

**The Impact of Effective Communication skills on Employee
Work Performance.**

Genuine Communication and Information Technology Company.
Located in Jeddah, Saudi Arabia.

“Case Study”

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Graduation Project – 1

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1. Chapter 1: Introduction

1. Introduction:

In modern organizations, the evaluation of individual work performance plays a critical role in measuring the contribution of individuals to the success of a company. Indeed, work performance can be defined as the individual behavior capable of generating value and competitive advantage for the organization. Platania, S., Morando, M., Gruttadauria, S. V., & Koopmans, L. (2023).

In the 1950's, research on the effects of feedback on employee performance and climate research was initiated. The problem of upward communication distortion was the focus of attention and research methodologies like ECCO (refers to Episodic Communication Channels & Organizations Davis, 1953). were developed. The term “communication audit” was first used by Odiorne (1954). as a description of the process used to assess the accuracy of management's perceptions of subordinates'

communication. Communication audit methodologies advanced a general systems approach to the study of organizational communication.

In modern days, we understand ‘communication’ as one of the most dominant and important activities in organizations (Harris & Nelson, 2008). Fundamentally, relationships grow out of communication, and the functioning and survival of organizations is based on effective relationships among individuals and groups. In addition, organizational capabilities are developed and enacted through “intensely social and communicative processes” (Jones et al., 2004).

Communication helps individuals and groups coordinate activities to achieve goals, and it's vital in socialization, decision-making, problem-solving and change-management processes.

Puth (2002) opined that management with an organization have resorted to use workplace journal or publication to dialogue with employees, nonetheless major related channels of communication are not used effectively. He mentioned that in-house publications may not have any strategic bearings to sustain an organization rather, encouraging two-way communication does the thrill to dominate workforce.

Puth (2002) perceived that performance within an organization could be improved significantly by way of sharing information with employees and involving them in policy making. However, this increases general employee satisfaction and productivity within an organization. In some cases, the communication gap that exists between managers and employees makes them to generally, sense not trustworthy, respected or valued to be responsible in their field of work. In his studies, it was argued that the largest valuable resources within an entity are the employees; therefore, it is the responsibility of managers to encourage two-way flow of information to optimize organization's performance as well as employee productivity. According to Williams smart managers understand that the end effective, straight forward communication between managers and employees is essential for success. Williams C (2007). According to McKinney et al communication is essential to effective team performance and communications for any organization is like blood flow in the human body. McKinney EH, Barker JR, Smith DR, Davis KJ (2004).

Most organizational conflict has been traced to breakage in communication as supported by Lee. According to Chudi-Oji, despite the laudable role of effective communication in improving organizational performance, Ineffective communication is detrimental for managers, employees and organizations; it can lead to poor performance, strained interpersonal relations, poor service and dissatisfied customers. Chudi-Oji C (2013).

For an organization to be effective and gain a competitive advantage, managers at all levels need to be good communicators. Waddell D, Devine J, Jones GR, George JM (2011).

We can quote Lukaszewski who says "The greatest continuing area of weakness in management practice is the human dimension. In good times or bad, there seems to be little real understanding of the relationships between managers, among employees, and interactions between the two. When there are problems, everyone acknowledges that the cause is often a communication problem. (Jim Lukaszewski, 2006).

Communicating effectively in a government bureaucratic organization is a skill based on scientific knowledge. the science of communication as scientific knowledge requires a systematic process of thinking and analysis, so it is not just a natural process as a Living being (Littlejohn & Foss, 2009).

In order to have better performance, it is important for organizations" management to focus on the aspect of communication at workplace (Jiang & Men, 2017).

The important role of communication skills as one of the elements of communication competence has been extensively studied in relation to leadership (Madlock, 2008; Westerman et al. 2015; Sager et al., 2015), employee performance (Payne, 2005; Mikkelsen et al., 2015), and job satisfaction of employees within an organization (Steele &Plenty 2015).

Communication gives team members the decision-making skills they need to build and maintain a positive social environment. Only in a positive social atmosphere can people work at their full capability and achieve synergy with others (Scarpello Ledvinka, 1988).

However, lack of communication in different organizations has led to poor decision making, ineffectiveness in policy implementation, inability to develop sense of belongingness amongst staff members, low performance, more to that poor communication has increased the rate of conflict, reduced commitment and morale of employees towards objectives of the companies. This in the long run has a negative impact on the performance of the employees (Randall S. Schuler and George, 1992).

In the context of human resource management, the performance of an employee is needed to achieve work performance for the employee himself and for the success of the company. To improve employee performance is not an easy job, it cannot be done quickly but requires a process to achieve it. Based on research by Syardiansah, et al (2021) performance can be significantly influenced by work motivation and organizational culture. Likewise, the way that can be done by the company to improve the performance of its employees by paying attention to the ability of communication between employees and superiors to foster organizational commitment and will create job satisfaction for employees.

Employees who have organizational commitment can be seen from their readiness to work and have a high sense of responsibility which will lead to a desire to remain in the company (Syardiansah, et al, 2020).

Nowadays, in order to achieve the goals of organization, employees" performance have been put in the first place (Balyan & Balyan,

2012). This suggests that employees" performance has significant influence on the performance of organizations. This is because when employees performed poorly, the poor performance will bring negative effect to organizations, such as downgrading the reputation of company (Gitonga, Kingi, & Jean, 2016).

4. Research Problem

The business is on the understanding of the workers. When there is a communication gap between the employer and the employees, that creates problems of understanding which affects performance and productivity in the workplace.

1. Theoretical Gap

Effective communication skills significantly impact employee work performance. However, there are several theoretical gaps in understanding this relationship comprehensively. Some of these gaps include lack of standardized tools and methodologies, the need for communication training and the distinction between interpersonal communication (between individuals) and organizational communication (within the organization).

1. **Mechanisms of Influence:** There is a theoretical gap in understanding the specific mechanisms through which communication skills impact work performance. How do skills, such as active listening, empathy, or clarity, directly influence productivity and efficiency?
2. **Impact on Different Performance Metrics:** There is a need for research that distinguishes between how communication skills affect various performance metrics, such as task accuracy, speed, creativity, and collaboration.
3. **Role of Technology in Communication:** With the increasing use of digital communication tools, the impact of technology on communication effectiveness and employee performance remains under-explored.
4. **Cross-Cultural Differences:** The influence of cultural differences on communication effectiveness and work performance is often overlooked, suggesting a need for more cross-cultural studies.

2. Practical Gaps

Effective communication skills significantly impact employee work performance in various ways. However, practical gaps often hinder the full realization of these benefits. Lack of Clarity and Conciseness often leads to misunderstandings and errors, Also Inadequate Feedback Mechanisms, Over-reliance on Digital Communication and Inconsistent Communication Channels. Therefore, this research sought to address this main Question:

” How can management improve their communication skills to enhance employee performance implementation at Genuine Communication and Information Technology Company. Located in Jeddah, Saudi Arabia?”

Research Significance

The research will provide meaningful information to the management. The study will enable managers to gain awareness concerning the influence of effective communication skills and work towards improving communication to boost employee performance.

1. Theoretical level

The significance of effective communication skills on employee performance is multifaceted, influencing information flow, employee engagement, organizational culture, conflict resolution, change management, team dynamics, leadership effectiveness, and psychological safety. These theoretical perspectives offer a comprehensive understanding of why and how effective communication is crucial for enhancing employee performance.

