



## The role of Communication Skills for Organisational Success

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### **Abstract:**

In addition to enhancing one's knowledge and comprehension in terms of carrying out one's job obligations in an orderly manner, communication skills are seen as the key to the success of the workplace. When people are hired by organisations, they are well aware that they must use their educational background and technical expertise to carry out their job responsibilities. Additionally, they are aware that effective interpersonal communication is essential for accomplishing professional objectives, increasing job satisfaction, and improving an organization's overall efficiency. The importance of regularly improving communication skills must be emphasised by all organisation members.

**Keywords:** Communication Skills, Interpersonal Communication, Job Satisfaction, Technical Expertise, Workplace Success

Communication skills are regarded as indispensable for the success of any type of organization or workplace. In most cases, it is comprehensively understood that in order to carry out one's job duties well and achieve organizational goals, effective communication is the lifeline, but there are number of reasons, which consider communication skills to be of utmost significance to lead to success of the workplace. The primary goals of any organization are to increase productivity and profitability. In order to lead to an increase in productivity and profitability, it is indispensable for the individuals to communicate in an effective manner. Hence, in order to lead to an increase in productivity and profitability and achieve organizational goals, it is vital to hone communication skills. All the members of the organization, irrespective of their job positions in the hierarchy need to be well-aware in terms of communication skills and ways of improving them.



The ability on the part of the individuals to communicate with the superiors, subordinates and colleagues is essential. There are number of reasons behind the significance of communication skills for workplace success. Some of the reasons include, carrying out one's job duties in a well-organized manner, maintaining amiable terms and relationships with other members, incurring the feeling of job satisfaction, acquiring promotional opportunities, achieving organizational goals and enhancing the structure of the organization. It is apparent that within the course of implementation of one's job duties, the individuals need to acquire information, generate awareness, and exchange viewpoints and perspectives, for these purposes, they need to communicate in an effective manner. One should impart factual information and communicate with each other in a polite and friendly manner. As the individuals grow and get recruited in organizations, it is vital for them to ensure they communicate well with all other members. In accordance to the research studies, as the individuals grow, they enhance their verbal, non-verbal and written communication skills. Therefore, it can be stated, effective communication skills are regarded as crucial for the success of any workplace.

### **Communication Skills for Workplace Success**

The important communication skills, which are essential for the success of the workplace, are stated as follows: (Doyle, 2019).

**Listening** – Development of listening skills is regarded as one of the major aspects for developing good communication skills. Communication initiates, when the sender speaks. On the other hand, the receivers are required to listen and respond in an effective manner. In verbal communication, one of the important features of listening skills is maintaining eye contact. When the receivers maintain eye contact with the senders, they understand that receivers are able to acquire an efficient understanding of the information. In order to understand the instructions well and obtain solutions to problems, it is of utmost significance for the individuals to augment their listening skills. Therefore, listening skills are regarded as meaningful and significant in order to carry out one's job duties well and achieve the desired goals and objectives.



***Non-Verbal Communication*** – Non-verbal communication is the communication that takes place through body language, gestures, eye contact and tone of voice. When the individuals are communicating with each other, they need to ensure, they maintain the body language, gestures, eye contact and tone of voice in an appropriate manner. One of the important points that needs to be taken into consideration is, one should not cross arms, while communicating. The reason being, crossing of arms signifies that a person is a closed person, who is not willing to communicate. When the individuals are conducting research on communication skills, they are imparted information in terms of non-verbal communication as well. Therefore, non-verbal communication is important for the success of the any type of workplace.

***Clarity and Conciseness*** – When the individuals are communicating with each other, when the senders are imparting information or the receivers are responding, they need to ensure they depict clarity and conciseness. When the senders are clear and concise, the receivers will be able to acquire an efficient understanding of the information. On the other hand, when the receivers are clear and concise, they are able to depict that they have acquired an efficient understanding of the information. These communication skills enable the senders and receivers to understand each other in an efficient manner. Furthermore, they are able to carry out the communication process in less amount of time. Therefore, it can be stated, clarity and conciseness are important communication skills for workplace success.

