boss and staff members

If business deal with other organizations then effective communication represents organization, employee and employer of organization. Business wants to make a good first impression on others; they all want to convey a positive image, as it reflects on them. Professionalism and attention to detail will reflect positively on set up for success. In both oral and written situations, it will benefit from having the ability to communicate clearly. These are skills which will use for the rest of life. Positive improvements in these skills will have a positive impact on business relationships, prospects for employment, and ability to make a difference in the world.

#### How effective communication work for business (Role & functions of communication)

##### Effective communication do good work

Effective business communication helps get the job done well, on time and on budget. The boss or team member who can communicate objectives, policies and step-wise responsibilities in a brief and logical manner contributes more to a company's success than one who does not. These communicators are highly valued in today's complex and competitive business world, and are often earmarked for promotion and increased responsibility.

##### Helpful in innovation

When employees are comfortable in frankly communicating new thoughts, assistance and innovation will be at an all-time high. In addition, if staff is unable to express their ideas due to imperfect communication skills, it is likely that the idea will not be implemented to its full potential.

- **Ensure Intelligibility**

Organizations remain more transparent with regularly communicating with external and internal parties. This is important in building trust in your brand, in your services and also internally when it comes to the trust that employees have in higher management & organization will grow.

- **Contribute to development of the company**

A lack of effective communication can lead to the fall down of any organization. – Without appropriate marketing security and communication internally and externally, most organizations will struggle to survive. Communication can also lead to productivity and helps to avoid unnecessary delays in the implementation of policies.

- **Managing employee by positive feedback**

When managers are effective communicators, they are more able to inform staff sufficiently of their everyday jobs and what is expected from them. Good communication skills also helps managers to provide constructive feedback to their staff, build better relationships, and understand personal goals that staff may wish to work towards.

- **Improve work ethics**

Good communication within a team also tends to enhance employee morale. If open communication within a workplace is encouraged, a more consistent and effective team will emerge. When employees feel that they are well informed of the company's direction and plan they will feel more secure within their role. Regular internal communication can also lead to an improved work ethic if staff are reminded of achievements and feel that they are working towards a common goal.

- **Builds and maintain productive relationship**

Effective Communication is the key to build and maintain relationships by positive encounters with others. Without effective skills, it will be difficult to properly construct and promote productive relationships.

- **Helpful in employee satisfaction**

It will certainly bring mutual understanding between management and workers, if there is free and fair flow of information in the organization. Such understanding enhances the satisfaction of employees.

- **Eliminate Controversies**

Effective communication allows smooth flow of information among various parties involved in the negotiation or transaction. As a result, conflicts, controversies and disagreements can be resolved easily.

- **Increase Loyalty**

: Effective communication helps the managers to be aware of the performance of their subordinates. In such a situation, the subordinates try to show their good performance. Later on, if management praises their performance, it will enhance employees' loyalty.

- **Publicity of goods and services**

In the modern age, business is becoming highly competitive. Almost very competing manufacturer produces products of common consumption. However, all of them cannot sell equally well. The organization that can communicate better, can also sell better.

- **Helpful in making plans and policies**

Communication helps in preparing organizational policies and plan. Realistic plans and policies require sufficient and relevant information. The managers gather required information from reliable sources through communication.

- **Increase employee efficiency**

With the help of communication, organizational objectives, plans, policies, rules, directives and other complex matters explain to the employees that broaden their knowledge and thus help them to be efficient. Communication also helps in increasing the efficiency of employees

- **Helpful in achieving goals**

Effective communication helps the employees at all levels to be aware and considerate it ensures timely completion of jobs and easy accomplishment of goals.

- **Helpful in solving problems**

The managers can be informed of various routine and non-time problems of the organization with the help of various communication channels, and accordingly they take the necessary actions of steps to solve the problems.

### Ways to effective business communication

Many methods of communication are in business settings-- whether those businesses are large or small. Understanding the availability and benefits, and drawbacks of the various options can help businesspeople choose the communication tools most likely to resonate with their audiences. Today communication can occur in a variety of ways -- in person, through print documents, through broadcast messages or, increasingly, online.



Fig 1

- **Video, phone, and web conferencing**

When it comes to building strong relationships with remote partners, phone and videoconferencing capabilities allow businesses to do so easily, and without spending a fortune. One advantage of cloud technology is the videoconferencing ability, meaning connections are reliable anywhere in the world, allowing businesses, customers, and employees to communicate more effectively and affordably.

- **Mobile Device**

Today's communications tools are less about talking and more about communicating in ways that don't disturb the flow of the business day. For instance, the sales call has given way to the sales email and the office announcement

now requires no more than a mention via social media. Telephone calls are attractive a remains of the past.

#### ▪ **Presentation**

A presentation is a means of communication that can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team. A presentation can also be used as a broad term that encompasses other 'speaking engagements' such as making a speech at a wedding, or getting a point across in a video conference. To be effective, step-by-step preparation and the method and means of presenting the information should be carefully considered. A presentation requires you to get a message across to the listeners and will often contain a '*persuasive*' element. It may, for example, be a talk about the positive work of your organization, what you could offer an employer, or why you should receive additional funding for a project

#### ▪ **Internet & social intranet**

An intranet is a private hub that can be accessed by any authorized users within a business organization - it is mainly used for internal communication and collaboration. Intranets have taken big leaps forward during the last 6 years and now often include features to allow teams and individual users to collaborate and communicate with people (internal and external), send, receive and edit documents as well as intuitive features to easily navigate the user interface and connected environments. Intranets can connect with external data sources like Google, Google+, Wikipedia, plus your own business systems etc. to provide additional real time data and enhanced knowledge across the workforce. Business intranets have also become the standard in managing data including policies, guidelines, procedures, protocols, corporate documents, branding, logos and other resources.