1. **Complexity of Communication:** Researching communication in organizational settings allows for a deeper understanding of its complexity, including verbal and non-verbal elements, feedback loops, and contextual factors that influence message interpretation.
2. **Organizational Behavior:** Effective communication is a core component of organizational behavior theories, such as Maslow's hierarchy of needs, Herzberg's two-factor theory, and McGregor's Theory X and Theory Y. Studying communication helps elucidate how it affects motivation, job satisfaction, and employee engagement.
3. **Leadership and Management Theories:** Communication is central to leadership styles and management approaches, such as transformational and transactional leadership. Theoretical research can examine how communication styles impact leadership effectiveness and, consequently, employee performance.
4. **Performance Theories:** Theories like Locke's Goal-Setting Theory and Vroom's Expectancy Theory highlight the role of communication in setting clear goals, providing feedback, and aligning expectations, which are crucial for enhancing employee performance.
5. **Team Dynamics:** Understanding the theoretical underpinnings of team dynamics, such as Tuckman's stages of group development, helps elucidate the role of communication in fostering collaboration, resolving conflicts, and enhancing team performance.

2. practical level

Effective communication skills have a significant impact on employee performance. Here are several practical implications and significance at the practical level:

By improving communication skills, organizations can significantly enhance overall employee performance, leading to a more productive, engaged, satisfied workforce, Conflict Resolutions, better decision making and Positive work environment. This, in turn, drives organizational success and growth.

1. **Improved Productivity:** Effective communication ensures that employees understand their tasks and responsibilities clearly, which reduces errors and rework. Clear

communication helps in setting expectations and aligning individual efforts with organizational goals, leading to improved productivity.

2. **Enhanced Team Collaboration:** Good communication skills facilitate better collaboration among team members. When employees communicate effectively, they can share ideas, solve problems, and work together more efficiently, enhancing team performance and fostering innovation.
3. **Increased Employee Engagement:** Employees who communicate well with their colleagues and supervisors tend to be more engaged and motivated. Open lines of communication help employees feel valued and heard, leading to higher job satisfaction and commitment to the organization.
4. **Conflict Resolution:** Effective communication skills are crucial for resolving conflicts in the workplace. Employees who can articulate their perspectives and listen to others are better equipped to address disagreements constructively, maintaining a positive work environment.
5. **Better Decision Making:** Clear communication enables the sharing of information and knowledge, leading to better decision-making. Employees who can convey their insights and understand the viewpoints of others contribute to more informed and strategic organizational decisions.

Research Questions:

To explore the question “How management can improve their communication skills to enhance employee performance”, here are some sub-questions:

- What specific communication skills do managers need to develop to effectively lead their teams?
- What impact does communication between management and employees have on reducing workplace conflicts and misunderstandings?

- How do effective communication skills influence employee job satisfaction and engagement?
- How can managers provide constructive feedback to employees in a way that promotes growth and productivity?

3. Research Objectives:

- Enhance leadership effectiveness and determine the communication abilities that directly contribute to a manager's ability to inspire, guide, and motivate their team members.
- Identify communication gaps and Pinpoint areas where communication breakdowns commonly occur between management and employees, leading to conflicts and misunderstandings.
- Understand employee perceptions and explore employees' perceptions of management communication and how it affects their satisfaction and engagement.
- Explore how employees perceive and respond to various feedback methods and what makes feedback feel supportive and motivating.

4. Research Hypotheses:

Communication is a social interaction that can describe the extent of collective action and cooperation of the parties involved in the communication process (Rickheit & Stoner, 2008). The creation of good relationships and cooperation among employees and other stakeholders is the key to the successful implementation of work tasks.

One of the efforts to improve job performance of employees is through employee involvement in the organizational development process. Employee involvement is always associated with good communication between employees and those responsible for decision making. According

to Macey et al. (2009) engagement is a very powerful concept because it captures the idea of employees, works with passion, and provides a competitive advantage of available human resources. Involvement occurs when employees feel safe to take action that comes from their own initiative.

Main Hypotheses: communication is positively and significantly related to employee performance.

Based on theoretical studies, previous research results, the following is hypotheses in this study:

Hypotheses 1: Individual characteristics of employees have a positive and significant influence on all elements of communication skills.

Hypotheses 2: Work motivation has a positive and significant influence on all elements of communication skills.

Hypotheses 3: Human resource development (HRD) has a positive and significant influence on all elements of communication skills.

Hypotheses 4: Work environment has a positive and significant influence on all elements of communication skills.

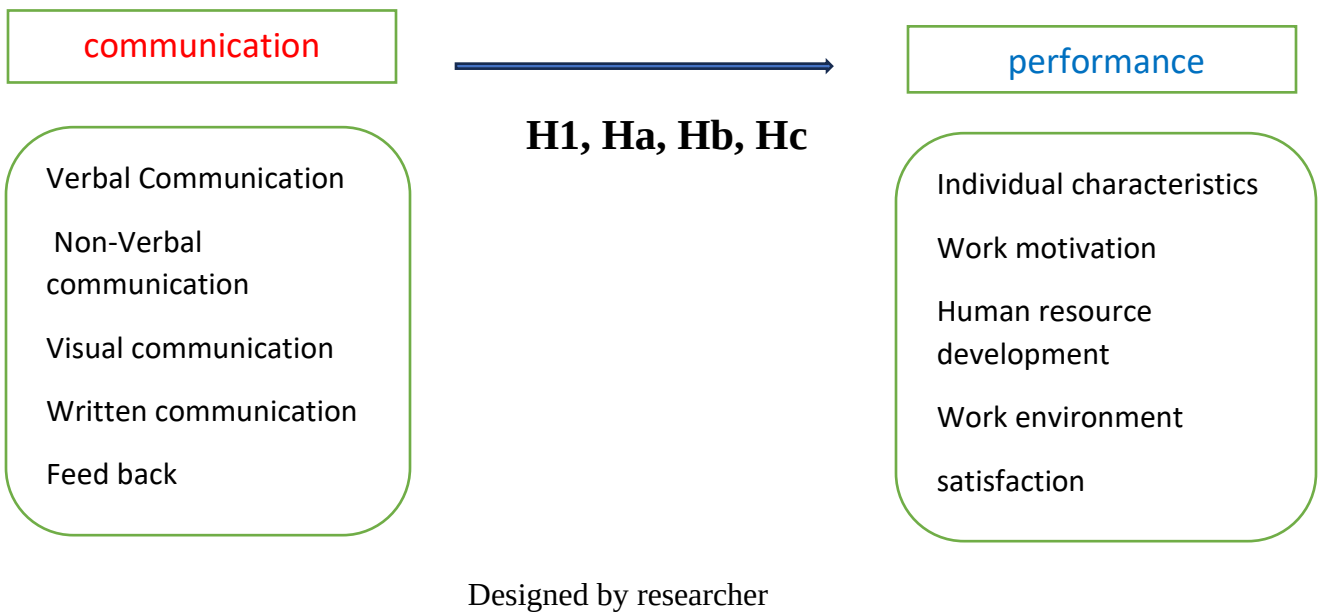
Hypotheses 5: All elements of communication skills have a positive and significant influence on the achievement of employee performance targets.

Hypotheses 6: Management characteristics have a positive and significant influence on all elements of communication skills.

Hypotheses 7: Teamwork has a positive and significant influence on all elements of employee's performance.

Hypotheses 8: Technology has a positive and significant influence on all elements of communication skills and employee's performance.