***Friendliness*** – Friendliness is regarded to be of utmost significance in facilitating effective communication. When the senders are friendly in their conduct, the receivers express willingness and interest in communicating with them. On the other hand, when receivers are friendly in attitude, the senders too feel interested in communicating with them and imparting them information in terms of various factors. The members of the organizations need to depict friendliness in attitude to a major extent. Even when the individuals are overwhelmed by psychological problems of anger, stress, and anxiety, then too they need to overcome them and depict friendliness. These problems should not assume a major form, particularly, within the course of communication. Therefore, it can be stated, friendliness is an important communication skill for workplace success.



**Confidence** – In some cases, the individuals, particularly subordinates feel apprehensive in communicating with superiors. Apprehensiveness need to be overcome and confidence should be reinforced in order to facilitate effective communication. It is indispensable for the individuals to communicate with each other confidently to achieve the desired goals and objectives. Throughout one's jobs, it is necessary for the individuals to up-grade their confidence levels, so they can communicate with each other in an appropriate manner. Furthermore, the members need to ensure, they are polite and friendly. When the individuals are giving presentations and speeches, they need to be confident. It shows, they are well-aware in terms of the concepts and other factors. Therefore, confidence is an important communication skill for workplace success.

**Empathy** – Within the course of implementation of one's job duties, it is apparent that individuals experience number of problems and challenges. The problems and challenges need to be solved in order to generate the desired outcomes. The members usually communicate in terms of their problems and challenges with their superiors as well as colleagues. When the individuals are listening to problems and challenges, they need to depict empathy. Through empathy, the individuals are able to understand the problems and provide solutions. It is crucial for the individuals in leadership positions to depict empathy, as major problems within the workplace are conveyed to supervisors, managers as well as employers. It is an integral part of their job duties to understand and provide solutions to the problems of their subordinates. Therefore, empathy is an important communication skill for workplace success.

**Open-Mindedness** – The communication skill of open-mindedness illustrates that good communicators should get engaged in communication with an open-mind. They should listen to other's viewpoints as well. This is common that individuals may possess different viewpoints and perspectives, which may or may not be agreed by others. Even when the individuals do not agree with the viewpoints and perspectives expressed by others, they should decline them in a friendly manner. Declining in a friendly manner will enable the individuals to promote honest and truthful conversations. But the communication skill of open-mindedness enables the individuals to speak and listen openly. This communication skill needs to be taken into account on a continuous basis, irrespective of the topics and



subjects of communication. Therefore, open-mindedness is regarded as an important communication skill for workplace success.

**Respect** – Respect is regarded as one of the important communication skills that leads to up-gradation of members as well as the organization as a whole. It is comprehensively understood that subordinates need to be respectful to their superiors. But it is vital for the superiors as well to be respectful to the subordinates. Furthermore, the individuals, who are working at the same level and are colleagues, need to be respectful to each other. When one is speaking, maintaining eye contact, and actively listening will make the person to communicate in an effective manner. When the individuals are communicating on the phone, they need to stay focused on the conversations and avoid distractions. When they are communicating in a written form, i.e. through emails, messages, notices or letters, they need to ensure addressing is proper and words are respectful and decent. When the individuals receive immediate replies, they feel respected. Therefore, respect is considered as an important communication skill for workplace success.

**Feedback** – The ability on the part of the superiors to give feedback and ability on the part of the subordinates to receive feedback is an important communication skill. The supervisors need to provide feedback to the employees in terms of their job duties. This can be provided in a verbal or written form. Verbal feedback is provided face to face or over the phone whereas written feedback is provided through emails or documents. The possession of effective communication skills will facilitate the giving and receiving of feedback. Through feedback, the employees are able to identify how they are carrying out their job duties. When the job duties are carried out efficiently, they receive constructive feedback. On the other hand, when the individuals experience limitations, then through feedback, they are able to identify the areas, which need to be improved. Therefore, feedback is regarded as an important communication skill for workplace success.

