

# The Key Role of Communication Skills at Work Place

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**Abstract:** *Every youth in this world wants to become successful in his or her profession. Today's corporate world is the most competitive one. Adequate knowledge about techniques and field related skills are must, but they are not sufficient, if an individual wants to sustain in this era. Communication skills play a vital role in the life of professionals. The increasing pressures and professional challenges widen the role of engineers. Professional authorities in Multi National companies always expect that their employees should possess good communication skills along with technical competency. The success of the employees depends on the effectiveness with which they absorb and publicise information. This paper highlights the importance of communication skills in an individual's career and technical industry.*

**Keywords:** Corporate world, communication skills, technical competency

## I. INTRODUCTION

Effective communication is the most important tool to achieve the desire purpose. Each and every step of our life, wherever we are, we need communication, verbally or non-verbally on daily basis to convey our ideas, thoughts, emotions etc. It is a continuous process which begins with the cradle and goes until the grave. The individual as well as an organisation cannot survive without good communication skills. The future of every organisation is also based on its communication channels. Business communication involves any kind of communication that foster strong partnerships, promote products or services, as well as relay information within a particular organization. It is imperative therefore that communications should be done clearly, efficiently, and accurately because it can have a great impact on a company's reputation and credibility, and will definitely say a lot about its level of professionalism.

Business is a kind of interpersonal communication. The administrators and employees, sellers and buyers must communicate effectively to promote the business. Even the small vendor or salesman with his convincing skills attracts more customers to earn more profit. Theoretical and technical knowledge about the field is must but it should be coupled with effective communication in order to reap good results. Professionals should acquire the skills and knowledge needed to maximize every opportunity to communicate with your team members, superiors, clients, and customers.

Effective communication is important for company executives, business managers, team members, and even job applications for them to know how to utilize communication tools and techniques to serve their purpose and reach their goals. Effective communication is an essential component for organisation success, whether it is in the interpersonal intra group organisation or external levels. A recent newspaper report said that of every hundred interviews, only five qualified for employability because of lack of communication skills.

### 1.1 Need of effective communication for professionals

1. Motivation –Motivated employees are an asset to a business organisation. Effective communication centres round the usage of words, speed of delivery of words, pitch modulation and body language. Using the right tools to communicate the right messages at the right time can salvage a crisis and motivate people to work towards success. Motivated employees ensure not only the smooth and efficient functioning of an organisation but also increased production, sales, and profits without supervision.
2. Impress the clients- One needs good communication skills to impress the client through oral communication. Now oral presentation can be best defined as a person proposing a speech to an audience. Oral presentation is a common tool used in business, which it is often used in business meetings. An oral presentation can produce a significant amount of impact to the audience; if the purpose is to convince the audience then an oral presentation is used to persuade the audience.

3. Raising Morale – Morale means “the capacity of a group of people to pull together persistently and consistently in pursuit of a common purpose”. It is the product of motivation, which leads to zeal for action. The morale of the employees fluctuates time to time. Authorities should therefore use effect communication to keep their morale high.
4. Business proposal - Business proposal is crucial for anyone who needs to obtain capital for business. If you seek out Venture Capitalists or Angel Investors, most will not even talk to you unless you have a well written business proposal. Many business ideas require a large amount of capital, and this capital can only be obtained from three sources. This is either through loans, using your own money, or gettingan investor to invest in it.
5. Facilitate business meetings - Facilitation is the technique or skill of organizing a business meeting.
6. Managerial efficiency: – Communication helps in smooth operation of management. Managerial task can only be performed when communication system is effective.
7. Better decision: – The success of organization can be measured in better decision. When the information, data and other fact are not effectively communicated, it hampers the decision making. So, when the facts are communicates to concerned department, organization and person. It is easy to make decisions promptly.
8. Unity- A Company that works to develop strong communication with each other is a united company. Each team member shares the same goals in this case, and everyone knows what their co-workers have on their plate
9. Removing controversies- Effective communication allows smooth functioning that results conflict, controversies and disagreement can be resolved easily

**II. CHANNELS TO MAKE COMMUNICATION EFFECTIVE AT WORKPLACE**

The word channel means the direction in which something moves. Therefore when we speak about of communication within or outside the organisation, we have in mind the direction in or along which communication moves. Professionals are spending their maximum time at workplace on communication through listening speaking, reading, writing etc. Though most casual observers of corporate behaviour focus ona company’s external marketing, business communication happens throughout every organization, using multiple channels for many kinds of desired results. Effective business communication includes a two-way cycle of messaging and feedback designed to achieve a specific reaction. Business cannot be successful without good relationship, proper transmission of information and ideas between:

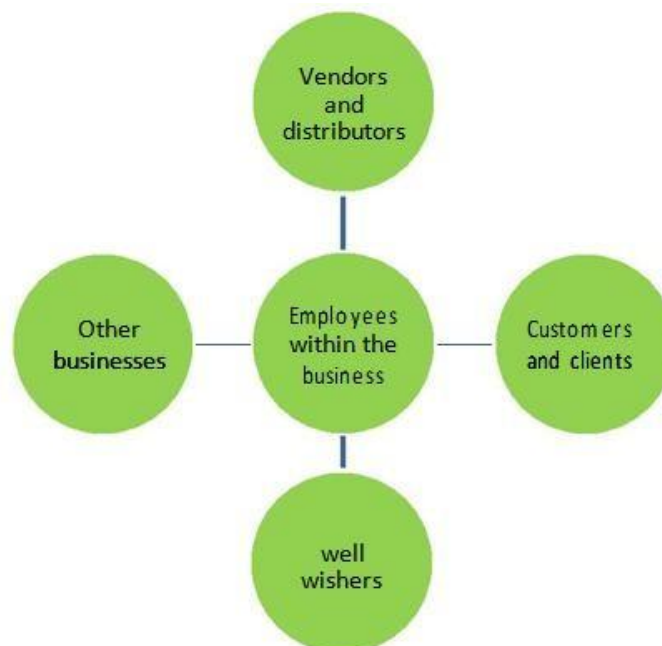


Fig.1. Relationship in Business Communication

The efficient and smooth functioning of the channels of communication is the prime urgency of a business organisation. Channel richness refers to the amount of information that can be transmitted from one person to another during any given communication.

There are three aspects to a communication that affect how rich it is. These are:

1. Whether it can handle many kinds of cues all at once. For example, a face to face conversation allows for verbal cues, cues that come from tone of voice, and cues that come from posture.
2. Whether it allows for quick feedback in both directions. For example, an email is richer in this sense than a conventional letter since it can be answered more quickly.
3. Whether it allows a personal focus to develop in the communication. For example, a telephone call is much more personal than formal report even if they convey the same information.

### III. TECHNIQUES TO IMPROVE COMMUNICATION SKILLS AT WORKPLACE

Communication is the key to success in business. Business communication is the ability to build solid relationships based on the effective and efficient exchange of information between two or more parties. Listening, speaking, reading and writing these four techniques really helpful to improve communication.

The studies about a day in the life of professionals show that they spend their communication time as shown below:

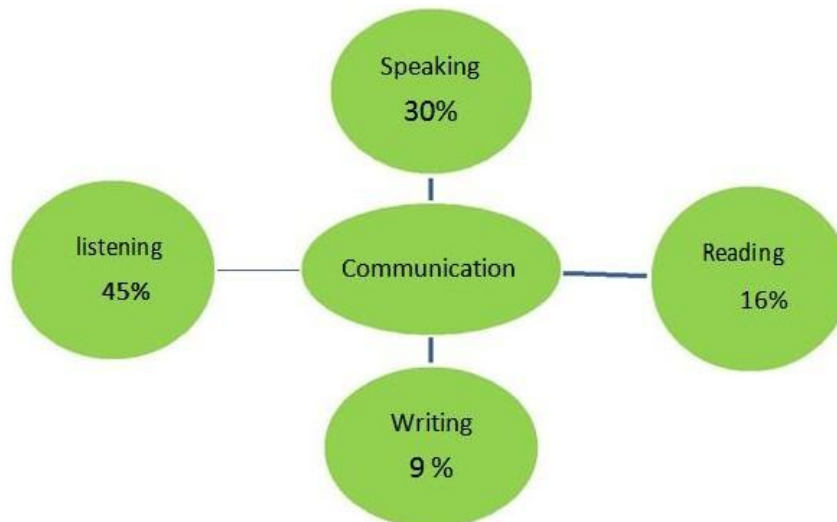


Fig.2. Communication time spent by an individual in a day

**The art of listening skills at workplace** – Listening is an ability to decode the sender’s message effectively and understand it clearly. Hear with ears but listen with the mind. Without effective listening message may misunderstood and communication may fails. Many reputed companies always arrange listening skills training sessions for their employees because listening skills can lead to better customer satisfaction, greater productivity, innovations and creativity.

**The art of speaking skills at workplace** – Wherever you work, whatever the position but time and again you need to give oral presentation or speech. You may be asked to talk with your colleagues, clients, suppliers, or general public. One needs to be efficient in meetings, group discussions, seminars, workshops and presentations. The ability to speak effectively and powerfully is very important in public to get several advantages.

**The art of reading skills at workplace** – Possessing reading skills can help us to grasp the central idea and content faster. It saves time and produce good result. Skimming and scanning reading skills are important at different levels. Professionals have to read variety of texts, e-mails, books, reports every day to take proper decisions

**The art of writing skills at workplace** – Effective writing is must for every professional to write business reports, letters, proposals, notices, e-mails, research papers etc. Right words, grammatically correctness, clarity, precision, proper construction, coherence between sentences, logicality , completeness, consideration all these factors are important while preparing any quality writing.

#### IV. CONCLUSION

Indian former Prime Minister Mr. Jawaharlal Nehru once said that, “The destiny of a nation is shaped in her classrooms”. Communication skills cannot be taught, however they can be developed through proper training, dedication and hard work. It is need that students should get the proper opportunity to develop their communication skills at graduation level. The syllabus committee or authorities of universities should think properly and make some necessary changes in the curriculum. The faculty members of communication skills should accept the challenges and focus on practice and implementation. The corporate world always expects the highly skilled candidate who satisfies their needs. Students should have the aim to develop all the abilities and skills which required in business world to make them successful. If we neglect the importance of communication skills, our students never fulfil the expectations of business world.

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