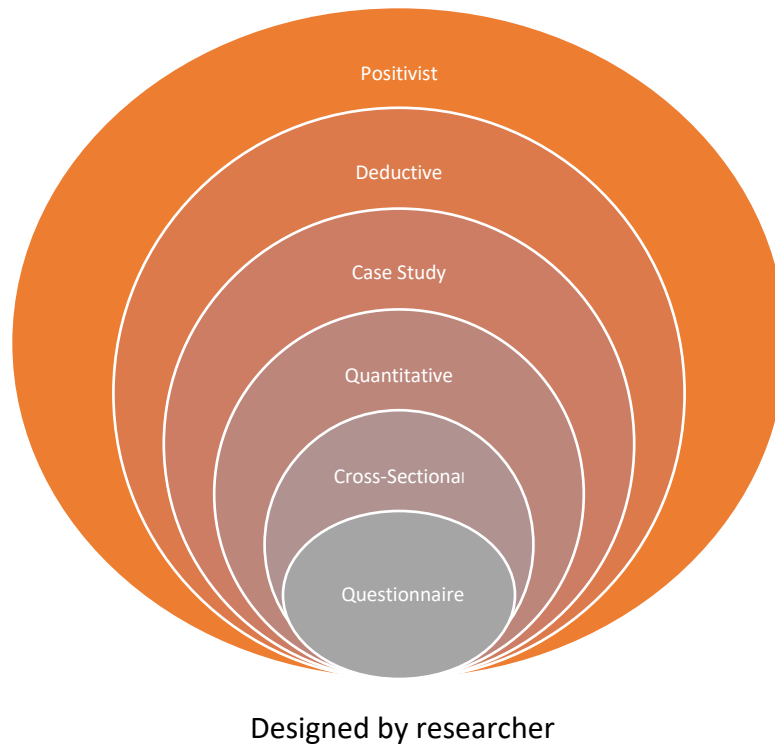
Research Model



5. Research Methodology

This study uses a positivist paradigm with quantitative approach reinforcement. The research problems studied from a positivist view are based on the need to identify the underlying factors that influence the outcome. The selected research strategy is descriptive explanatory survey method, so that later can be explained the causal relationship between the variables studied through the development of concepts and research information.

- Research Philosophy: Positivist.
- Research Approach: Deductive.
- Research Strategy: Case Study.
- Research Choice: Quantitative.
- Time Horizon: Cross-Sectional.
- Data Collection and Analysis Techniques: Statistical Analysis of Survey (Questionnaire).



6. Scope of The Study:

GENUINE Communication Information Technology Company (CIFIC) located in Jeddah, Saudi:

Founded in 2021, Genuine stands at the forefront of the information technology industry, committed to revolutionizing the landscape through innovative solutions. At the heart of our mission is the drive to deliver genuinely cutting-edge solutions in artificial intelligence, parking management, the internet of things (IOT) and mobile/web development. Our dedication to authenticity, innovation and excellence guides every project we undertake, ensuring that we not only meet but exceed the expectations of our clients.

7. The Suggested Project Structure



1.Chapter 2: Literature Review

1.1. Introduction:

Performance is the result of work that has been achieved by employees in completing the tasks and responsibilities given by the company. Performance can be an illustration of the achievement of the implementation of an activity program or policy in realizing the company's goals, objectives, vision and mission of the company through strategic planning. According to Kasmir (2016) performance is the result of work and work behavior that has been achieved in completing the tasks and responsibilities given in a certain period. Meanwhile, according to Bangun (2012) performance is the result of work achieved by someone based on job requirements. Meanwhile, Mangkunegara (2015) stated that performance is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. Furthermore Sedarmayanti (2012), says performance is the result of work that can be achieved by a person or group of people in an organization in accordance with their respective authorities and responsibilities to achieve the goals of the organization concerned legally, not violating the law and in accordance with morals or ethics.

According to Sutrisno (2016) job satisfaction is an employee's attitude towards work related to work situations, cooperation between employees, rewards received at work, and matters relating to physical and psychological factors. Meanwhile, according to Hasibuan (2016) job satisfaction is a pleasant emotional attitude and loves his job. Meanwhile, according to Mangkunegara (2015) job satisfaction is a feeling that supports / does not support the employee himself related to his work and with his condition. Furthermore, according to Sunyoto (2013) job satisfaction (job statistics) is a pleasant emotional state in which employees perceive their work. Sudarmanto (2015) states that organizational commitment is an individual's competence in binding himself to the values and goals of the organization. Furthermore, according to Griffin (2014) states that organizational commitment is an attitude that reflects the attitude of the extent to which an individual knows and is bound to his organization.

According to Ivanhevich in Sudarmanto (2015) Organizational commitment is defined as the degree to which employees are involved in their organization and wish to remain members, which contains an attitude of loyalty and willingness of employees to work optimally for the organization

where the employee works. Meanwhile, Neale & Northcraft in Sudarmanto (2015) also stated that organizational commitment includes three things, namely: first, strong belief in organizational goals and values; secondly, a strong will or seriousness in the interests of the organization; third, a strong desire to continue or always be a member of the organization. Communication ability is an ability to choose appropriate and effective communication behavior for certain situations. According to Onong Uchjana (2015) "Communication is the Syardiansah, Dyah Ayu Ardiyanti, Rudi Septian. The Effect Of Communication Skills, Job Satisfaction And Organization Commitment To Employee Performance the process of conveying messages by communicators to communicants through media that cause certain effects". Communication is not just exchanging thoughts and opinions, but activities carried out to try to change the opinions and behavior of other people.

According to Widjaja (2010) the notion of communication appears to have several components or elements covered, which are the occurrence of communication. These components are: 1) communicators (people who deliver messages or information). 2) message (information that will be conveyed by the communicator to the communicant). 3) the media (the channel that will be chosen to convey the message) 4) the communicant (the person receiving the message). 5) effect (Impact that occurs because of the message that has been delivered.) Impact can be positive or accepted, can be negative or rejected).

1.2. Communication Skills:

1.2.1 Communication:

The root of the word "communication" in Latin is communicate, which means to share, or to make common (Weekley, 1967).

Communication is defined as the process of understanding and sharing meaning (Pearson & Nelson, 2000).

Communication is fundamental to the existence and survival of humans as well as to an organization. It is a process of creating and sharing ideas, information, views, facts, feelings from one place, person or group to another. Communication is the key to the Directing function of management.

1.2.2 Communication Skills:

Refer to the abilities and competencies that enable individuals to convey, receive, and interpret messages effectively within various settings, including organizational, interpersonal, and group environments. These skills are crucial for ensuring clarity, reducing misunderstandings, and fostering collaboration among team members and stakeholders.

1.2.3 Process of Communication:

Communications is a continuous process that mainly involves three elements viz. sender, message, and receiver. The elements involved in the communication process are explained below in detail:

1. Sender

The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication

2. Message

It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

Browse more Topics under Directing

- Introduction, Meaning, Importance & Principles of Directing
- Elements of Direction
- Incentives
- Leadership

3. Encoding

The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

4. Media

It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

5. Decoding It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

6. Receiver

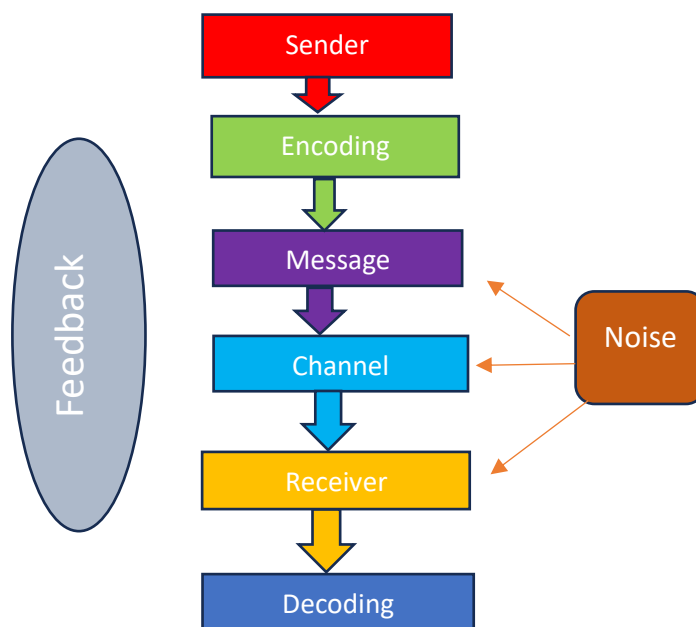
He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

7. Feedback

Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

8. Noise

It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.