**Selecting the Right Medium** – When the individuals are communicating with each other, it is vital for them to select the right medium. Making selection of the right medium is the key to promoting effective communication. When the right medium will be selected, the individuals will convey information and exchange ideas and perspectives in an efficient manner. The utilization of an appropriate medium will enable the individuals to acquire an efficient



understanding of information. When the supervisors need to impart information to the employees in terms of changes in salary, promotional opportunities, resignations, transfers, etc. they need to communicate with them face to face. Whereas, when information is to be conveyed in terms of a discussion meeting or seminar, then communication takes place through emails. Therefore, selection of the right medium is regarded to be of utmost significance is facilitating communication in a well-organized manner.

### **Benefits of Communication Skills within the Workplace**

The up-gradation of communication skills by the members of the organization has been beneficial to a major extent. The benefits of communication skills within the workplace have been highlighted in the factors stated as follows:

***Improved Productivity*** – Bringing about improvements in productivity is regarded as one of the major goals of the members of the organization. In order to lead to improvements in productivity, it is necessary for the members to not only augment their knowledge and understanding in terms of various factors, but also promote effective communication with the other members, these include, superiors, subordinates, colleagues and the individuals, external to the organization, such as, customers, distributors etc. When they will focus on up-gradation of communication skills, productivity can be augmented. Therefore, increased productivity is regarded as one of the important benefits of communication skills.

***Increased Employee Morale*** – Employee morale makes provision of the description of overall outlook, attitude, satisfaction and confidence of the employees (Heathfield, 2019). In order to carry out one's job duties well and generate the desired outcomes, the employees need to form a constructive outlook, amiable attitude, incur satisfaction and develop confidence levels. Through effective communication, the employees are able to augment their knowledge and understanding in terms of the ways that are suitable and worthwhile to lead to an increase in employee morale. Therefore, it can be stated, increased employee morale is regarded as one of the benefits of communication skills.

***Higher Job Satisfaction*** – In order to carry out one's job duties in an appropriate manner, and achieve the desired goals and objectives, it is of utmost significance for all the members of the organization to incur the feelings of job satisfaction. When they establish effective



communication skills with the other members of the organization, they feel satisfied with their jobs. One of the important aspects that need to be taken into account is, the individuals are able to obtain support and assistance from others in efficient implementation of job duties. Therefore, it can be stated, higher job satisfaction is regarded as one of the important benefits of communication skills.

***Reduced Turnover Rates*** – Employee turnover is something that every organization experiences. When competent and capable employees leave, it is disadvantageous for the organization. Time management is important and financial resources need to be utilized to recruit new employees (Kappel, 2017). When the employees are communicating with each other in an appropriate manner, one of the important benefits is, the turnover rates gets reduced. Through the implementation of communication skills in an effective manner, the supervisors as well as the employees are able to render a significant contribution in retaining employees. Therefore, reduced turnover rates are regarded as one of the important benefits of communication skills.

***Increased Trust in Management*** – As it has been comprehensively understood that when the individuals are communicating with each other, they need to depict friendliness, impart factual and righteous information, and show respect and courtesy. When the supervisors, managers and employers implement these traits, while communicating with the subordinates, they are able to develop increased trust in management. Within the organization, it is indispensable for the individuals to develop mutual understanding and work in co-ordination and integration. For this purpose, they need to develop increased trust in management. Therefore, increased trust in management is regarded as one of the important benefits of communication skills.

***Stronger Teamwork*** – When the members are working on projects, assignments or are carrying out other job duties, they work in teams as well as on individual basis. The team comprises of two or more individuals. When the individuals are working in a team, it is of utmost significance for them to communicate with each other in an efficient manner. In order to generate the desired outcomes, the individuals need to communicate with each other in a satisfactory manner. Through effective communication, stronger teamwork is promoted and



the individuals take pleasure in the implementation of job duties. Therefore, stronger teamwork is one of the important benefits of communication skills.

***Augmentation of Knowledge*** – It is comprehensively understood that in order to carry out one's job duties in an appropriate manner, it is crucial for the individuals to augment their knowledge. Augmentation of knowledge is necessary in terms of number of factors; these include, job duties, usage of technologies, materials, tools and equipment, internal and external environmental conditions and so forth. Apart from making use of internet and other reading materials, it is vital to augment knowledge through up-gradation of communication skills. Through effective communication with all the members of the organization, the individuals are able to augment their knowledge in terms of various factors. Therefore, augmentation of knowledge is regarded as one of the important benefits of communication skills.