#### ▪ **One-To-One**

While technology is rampant, face-to-face communication remains a key method for communicating in business environments, Face-to-face meetings build stronger, more meaningful business relationships while allowing better social opportunities to bond with clients and coworkers. It is also easier to read body language and facial expressions and interpret nonverbal communication signals. Respondents overwhelmingly agreed face-to-face communication is best for persuasion, leadership, engagement, inspiration, decision-making, accountability, candor, focus and reaching a consensus.

#### ▪ **Blogs and Prodcast**

An internal blog is also a good option. This is not something your customers and competitors will be able to access. The internal blog is a place where employees can share ideas and experiences fast and in an informal fashion. It broadcasting and highlighting an employee's knowledge about a certain topic or area of the organization & creating a searchable and permanent archive of KB articles, knowledge and expertise. All the KB articles uploaded and published on an internal blog will stay there unless deleted manual it promotes open discussion and collaboration among the workforce. There are instances where some employees will be more likely to speak up in a virtual environment than face-to-face & connects employees across departments. It keeps the staff

up-to-date on important information and company updates. Podcasts are generally presented as audio files available to stream or download. In the past, people mainly tune in to podcasts on their desktop computer or laptops, but they are slowly becoming more popular on mobile devices.

#### ▪ **Emails**

Email is an increasingly common method of communication in many organizations and is used even when people may sit in offices or cubicles next to each other. Email can be used to communicate quickly with one or thousands of individuals in a variety of locations and offers flexibility, convenience and low-cost. Internal emails can function as an effective communication for sharing basic information, such as new cafeteria prices, paper use guidelines or security precautions, for example. Sending simple messages to an entire workforce with just the click of a mouse is fast, easy, convenient and can save the company money. If saved, the email can function as proof of a message sent or received, and is easily accessible to remind the recipient of pertinent information. Many businesses use email as part of its marketing efforts to share information with prospects, customers, and vendors.

#### ▪ **Meetings**

Effective business communication is essential during meetings, since meetings offer the opportunity for employees from different facets of the company to gather together to reinforce strategies, brainstorm ideas, celebrate successes and dissect missteps. Whether meetings are face-to-face, teleconferenced, or by video conference, relevant parties have the chance to exchange information that leads to company stability and growth. When mismanaged, business meetings can waste valuable company time. Understanding the key elements of effective business communication maximizes the effectiveness of workplace meetings. Successful meetings--those with a stated agenda, specific starting and ending time, skilled facilitation and minutes to indicate who will be responsible for what after the meeting--are important elements that can guarantee communication success.

#### ▪ **Chatrooms, private and group messagings**

Two-way spaces which provide private/group messaging and chat functions are often viewed as one of the best business communication tools to keep teams working together. It's an effective form of communication for busy employees and managers. Instant messaging makes updates on projects and general team discussion much easier. This works well when employees or team members are spread across different geographical locations and different time zones. Files can be shared and conversations can be accessed if needed. Chat rooms and group messaging environments may seem the same, but the interfaces are often very different. For instance, your company might get more out of an instant messaging platform than a chat room if you don't have a lot of team-based projects, and individuals only occasionally need to contact other individuals within the organization.

#### **How can communication be more effective**

##### • **Use Simple Words**

The truth is that everybody cannot be on same page when it comes to vocabulary. Therefore, to be effective in your

communications with your team members, use words that can be easily understood. When ambiguous words are used, you can be misunderstood and/or waste precious time having to explain yourself.

- **Use Visuals**

Place visuals at strategic positions around the work stations of your team. They should not just hear the message, they should also see it. This gives room for better comprehension.

- **Listen to Your Team Members**

Communication is intended to be a two way street. Don't just talk because you are the leader without listening to anyone else. Encourage them to open up so you can be well guided when communicating in the future with them. You have two ears and one mouth –so you must listen more than you speak.

- **Use Body Language**

Your body language will pass your message faster and better. Master the art of using body language when communicating with your team. Stand/sit up straight, use smiles, handshakes and eye contact.

- **Communication via Training**

Your training should be tailored towards communicating certain information to your team members. Most employees take training serious, especially when it's part of their appraisal.

- **Display Confidence and Seriousness**

Ensure that you display confidence and seriousness to ensure that you will not be taken for granted. When your team members notice any uncertainty and lack of seriousness when you're communicating with them, they are likely to treat the information with disdain or disregard.

- **Use translator for different language**

For success of business translator should be used for different language used by across the world to remove language barrier. Different country used different language and sometimes other business can't understand their language. It create communication gap which may obstacle in growth of business. To remove this difficulties translator of different language should be used.

## **Conclusion**

To sum up, in business, effective communication is crucial to staying competitive, maximizing profit, keeping employees engaged and happy, and making sure everyone is focused on the right goals and objectives. When communication is done correctly, it means the same thing to both the sender and receiver. Effective communication at work is about knowing your employees and choosing the right message and channel for transmission. It may be necessary to develop a communications plan to outline strategies. The company's culture is reflected in the nature of office communications, and business can hinge on effective communication. Communication is even more valuable in a business environment as there are several parties involved. Various stakeholders, whether they are customers, employees or the media, are always sending important information to each other at all times. We are therefore constantly using some form of communication or another to send a message across. Without these different methods of communication available today, it would take eons for us to carry out business as efficiently as it is done today and with the same speed. It is important that the most cost-effective methods of communication are chosen for any

organization. Simply choosing a method of communication due to it being a famous instrument is not going to help. The methods of communication you choose could in a sense make or break the management structure of your organization and could also affect your relationship with customers; if not chosen carefully. In order to prevent best method should be used to make communication effective for business.

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