1.2.4 Types of Communication:

1. Formal Communication

Formal communications are the one that flows through the official channels designed in the organizational chart. It may take place between a superior and a subordinate, a subordinate and a superior or among the same cadre employees or managers. These communications can be oral or in writing and are generally recorded and filed in the office. Formal communication may be further classified as Vertical communication and Horizontal communication.

2. Vertical Communication

Vertical Communications as the name suggests flows vertically upwards or downwards through formal channels. Upward communication refers to the flow of communication from a subordinate to a superior whereas downward communication flows from a superior to a subordinate.

Application for grant of leave, submission of a progress report, request for loans etc. are some of the examples of upward communication. Sending notice to employees to attend a meeting, delegating work to the subordinates, informing them about the company policies, etc. are some examples of downward communication.

3. Horizontal Communication

Horizontal or lateral communication takes place between one division and another. For example, a production manager may contact the finance manager to discuss the delivery of raw material or its purchase.

Types of communication networks in formal communication:

- **Single chain:** In this type of network communications flows from every superior to his subordinate through a single chain.
- **Wheel:** In this network, all subordinates under one superior communicate through him only. They are not allowed to talk among themselves.

- Circular: In this type of network, the communication moves in a circle. Each person is able to communicate with his adjoining two people only.
- Free flow: In this network, each person can communicate with any other person freely. There is no restriction. Inverted V: In this type of network, a subordinate is allowed to communicate with his immediate superior as well as his superior's superior also. However, in the latter case, only ordained communication takes place.

4. Informal Communication

Any communication that takes place without following the formal channels of communication is said to be informal communication. Informal communication is often referred to as the 'grapevine' as it spreads throughout the organization and in all directions without any regard to the levels of authority.

Informal communication spreads rapidly, often gets distorted and it is very difficult to detect the source of such communication. It also leads to rumours which are not true. People's behaviour is often affected by rumours and informal discussions which sometimes may hamper the work environment.

However, sometimes these channels may be helpful as they carry information rapidly and, therefore, may be useful to the manager at times. Informal channels are also used by the managers to transmit information in order to know the reactions of his/her subordinates.

1.2.5 Barriers of Communication:

communication barriers may prevent communication or carry incorrect meaning due to which misunderstandings may be created. Therefore, it is essential for a manager to identify such barriers and take appropriate measures to overcome them. The barriers to communication in organizations can be broadly grouped as follows:

1. Semantic Barriers

These are concerned with the problems and obstructions in the process of encoding and decoding of a message into words or impressions. Normally, such barriers result due to the use of wrong words, faulty translations, different interpretations, etc.

For example, a manager has to communicate with workers who have no knowledge of the English language and on the other side, he is not well conversant with the Hindi language. Here, language is a barrier to communication as the manager may not be able to communicate properly with the workers.

2. Psychological Barriers

Emotional or psychological factors also act as barriers to communication. The state of mind of both sender and receiver of communication reflects in the effective communication. A worried person cannot communicate properly and an angry recipient cannot understand the message properly.

Thus, at the time of communication, both the sender and the receiver need to be psychologically sound. Also, they should trust each other. If they do not believe each other, they cannot understand each other's message in its original sense.

3. Organizational Barriers

The factors related to organizational structure, rules and regulations authority relationships, etc. may sometimes act as barriers to effective communication. In an organization with a highly centralized pattern, people may not be encouraged to have free communication. Also, rigid rules and regulations and cumbersome procedures may also become a hurdle to communication.

4. Personal Barriers

The personal factors of both sender and receiver may act as a barrier to effective communication. If a superior thinks that a particular communication may adversely affect his authority, he may suppress such communication.

Also, if the superiors do not have confidence in the competency of their subordinates, they may not ask for their advice. The subordinates may not be willing to offer useful suggestions in the absence of any reward or appreciation for a good suggestion.

1.2.6 Communication Channels:

communication channels are the means by which people in a company communicate and interact with one another. Without the proper communication channel, it is exceedingly difficult for employees to align with the business objectives and goals, as well as drive innovation and progress in the workplace.

Along with Formal and Informal Communication Channels, we also have a few different types of channels used in business organizations. They are as follows:

1. Digital communication channels –To reach and engage their staff, most firms use digital communication platforms. They include a variety of online tools that employees utilize to stay in touch with one another and stay up to date on corporate news and developments. This form of communication channel is thought to be the most effective of all.

A few examples are social media, intranets, employee collaboration software, project management tools, feedback software, etc.

2. Face-to-face communication channels –Face-to-face communication is still vitally crucial in the workplace, despite the fact that electronic forms of communication are gaining over. It is still crucial since many situations require nonverbal communication (body language, gestures, signs, facial expressions, etc.).
3. Written communication channels –Within corporations, this sort of communication is nearly extinct. However, textual communication is still required when communicating critical policies, letters, memos, manuals, notices, and announcements to employees. But, for external communications with the customers, retailers, distributors and other individuals, written communication is still the most effective.

A few examples are emails, live chat, text messages, blogs, newsletters, written documents, etc.

1.2.7 Verbal Communication:

Vocal communication is accompanied by auditory signals produced by a vibrating organ, such as the larynx in mammals' throats. Vocal communication is the process through which speakers' express emotions by changing the nonverbal components of their speech, and listeners use nonverbal aspects of speech to infer the speaker's emotional experience. This comprises aspects of the voice such as intonation, stress, volume, speed, and accent interference. We use vocal communication to frame our message more effectively. This form of communication, as well as voice features such as pauses and focus stress, are used to build a structure that allows the listener to follow your message.

- **Intonation** – Intonation defines how the pitch of your voice increases and falls during a speech. A shift or variation in pitch can have an impact on the meaning of what we say.
- **Stress** – Stressing is the process of emphasizing a word or statement in order to bring attention to it. Stress syllables and words are said louder, for a longer period of time, and with a higher pitch. When the speaker is monotone, these crucial cues are missing, and the message becomes puzzling.
- **Pauses** – The pause allows the speaker to gather his or her thoughts before making the final argument. This allows the audience to stay up with you while also giving them time to process what you just stated.
- **Focus Stress** – The listener's attention is drawn to a certain word or phrase when there is focus tension. The employment of focus stress is used to clarify, emphasize, or demonstrate the difference.
- **Pace** – Pace is the rate at which you speak. The pace might be rapid, slow, or moderate, and it can fluctuate throughout. It is claimed to vary the tempo, quickening up at times and then slowing down depending on the scenario and the significance of the context, in order to keep the audience's attention.

1.2.8 Nonverbal Communication:

Non-Vocal Communication is the technique of transmitting meaning without the use of written or spoken words. Non-verbal communication refers to any communication between two or more people that involves the use of facial expressions, hand motions, body language, postures, and gestures. These non-vocal cues can provide insights, supplementary information, and significance in addition to spoken communication.

Non-vocal elements such as unspoken symbols, signs, and signals to express meaning are examples of verbal communication. Non-vocal elements such as body language, gestures, facial emotions, and eye contact are examples of nonverbal communication.

- **Signals**

Signals are movements that are used to express to others one's wants, desires, and feelings. Signaling is a type of expressive communication. The primary goal of signals is to change a single environmental aspect in order to attract attention and convey meaning.