***Reinforcement in Employee Participation*** – Within the working environment, it is necessary for the employees to participate in various tasks and activities. Apart from implementation of job duties, the employees need to be provided with opportunities to express their ideas and perspectives. When the employees develop their communication skills and are provided with the rights and opportunities to communicate freely, they will be able to contribute effectively in reinforcement in employee participation. Furthermore, when the members of the organization possess an approachable nature, they will be able to reinforce employee participation. Therefore, reinforcement in employee participation is one of the important benefits of communication skills.

***Development of Stronger Organizational Culture*** – Organizational cultures is referred to the system of shared assumptions, values and beliefs. Organizational culture is based on shared attitudes, symbols, norms, values, beliefs, principles and standards that guide the behaviour of the members (Organizational Culture, 2020). The behaviour and conduct of the individuals within the organization is guided by these factors. Communication skills are regarded as important ways that demonstrate the conduct of the individuals within the organization. When the individuals are communicating with each other in an effective manner, they are able to develop a stronger organizational culture. Therefore, it can be stated, development of stronger organizational culture is one of the important benefits of communication skills.





***Formation of Amiable Working Environment*** – When the individuals generate awareness in terms of the fact that they need to communicate well and form sociable terms and relationships with the other members, they are able to render a significant contribution in the formation of amiable working environment. Effective communication skills are regarded as primary that contribute significantly in the formation of amiable working environment. Through effective communication, one can understand each other's viewpoints and thus lead to formation of amiable working environment. Therefore, it can be stated, formation of amiable working environment is one of the important benefits of communication skills.

### **Measures to Improve Communication Skills within the Workplace**

The members of the organization need to be well-aware in terms of measures that need to be put into operation to bring about improvements in the communication skills within the workplace. These measures need to be focused upon on regular basis and technical and innovative methods need to be made use of in order to up-grade them. The measures have been stated as follows:

***Compatibility between Jobs and Skills*** – The members of the organization employed at various levels need to ensure that their skills are useful and worthwhile in leading to implementation of job duties in an efficient manner. The up-gradation of skills takes place taking into consideration the job duties. With advancements taking place and with the advent of modernization and globalization, it is essential for the individuals to up-grade their skills in terms of utilization of modern, technical and pioneering methods. These skills will render an important contribution in facilitating efficient performance of job duties. Therefore, compatibility between jobs and skills is one of the important measures for improving communication skills within the workplace.

***Focus on Up-gradation of Skills*** – When the individuals focus upon augmenting communication skills, they need to focus upon the up-gradation of other skills as well. In order to successfully carry out their job duties well and achieve organizational goals, it is necessary to focus upon up-gradation of other skills as well. These are time management skills, conflict resolution skills, analytical skills, decision making skills, leadership skills and problem solving skills. Through effective communication, the individuals are able to generate



awareness in terms of development of essential skills. Therefore, focus on the up-gradation of skills is one of the important measures for improving communication skills within the workplace.

***Perform well in Interviews*** – In order to perform well in the interviews, it is crucial for the individuals to prepare well. Preparing for the interviews is taking out time to carefully consider the goals and objectives of the job (How to prepare for an Interview, 2020). For this purpose, it is vital to augment one's knowledge in terms of various factors. These include, past jobs, current job, current affairs, educational qualifications, and so forth. Furthermore, the individuals need to communicate confidently. Therefore, performing well in interviews is one of the important measures for improving communication skills within the workplace.

***Organize Group Discussions on Frequent Basis*** – It is necessary to organize group discussions on frequent basis. When the individuals are discussing with other members of the group, concepts, methods and strategies that are needed in implementing job duties in an effective manner, they need to organize group discussions. When the individuals are discussing with each other various methods and approaches, they are able to up-grade their communication skills. Therefore, organization of group discussion on frequent basis is regarded as one of the important measures for improving communication skills within the workplace.

