

# Introducing Organizational Communication

**Effective communication is a building block of successful organizations,** In other words, communication acts as organizational blood.

All managers and employees need to be aware of how people behave in order to provide the best working environment. Organizational behavior is about how people may be motivated to work together in more effective ways. The interaction required to direct a group toward a set of common goals is called organizational communication.

In each of these interactions, we are occasionally satisfied but sometimes frustrated by incompetence, insensitivity, lack of coordination, and red tape, all of which result from ineffective organizational communication. A deeper understanding of communication permits us to better comprehend the factors that contribute to a successful organization.

It is difficult to come across a job advertisement which does not mention eligibility criteria such as “communicativeness” or “communication skills.” Concepts such as “organizational communication,” “corporate communication” or “business communication” long ago became key terms for management, entrepreneurship and human resources.

**The importance of communication in an organization can be summarized as follows:**

1. Communication **promotes motivation** by informing and clarifying the employees about the task to be done, the manner they are performing the task, and how to improve their performance if it is not up to the mark.
2. Communication is a **source of information** to the organizational members for decision-making process as it helps identifying and assessing alternative course of actions.
3. Communication also plays a crucial role in **altering individual's attitudes**, i.e., a well informed individual will have better attitude than a less-informed individual. Organizational magazines, journals, meetings and various other forms of oral and written communication help in molding employee's attitudes.
4. Communication also **helps in socializing**. One cannot survive without communication.
5. Communication also assists in **controlling process**. It helps controlling organizational member's behavior in various ways. There are various levels of hierarchy and certain principles and guidelines that employees must follow in an organization. They must comply with organizational policies, perform their job role efficiently and communicate any work problem and grievance to their superiors. Thus, communication helps in controlling function of management.

An effective and efficient communication system requires managerial proficiency in delivering and receiving messages. A manager must discover various barriers to communication, analyze the reasons for their occurrence and take preventive steps to avoid those barriers. Thus, the primary responsibility of a manager is to develop and maintain an effective communication system in the organization.

So, organizational communication refers to the forms and channels of communication among members of organizations such as corporations, nonprofits or small businesses. Studies have found a strong relationship between the levels of communication in an organization and job performance and satisfaction. Organizational communication can be formal or informal, flow in various directions and make use of various media.

## Challenges of organizational communication



Even though organizational communication is an integral part of any organization, there are still many challenges that an organization faces when it comes to preparing an effective communication plan.

Organizational communication can never be effective and efficient when the challenges related to organizational communication are not taken care of. The following are organizational communication challenges that one must be aware of before preparing an organizational communication plan for the organization.

### 1. The relevance of the plan

The first and foremost challenge that one might face while preparing a communication plan is its relevance. It is quite challenging to make a communication plan which is relevant to everyone working in the organization. Different departments and different functions in those departments require different solutions for communication problems that might arise.

For example, in the sales department, most salespeople work virtually and rarely visit the office. The meetings with the sales manager are also conducted through video calls or phone calls.

The teams in the organization who like to work on their own and don't prefer to meet regularly. Therefore, it is a challenge to prepare an organizational communication plan which is relevant to everyone working in the organization.

## **2. Size of the Organization**

The next challenge that one might face while preparing an organizational communication plan is its size. Especially in large organizations, it is challenging to make an effective communication plan. Because in large organizations, there are multiple departments and sub-departments.

Hundreds of employees work in those departments. Some employees work within the office premises, and some employees work virtually far from the office premises.

In such cases, it becomes quite challenging to prepare a communication plan so that effective communication can be established among all the employees working in the organization.

## **3. Accountability**

Accountability is one of the most critical challenges that one must consider while preparing a communication plan. How can you ensure accountability? How can you make sure that the message or information shared is not distorted while being communicated?

What actions should be taken when the data is changed? And how can the source of lapse be tracked? It is essential to have answers to all these questions. It is challenging to maintain accountability in the absence of an effective organizational communication plan.

## **4. Integrity**

The last but not least challenge of organization communication is the integrity of information. This challenge is faced by organizations that opt for informal organization communication methods. In an informal environment, the chances of the integrity of the data being affected become high.

Therefore, it is a prominent challenge to make sure that the integrity of the information can be maintained while communicating it in the organization.

## How to address the challenges of organizational communication while preparing an effective organizational communication plan?

The challenges associated with organizational communication cannot be neglected while preparing an effective communication plan.

However, these challenges can be addressed by considering the following practices while creating a comprehensive communication plan for an organization.

### **1. Plan meetings frequently**

Miscommunication or lack of communication between employees of two or more departments is one of the most common problems that most organizations face.

They might be working on the same project, but they are not aware of the work done by one another due to the lack of communication. To eliminate this problem, the management should make sure that the employees are given ample opportunities to sit and talk with each other.

For example, you can conduct Q&A sessions, or lunch and learn meetings, or add a feature of interdepartmental feeds to your communication plan.

### **2. Perform regular assessment of the current organizational communications**

Assessing your current organizational communication plan helps you in identifying its shortcomings. To get a more detailed assessment, you can look for the answers to the following:

How often do employees miss the deadlines?

Are the employees making the effective use of modern technologies for communication?

Having the answer to such questions will help you to learn about the issues in the current communication plan. Eliminate those issues to create an effective organizational communication plan.

### **3. Include digital tools**

Technology has solutions for every problem. Therefore, you should also give great importance to using the latest technology to create effective communication in the organization.

In the present times of technology, most youngsters consider face-to-face meetings as a waste of time. They believe that the work that can be done using technology doesn't require the person's physical presence.

Therefore, by using the latest technology, you can stay in touch with the employees working virtually as well as in different departments.

#### **4. Incorporate a variety of communication styles**

Lastly, having one standard communication method will not work for all the people working in an organization. Different people consume information differently.

Some people can work well through face-to-face meetings, and some might like online updates to be informed. To create effective communication in the organization, you should incorporate different communication approaches. The people should be given as much as available options.

#### **Conclusion**

Effective organizational communication is the backbone of an organization. Without proper communication, no organization can survive. Creating an effective communication plan for an organization requires a proper deeper understanding of the organization structure, its size, its goals, and its values.

However, creating an organizational communication plan is not an easy job. It comes with a variety of challenges that should be considered and taken care of while creating a plan for organizational communication.

Effective communication plays a vital role in helping the organization to grow their profits and minimize their cost of production, and ineffective communication can create misunderstanding among the employees.