- Signs

Signs do not belong to any specific language, although they are found in practically every region of the world. The primary distinction between a sign and a signal is that a sign (such as traffic lights or a police officer's badge) has inherent meanings, but a signal (such as a scream for aid) is only a means through which extrinsic meanings can be formulated.

- Symbols

The symbol has been defined as any device that can be used to create an abstraction. Symbols are visual representations of an event, activity, object, person, or location that can be used to convey information about that event, action, thing, person, or location. Symbols can be used to communicate in both receptive and expressive modes. The more closely a symbol resembles what it represents, the more tangible it is.

- Icons

An icon is a visual representation of an application, a capability, or another concept or distinct thing that has meaning for the user. Icons are typically thought to be dense collections of linked and unconnected symbols.

- Gestures

A gesture is a movement of the hand, arms, or other bodily part meant to express or accentuate something, most often while speaking. Gestures can also develop a communication lexicon that is more or less unique to each culture.

- Proxemics

Proxemics is the study of how people from diverse cultures use time and space, as well as body positions and other elements, to communicate. The proxemics is the study of what people express by standing closer or farther apart. Standing very close to someone to whom we are

about to disclose something private is one example. Another example is backing away from someone when we feel our personal space is being infringed upon.

3.1. Employee Performance:

3.1.1 Employee Performance

Employee performance is commonly defined as the behavior exhibited by an employee while performing a particular task assigned by the employer. It also relates to the outcome produced by a particular employee in an organization. Fuertes et al. (2020). indicates that employee performance is associated with the achievements of every employee in accordance with the different rules, regulations or expectations of the organization or employer. According to Jiang et al. (2020), the nature of employee performance reflects the abilities and capabilities of each individual employee in an organization. In this case, most competent and skilled employees tend to exhibit a high level of expertise and commitment on the job which leads to greater employee performance as compared to those with less expertise and skills. However, most scholars assert that there are additional factors that influence the level of employee performance other than skills, competence and expertise or professionalism, effective communication in an organization is among the most essential factors that influence employee performance and productivity levels. Fuertes et al. (2020) assert that excellent employee performance is essential in the creation of high-quality services for customers and higher profitability for organizations. These benefits of enhanced employee performance tend to lead to sustainable competitive advantage in the long run. The zeal and commitment of employees is normally boosted when the other employees or managers in the organization are undertaking their jobs effectively. The nature in which the organization interacts or communicates with the employees plays a key role in improving employee performance since it acts as a source of motivation and new knowledge, or skills Jiang (2020).

Employee performance is a measure of how an employee fulfils the duties of their role and behaves within a workplace. It is important to every aspect of the business because it can affect

customer satisfaction, the company's bottom line, company culture, and staff retention rates, to name a few consequences.

Employee performance includes the quality, efficiency, and effectiveness of an employee's output. An employee's performance is also indicative of how valuable they are to the organization. Employees are an investment, so their return on investment is essentially calculated by their performance.

3.1.2 Measuring Employee Performance

There are various ways to measure employee performance. The metric you choose to use will likely depend on the nature of your business. That being said, let's look at some of the standard ways to calculate employee performance:

1. Effectiveness

All of the upcoming measurements are fruitless unless they are effective. Effectiveness comes down to measuring the degree at which the work is successful at producing desired outcomes. So, rather than focusing on the means to the end, you must focus on the end itself.

Many companies will focus all their efforts on evaluating employee performance based on efficiency, but if the work that's being done might not actually be helping the organisation reach its goals or could be producing waste, then efficiency is a moot point (and can even be counter-productive). Ultimately, you want your employees to deliver value to the customer and business (all the while being efficient, see next point).

2. Efficiency

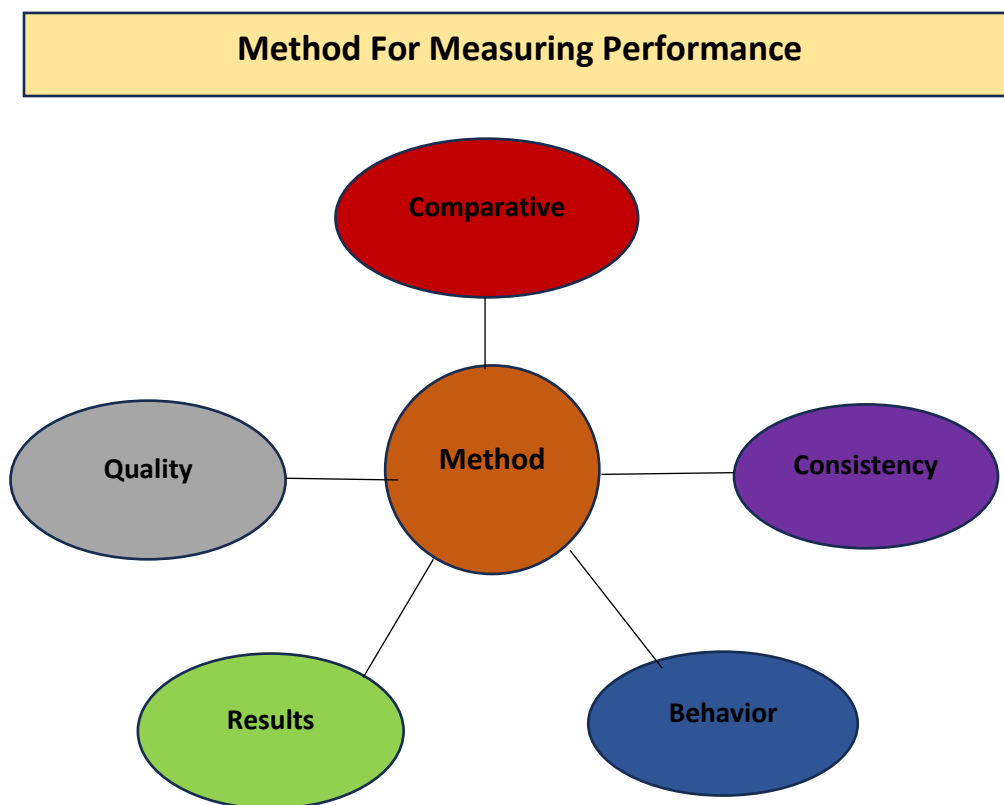
In some cases, an employee's output is easily quantifiable. For these types of work environments (i.e. sales, technical work, etc), you can measure an employee's speed and efficiency. Maximum efficiency results from achieving the highest outputs at the lowest costs. To deduce efficiency, answer questions like: How much did said employee accomplish in X amount of time, and was that in line with what was expected? Have deadlines been met? Is the work product the best it can be?

3. Quality of Work

A key performance indicator often comes down to the quality of the work produced. This requires a set of standards to be set in advance by which the work can be evaluated against. When an employee's quality of work is impacted, there are direct effects to the business, including decreased customer satisfaction, costly mistakes, and unhappy co-workers. That's why it's of great importance to keep an eye on work quality and address issues as they arise.

4. Consistency

Trust and consistency are pivotal within a workplace. Part of employee performance will come down to how well they work overtime and whether or not they can reliably complete tasks on time and independently. Employees who feel aligned with business objectives tend to care more about their work and can therefore more reliably fulfill tasks to the best of their ability while upholding the company's standards.



Designed by researcher

3.1.3 Employee Performance Influences

A workplace is an ecosystem in which many variables come together to impact overall outcomes.

When it comes to employee performance, personal preferences, employers, goals, expectations, support systems and the like all play a role in how an employee works, feels, and behaves.