***Perform Job Duties with Interest and Enthusiasm*** – It is indispensable for the individuals to perform job duties with interest and enthusiasm. In some cases, the job duties may be monotonous and individuals may not find them interesting. They may not take pleasure in implementing them. But they need to inculcate the traits of diligence and conscientiousness and carry out their job duties with interest and enthusiasm. Therefore, performing job duties with interest and enthusiasm is an important measure for improvements in communication skills within the workplace.

***Up-grade Information in terms of Usage of Technologies*** – It is central for the members of the organization to up-grade information in terms of usage of technologies. Though when they get recruited within the organizations, they are well-aware in terms of usage of technologies, but they need to ensure that they make effective use of them to carry out their



job duties well. In order to up-grade information in terms of usage of technologies, they need to get engaged in regular practice and implement effective communication skills. Therefore, up-gradation of information in terms of usage of technologies is regarded as one of the essential measures in leading to improvements in communication skills within the workplace.

***Develop Positive Viewpoints*** – It is of utmost significance for the individuals to develop positive viewpoints in terms of other individuals as well as the workplace. It is necessary for the individuals to ensure that they do not possess any ill feelings or negative viewpoints against anybody. Stressful situations and demanding individuals need to be dealt with in a calm manner. When they will develop positive viewpoints, they will communicate with other individuals in an effective manner. Therefore, development of positive viewpoints is regarded as one of the essential measures in leading to improvements in communication skills within the workplace.

***Avoid Over Communication*** – In some cases, the individuals tend to over communicate. In other words, they tend to state information, which is not required. This causes perplexity among the receivers and they tend to misinterpret the information. Hence, when the individuals are communicating with each other, particularly related to work, they need to convey to the point information and avoid over communicating. Communicating to the point and precise information is essential in augmenting better understanding. Therefore, it can be stated, avoiding over communication is regarded as one of the important measures in leading to improvements in communication skills within the workplace.

***Avoid Distractions*** – In the process of communication, in some cases, there are occurrence of distractions. The distractions are regarded as barriers within the course of communication processes. The individuals need to implement measures to avoid distractions. Normally, within the organizations, when the individuals are in important meetings, they switch off their mobile phones and others are not allowed to enter the discussion room. The members put into operation all methods and procedures to avoid distractions. Therefore, when the individuals learn to avoid distractions, they are able to bring about improvements in communication skills within the workplace.



***Provide Examples and Case Studies*** – When the individuals are communicating with others in terms of various concepts and subjects, they need to provide examples and case studies. Examples and case studies make the understanding of concepts explicit. Information in terms of examples and case studies will render an important contribution in facilitating understanding among the members of the organization. Through examples and case studies, the employees are able to acquire a better understanding of the concepts and factors and communication process takes place in a well-organized manner. Therefore, it can be stated, providing examples and case studies are regarded as significant in bringing about improvements in communication skills within the workplace.

### **Conclusion**

Communication skills are regarded as essential for the success of any type of organization or workplace. The reasons that give emphasis on communication skills include, carrying out one's job duties in a well-ordered manner, maintaining sociable terms and relationships with other members, incurring the feeling of job satisfaction, acquiring promotional opportunities, achieving organizational goals and enhancing the overall structure of the organization. The important communication skills, which are essential for the success of the workplace are, listening, non-verbal communication, clarity and conciseness, friendliness, confidence, empathy, open-mindedness, respect, feedback and selecting the right medium. The factors highlighting benefits of communication skills within the workplace are improved productivity, increased employee morale, higher job satisfaction, reduced turnover rates, increased trust in management, stronger teamwork, augmentation of knowledge, reinforcement in employee participation, development of stronger organizational culture and formation of amiable working environment.

The measures that need to be put into operation to bring about improvements in the communication skills within the workplace are, compatibility between jobs and skills, focus on up-gradation of skills, perform well in interviews, organize group discussions on frequent basis, perform job duties with interest and enthusiasm, up-grade information in terms of usage of technologies, develop positive viewpoints, avoid over communication, avoid distractions and provide examples and case studies. Finally, it can be stated that



communication skills are primary in leading to success of any organization or workplace. The individuals need to focus upon up-gradation of these skills throughout their jobs.

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