Let's take a look at some of the key factors that affect employee performance:

- Job satisfaction
- Training and development
- Goals and expectations
- Employee engagement
- Company culture

All of these things have something in common, namely how an employee is made to feel and does feel while doing their work. An employee's emotions impact their behavior and work, and therefore, the overall company goals and customer experience.

Employees need to be aware of how they feel so that they can continue to deliver their best work. Employers can help empower employees to do so by incorporating an employee wellbeing tool within the organization. These tools help both employers and employees.

With these tools employers can assess your employee's mood anonymously, by providing true insights of what makes an impact on employee mental health and wellbeing. This enables employers to provide proactive support based on real time data.

The tool also helps employees better understand their emotions through self-diagnosis, so they proactively support their own mental wellbeing and performance.

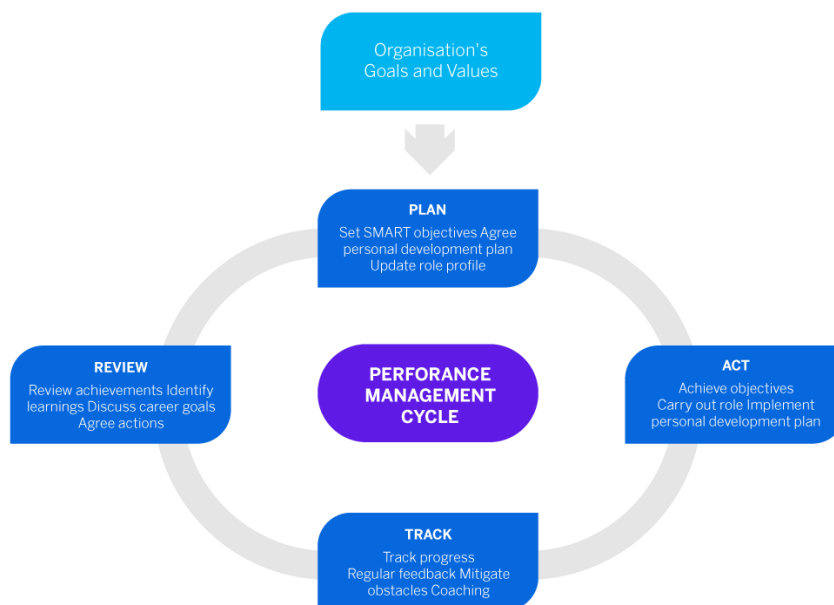
When employees have the time to analyze how they feel and actually be made aware of it, they will be equipped to resolve any issues or tension so that their performance doesn't have to suffer, and they can get the support they need.

3.1.4 Performance Management Cycle

Traditionally, performance management processes would run on a yearly cycle. An employee would sit down with a manager at the start of the year and set objectives with them, then 12 months later they would analyze how they'd done. They usually followed this routine:

- **Plan:** Setting SMART (Specific, Measurable, Agreed, Realistic and Timely) objectives, and other types of development planning.
- **Act:** where the employee gets down to the business of working and achieving their objectives, with consistent coaching from their managers and the wider organisation.
- **Track:** employees logged progress at any time, reaching milestones on their way to bigger targets.
- **Review:** a more formal performance appraisal sit-down between a manager and employee, to look at how things went, and either maintain or evolve individual objectives.
- **Reward:** Employees with high performance are recognized for their sterling work with rewards such as an annual bonus, salary increase, promotion, autonomy or awards.

The performance management cycle



3.1.5 performance management system

It's a mechanism for tracking employees' performance consistently and measurably.

Spreadsheets and manual tools are out, in favour of performance management software, powered by AI, natural language processing (NLP) and machine learning.

Employees can report regular, candid feedback on how they're performing against their individual goals, then evolving those objectives as they're reached or become irrelevant due to changing business priorities. It also includes giving constant and job-specific coaching in between major reviews. Practically speaking, your performance management system can include many different, interconnected processes, such as:

- Personal achievements: a list of major successes in an employee's career aligned to the company's strategic objectives
- Employee journey: from application to exit and all the moments in between
- Attendance statistics: how many days absence and presence Individual goals and objectives: these should be matched to the job description and required competencies
- Surveys: including pulse, 360 feedback and employee engagement
- Personal development plans: with actions and objectives for the employee
- Performance appraisals: annual or quarterly, usually led by a manager
- Leadership development programs: to nurture your current leaders and identify your future ones

3.1.6 Best Strategies for Improving Employee Performance

- Set clear goals
- Reward and recognize your employees
- Have open lines of communication
- Identify and solve the root causes of poor performance
- Provide training opportunities
- Continuously monitor employee performance
- Keep deadlines realistic
- Balance accountability and authority

- Consider remote working options
- Enable employees with collaborative learning opportunities
- Avoid micromanaging
- Overcome skill gaps with reskilling and upskilling opportunities
- Offer internal leadership opportunities and clear career paths

3.1.7 Common Causes of Employee Performance Problems

Employees face many challenges to remain productive. From personal to cultural issues, here are a few root causes that negatively impact employee performance and result in problems in 2024:

1. Unengaging work

Everyone wants to do meaningful work, the work that puts their talents and abilities to good use. When managers fail to assign roles and responsibilities to the employees according to their expectations and skillset, or when employees don't feel challenged in their job role, they tend to get disengaged from their work. They will give you their time, but not their best effort or best ideas. And their degree of commitment towards your organization begins to suffer. The cost of employees being disengaged from their work is employee turnover, absenteeism, and low performance levels. On the other hand, engaged employees are 44% more productive than workers who are just satisfied in their roles, and overall, it improves employee performance. Employee engagement can't be forced and there are a lot of factors that influence how engaged an employee is on the job. Work culture, team communication, company reputation, and personal factors all play a role. Here are some of the ways to improve employee engagement in your organization: Leaders must effectively communicate with their employees on everything from day-to-day expectations and responsibilities to larger company goals and organizational decisions. Increase meaningful work and reduce repetitive work. Analyze employee skills and competencies to assign suitable roles and responsibilities. Invest in employee development plans to promote growth and development. Show recognition and appreciation. Ask for employee feedback frequently.

2. Poor employee onboarding, training, and support processes

Attracting, developing, and retaining high-performing employees are the core of successful companies making effective training and onboarding imperative for organizations. Less knowledge and training lead to a lower level of performance, resulting in less profit. On the other hand, well-trained employees with the skills necessary to perform their job deliver high-quality work and positively impact the organization. Manually creating individual onboarding and training programs that align with your employees' training goals is time-consuming and inefficient—and if your company has over 100 people, it is likely impossible. To overcome this challenge, invest in employee onboarding and training software like What fix to create personalized learning programs. What fix integrates with your digital tools to provide automated, personalized, and engaging employee onboarding and training programs at scale by assigning learners contextual task lists containing interactive walkthroughs. Walkthroughs are a series of step-by-step prompts that show users how to complete a specific process by guiding them through each step, showing them relevant knowledge videos, or providing informative articles. DAPs work hand-in-hand with learning management systems and eLearning software like xAPI and SCORM for you to track learners' progress and build more relevant content in the future.

3. A digital skills gap

The rapid changes due to emerging technologies and disruptive forces lead to a difference between an employee's current abilities and the skillset best suited for their job. According to a recent CareerBuilder survey, 45% of respondents reported that a gap in skillsets caused a loss in overall productivity. To respond to this skills gap, organizations must assess their existing workforce and develop active training programs and recruitment strategies to meet the moment. Conduct a skill gap analysis that results in a list of skills your employees already have, where they need to improve, and what they need to develop. From there, organizations can address these skill deficiencies using online courses and training programs to build a team of skilled workers that align with your company's needs. Technology can make solving skills gaps easier, especially in the new remote business environment. Instead of spending hours and money giving employees in-person walkthroughs of new tech, consider using a digital adoption platform (DAP) to enable on-demand employee training. DAPs deliver step-by-step in-app guidance on key workflows within the new application or software to train users in real-time. The platform

allows you to create task lists and self-help widgets for employee training within the application to empower users to become proficient quickly and avoid any skill gaps.

4. Reliance on outdated software and business processes

Technology evolves at an alarming rate, and by the time you adopt new technologies and systems, there's something new and more efficient coming along right behind it. If you're still using outdated tech, it immediately impacts your business performance. Your employees need technology to have a system with accurate customer information, details on quoting, inventory, asset knowledge, and provide the best customer service. Without the right technology, it is nearly impossible, and your business may fall short. Investing in new and improved enterprise technology solutions is an expensive and challenging process, but it's something that no business should ignore. However, technological changes are often improperly defined and poorly communicated, which scares and frustrates your employees and ultimately leads to resistance. When introducing new technology, you must have a solid transition plan. People want to know why technology is necessary, what makes it better than previous solutions, and how you will support them during the transition. For example, if you plan to switch from an outdated CRM to Salesforce, start by justifying the change. Explain that Salesforce will allow the team to manage leads while engaging with current customers. Be sure to point out key benefits, like keeping marketing, customer relations, and detailed analytics all in one place. You can build confidence in the change by explaining that the transition will be supported by various change management tools that offer capabilities such as in-app training, weekly check-ins, and an internal chat for handling questions.

5. No goals defined

Setting goals is an important practice in any organization. It's an essential part of the performance management process and is used to achieve business objectives. A clearly defined set of goals visualizes and actualize success, driving employee performance. The SMART goals method simplifies this process by providing five criteria points for creating goals – specific, measurable, achievable, relevant, and time-bound. Defining these parameters ensures that the objectives are attainable within a particular time frame. This approach eliminates generalities and guesswork, assigns a clear timeline, and sets employees up for success. Defining SMART goals makes it easier for managers to track their employees' progress while completing the goals.

6. Cultural, political, and world issues

A hostile work culture can affect employee productivity, increase turnover, and make employees feel disconnected from their work and workplace.

When organizations promote a culture of transparency, set clear expectations, provide continuous feedback, and offer the right recognition, employees understand what is expected of them and become more productive and efficient. A positive organizational culture, when used right, can retain your top layer of talent, boost performance and productivity, and create self-reliant, independent, and responsible employees.

4.1. The relationship between Communication Skills and Employee Performance:

4.1.1 Introduction

Performance is the result of work that has been achieved by employees in completing the tasks and responsibilities given by the company. Performance can be an illustration of the achievement of the implementation of an activity program or policy in realizing the company's goals, objectives, vision and mission of the company through strategic planning. According to Kasmir (2016) performance is the result of work and work behavior that has been achieved in completing the tasks and responsibilities given in a certain period. Meanwhile, according to Bangun (2012) performance is the result of work achieved by someone based on job requirements. Meanwhile, Mangkunegara (2015) stated that performance is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. Furthermore Sedarmayanti (2012), says performance is the result of work that can be achieved by a person or group of people in an organization in accordance with their respective authorities and responsibilities in an effort to achieve the goals of the organization concerned legally, not violating the law and in accordance with morals or ethics. According to Sutrisno (2016) job satisfaction is an employee's attitude towards work related to work situations, cooperation between employees, rewards received at work, and

matters relating to physical and psychological factors. Meanwhile, according to Hasibuan (2016) job satisfaction is a pleasant emotional attitude and loves his job.

does not support the employee himself in relation to his work and with his condition.

Furthermore, according to Sunyoto (2013) job satisfaction (job statistics) is a pleasant emotional state in which employees perceive their work. Sudarmanto (2015) states that organizational commitment is an individual's competence in binding himself to the values and goals of the organization. Furthermore, according to Griffin (2014) states that organizational commitment is an attitude that reflects the attitude of the extent to which an individual knows and is bound to his organization. According to Ivanhevich in Sudarmanto (2015) Organizational commitment is defined as the degree to which employees are involved in their organization and wish to remain members, which contains an attitude of loyalty and willingness of employees to work optimally for the organization where the employee works. Meanwhile, Neale & Northcraft in Sudarmanto (2015) also stated that organizational commitment includes three things, namely: first, strong belief in organizational goals and values; secondly, a strong will or seriousness in the interests of the organization; third, a strong desire to continue or always be a member of the organization. Communication ability is an ability to choose appropriate and effective communication behavior for certain situations. According to Onong Uchjana (2015) "Communication is the process of conveying messages by communicators to communicants through media that cause certain effects". Communication is not just exchanging thoughts and opinions, but activities carried out to try to change the opinions and behavior of other people. According to Widjaja (2010) the notion of communication appears to have a number of components or elements covered, which are the occurrence of communication. These components are: 1) communicators (people who deliver messages or information). 2) message (information that will be conveyed by the communicator to the communicant). 3) the media (the channel that will be chosen to convey the message) 4) the communicant (the person receiving the message). 5) effect (impact that occurs because of the message that has been delivered.) Impact can be positive or accepted, can be negative or rejected).

4.1.2 Internal Corporate Communication Process

Management should work on people centric approach and meet the targets assigned within the time frame. The approach would require management to work in teams and ensure the tasks they have undertaken, the efficiency with which they are carried out are performed properly as these are very important parameters. The main aim of their involvement in the tasks they have undertaken, the efficiency with which they are carried out, is a very important parameter, bearing in mind that it requires management to work together in teams. Management deals with the harmonization of their activities, preparation, organization and synchronization of pre-established objectives, levels, budget management and assessments, as a result of the work carried out. These management functions which support work within the organization bring vitality in the work culture. The work force of the organization who put effort and execute the tasks assigned to attain the objectives, will benefit from the results of the strategy or not?

Therefore, a manager who is responsible for management functions will use the processes of communication in order to make it clear to coordinate its business activities, to make decisions and execute them, in order to conclude partnership and cooperation agreements etc.

Communication, from a management point of view, is the process by which people are informed and guided to achieve the best results. To communicate effectively means not only putting your thoughts correctly and presenting them in an accessible way, but also expressing them in a way that would capture the attention of the receiver (Beattie and Ellis, 2014).

Communication makes interaction between team members possible. A manager has to establish common grounds between teams through effective communication. Through communication, organization activities go on correctly. A good manager uses effective communication to obtain feedback and give clear instructions to team members. Members of the team have a vital role to convey any grievances or feedback to the manager and give progress reports to the manager so that the job can be completed on time. Communication is used to make interpersonal connections and to convey issues between team members and colleagues.

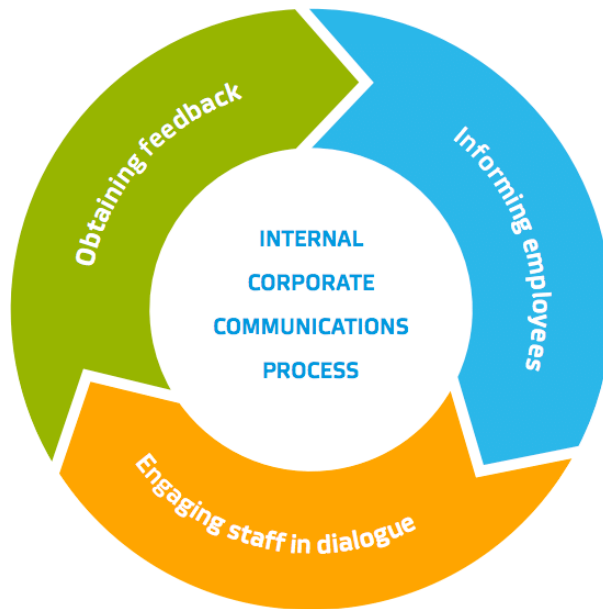


Figure: Internal corporate communication process

Communication, as a management tool, intends to establish work ethics, interpersonal skills, align employees towards the common goal, assist in achieving targets on time.

Managerial communication shall take into account a number of conditions:

- A clear, precise and full message which shall be understood by all team members.
- The accuracy and speed of message delivery.
- The way of communication with the body language of the manager.
- The language of delivery and the comfort of manager and employees
- The choice of words and simplicity.

4.1.3 Communication and organization culture

The fundamental principle for an organization is to create a culture where all relevant persons are involved in the communication loop so that the important information reaches the concerned persons and actions can be taken accordingly. If the information does not reach the relevant persons, the teams will not act diligently, which will not be in the best interest of the organization. This is a crucial point for the management and must be considered in analyzing as to how the communication channels should be designed in an organization.



Figure : Organizational culture and communication (Source: Kandlousi, et al, 2010)

Communication as a asset shall be harnessed and developed for achieving goals which are set by management and are of major importance. Permanent contact with the developing organization creates connections: whether you are with your customers, suppliers, competitors, employees, or other audiences, all of which cannot exist without a communicative potential (Slatten, Göran and Sander, 2011). Organizational communication can be categorized as inside communication and outside communication. Internal communication is information exchange within the organization. Various mode can be used to exchange messages such as telephones, internet, e-mails. In external communication the messages goes outside as well as inside the organization. Brochures, advertisements, letter or any form of contact between persons inside and those outside the Organization are part of this communication strategy. External communication accounts the brand identity, the identity of organization, the company campaigns and the image of organization.

4.1.4 Managing Communication in Organizations

Communication is the key mechanism for achieving integration and coordination of the activities of specialized units at different levels in the organization (Radovic Markovic, 2011). Managing communication in an organization requires more than an understanding of the communication process. Managers must be effective communicators themselves, and they mst also encourage

employees to communicate effectively. They can plan well and control the working of their organizations. They have the skills to transfer their policies, decisions, objectives and job instructions to the persons working with them at all levels. So these skills are quite essential for businessmen to perform their managerial functions. Such communication organizations take the pattern of Interpersonal communication, group communication and internal communication (i.e. the exchange of messages among organizational members). Every organization has a formal communication system in which the flow of information is dictated by the official organisational structure. Formal channels follow the organisation's arrangement of the various levels, divisions, departments and job responsibilities. In an organisation chart, the line of authority that links the chain of command are the formal channels managers and employees use to transmit official information. Formal communications can take many forms including phone calls, memos, report, staff meeting, department meetings, seminars, company's newsletter and official notices. Effective vertical communication provides people on lower level with information about plans, schedules, policies and procedures to help them accomplish their work and it provides upper level management with feedback to determine the responses to messages sent downward. Downward communication is the flow of information from highest to lowest level in the organizational hierarchy. Managers use it to accomplish a variety of key organizational functions and objectives as follows:

- ☐ To clarify and build support for the organization mission,
- ☐ To instruct, direct, query or reward employees,
- ☐ To explain policies, rules, regulations and codes of practices,
- ☐ To provide feedback from management, and
- ☐ To share information about the organization's health and about key elements in the external environments.

On the other hand upward communication is the flow of information from lower to higher levels in the organization. Managers encourage upward communication to perform the following important functions:

- ☐ To gather valuable information,

- ☐ To give employees the opportunity to air grievances,
- ☐ To find out when employees are ready for information from management,
- ☐ To get feedback from the employees in the forms of reports, complaint, suggestions, advice, e.t.c., and
- ☐ To get information about work problems.

4.1.5 Impact of Effective Communication on the Organization

Effective business communication is essential for the success of any organization, as it helps to build a healthy working environment, boost employee engagement and satisfaction, improve organizational performance and help a business outperform its competition. Here are some key reasons why communication is important in business organizations:

1. Setting direction and goals: Effective

communication helps to align the goals and objectives of the organization and its employees at all levels of management. It ensures that everyone understands the direction of the organization and what is expected of them in achieving those goals. Communication facilitates coordination and collaboration between different departments and teams within the organization. It helps to ensure that everyone is working towards the same goals and that tasks are being completed efficiently and effectively.

2. Enhances relationships: Good communication

fosters positive relationships between employees, departments, and external stakeholders. Effective communication can help to build stronger relationships with customers and stakeholders by providing clear and timely information about products, services, and organizational changes. This can lead to better teamwork, increased job satisfaction, increased trust, loyalty.

3. Facilitates decision-making: Effective

communication is essential for making informed decisions. It provides the necessary information, data, and insights that enable managers to make

sound decisions. This enables them to identify opportunities and risks, and make informed decisions that are aligned with the organization's goals and objectives. Without clear and accurate information, decision-making can be compromised, which can have negative consequences for the organization.

4. Increased innovation and creativity: Effective

communication can promote innovation and creativity by encouraging employees to share their ideas and collaborate on new projects. This can lead to the development of new products, services, and processes that can give the organization a competitive edge. Creativity also produces phenomenal results in employees' productivity and encourages them to manage their work with more efficacies.

5. Managing conflicts: Effective communication

helps to manage conflicts and misunderstandings within the organization. When employees feel comfortable expressing their concerns, issues can be addressed before they escalate into larger problems. It also enables managers to address issues and concerns in a timely and effective manner, thereby reducing the negative impact of conflicts on organizational performance.

6. Improves customer satisfaction: Effective

communication also leads to better customer satisfaction. When employees communicate clearly and effectively with customers, it builds trust and helps to meet their needs and expectations.

7. Facilitates change management: Effective

communication is essential during times of change, such as when a new policy is implemented or when the organization is undergoing a restructuring. Clear communication can help to reduce resistance and confusion among employees and stakeholders.

8. Supports organizational culture: Communication

helps to establish and reinforce the culture of an External communication can also have a significant impact on an organization's success or failure.

5.1 Conclusion

Communication is a crucial element in the modern world of global competition, and every business entity, regardless of its location or size, is affected by it. The advancements in technology have made communication much easier and efficient, and it has become an integral part of every business strategy. Effective communication is the foundation of successful relationships and businesses. It enables individuals to express their thoughts, ideas, and concerns, which leads to greater understanding, collaboration, and ultimately success. In the context of corporate organizations, effective communication plays a crucial role in managing change, as it helps employees understand the reasons for the change, the expected outcomes, and their role in the process. This helps build trust and a sense of community, which in turn motivates employees to participate in the change process and work towards the organization's goals. Effective communication can also foster trust and cooperation within an organization, which can positively impact business development. By recognizing the different forms of business communication and understanding their various benefits, businesses can leverage communication to build stronger relationships and achieve their goals more efficiently. Effective communication also helps in building a positive brand image, attracting customers, and building long-term relationships with them. Therefore, it is essential for organizations to recognize the value of communication and invest in developing communication skills among their employees. Technology has come a long way, and as easy as it is for us to communicate with people, it is just as hard to understand. For example, face to face communication is not as common as it once was, therefore, emails and written forms of communication have become more common. Internet services, in conjunction with existing and more widely used communication media, will enable the broadest enhancement of information and communication resources. Although easily accessible, it eliminates the nonverbal parts of communication such as facial expressions, tone, pitch etc. Without this nonverbal form of communication, people are quick to assume and may not always be assuming correctly. In this context, the ability to communicate effectively is an essential quality of a businessman. Through successful correspondence, he leads his business to success. Namely, success of any business lies in effective communication and because of that we can conclude our consideration with a statement, —Take care of communication and success shall take care of itself.

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