

A Study on the Importance of Effective Communication in the Management Process of A Company

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Abstract: Communication is the most common way of connecting people. As an organisational cell of society, communication in enterprise management determines whether this enterprise system can function properly. However, there are currently many barriers to communication in enterprise management. With the development of the times and the entry of a new generation of young people with a greater sense of autonomy into the workplace, new challenges are posed to effective communication in enterprise management. This paper analyses the concept of effective communication, analyses the current barriers to effective communication in enterprises and then proposes strategies for effective communication.

Keywords: Effective Communication, Corporate Governance, Importance.

1. Introduction

In today's society, the social attributes of each individual are becoming more prominent. Social attributes are a combination of the different roles and identities that each person plays in the environment in which he or she lives or works. This means that everyone in a social group is part of a larger network of relationships, and communication is an important link to this network. A company is a profit-oriented economic organisation, which means that it is an organisational unit of people with a different division of labour and a unique way of operating within the larger society. Communication is not only an important link between employees but also an important way to build positive customer relationships. "Peter Drucker, the famous management guru, pointed out that communication takes up most of a manager's time and energy and that managing communication is one of the basic responsibilities of managers and is a fundamental component and element of management behaviour." [1] It shows that effective and good communication skills are not only the golden key to enhance corporate cohesion and improve corporate combat effectiveness, but also a basic quality that business managers must have.

Communication is the process of spreading and interacting with certain information and ideas between two or more information subjects. Communication is an ordinary and common mode of human contact, but not necessarily all communication can play a positive effect, which can accurately express the wishes of both sides, and finally achieve the desired purpose of communication we call effective communication. Effective communication is a method of communication in which both parties receive and feed back information with a high degree of precision and the result is an efficient and harmonious communication. Effective communication presents three distinctive features, namely: accurate information transfer, real-time information feedback, precise communication methods and harmonious communication results. Accurate information transmission means that the information subject can maintain a high level of understanding of the original meaning of the information, regardless of the medium through which the information is

transmitted or communicated face-to-face, and avoid distortion of the information due to other factors in the process of transmission or communication. Real-time feedback means that information is exchanged between subjects in a timely manner, avoiding delays in decision-making or interference from third parties, which can lead to misinterpretation of the information and create disagreements between communicators. Accurate communication means that the communicator does not blindly instil the content, but chooses the appropriate communication method to achieve the desired communication effect on the premise of understanding the understanding ability and cultural background of the receiver of the information. Harmonious communication means that a win-win consensus is reached between the message subjects.

2. The Important Role of Effective Communication in Business Management

Princeton University in the USA has analysed 10,000 personnel files and found that good interpersonal communication contributes up to 75% of the factors that determine success. Other studies have shown that more than 75% of business failures are due to poor communication. Therefore, breaking through the existing communication barriers in business management and achieving effective communication is an important guarantee for the long-term development of the company. Firstly, effective communication can improve efficiency and save time and cost, which is essential to increase efficiency and reverse the waste of human and material resources caused by ineffective communication, as well as increase the trust, sense of belonging and identity of the members of the company. Secondly, effective communication enables members to be listened to, their needs to be responded to and their wisdom to be used, thus creating a lasting sense of responsibility for the company and maintaining a long-lasting enthusiasm for their work. In terms of Maslow's Hierarchy of Needs, effective communication not only satisfies members' survival needs but also their need to be respected and to realise their self-worth. Thirdly, effective communication can eliminate

misunderstandings between departments, facilitate the building of an atmosphere of unity in the company, and promote the tacit understanding of mutual cooperation between departments. Fourthly, once the company has formed a humanistic atmosphere of effective communication, it will also make the partners feel like a spring in their cooperation with the company, thus increasing their trust in the company and enhancing their desire to cooperate with the company.

One is control. In modern enterprise management, only by continuously strengthening internal and external communication can employees clearly know the guidelines, policies and the current situation facing the enterprise, and can give more understanding to the decisions of the enterprise managers, so that they can better implement the policies and better implement the decisions[2]. The formulation of objectives and the completion of plans in the enterprise need to be conveyed through effective communication, and managers can always use various communication channels and appropriate communication methods to communicate and control when they notice that the behaviour of members is biased, so as to ultimately achieve a win-win situation for the enterprise and the employees.

Secondly, motivation. Full and sincere communication between managers and members can make employees feel that they are cared for by the organisation and managers, thus creating a sense of loyalty to the company and enhancing the initiative and enthusiasm to work for the company. At the same time, management and members in the work, if there is no adequate communication, generally each other are not quite clear what each other is doing, what they want, so communication can help both sides understand each other information, grasp the necessary dynamics, timely problem solving, so as to achieve the effect of motivating employees.

Third, emotional interaction. Work process, between employees, between the upper and lower levels, there is a difference of opinion, the management of the situation will not happen from time to time, if both sides can hold the matter not the person, in line with the principles of problem solving, in line with the principles of the development of the organization to take the initiative to communicate, will inevitably achieve mutual understanding, the generation of benign emotional interaction, which is precisely the staff more concerned, more important feeling.

Fourth, the exchange of information. New and old, work handover, work innovation, etc. need to pass information through communication exchange, there is practical evidence that adequate and effective communication helps the exchange and transfer of information, and the exchange and transfer of information will help to improve the efficiency of enterprises. Therefore, it is no exaggeration to say that in a highly efficient and vibrant enterprise, internal communication, interdepartmental communication, and the common knowledge of the sweet and bitter for the achievement of corporate goals, in which communication plays a decisive and important role.

3. Factors Affecting Effective Communication in Business Management

Clarity and accuracy of content delivery. The objectives, content and effectiveness of work tasks are generally communicated through specific communication channels. Any staff member would like to receive simple, direct and

clear instructions, directions and guidance, so that they can know and grasp the tasks, processes and requirements to be carried out in a timely manner. The information, thoughts, emotions and emotions sent and received when whether clear and accurate enough, and will directly affect the effectiveness of communication and staff mood, behavioural motivation, work initiative and efficiency.

Omni-directional and unobstructed channels. In the work arrangement is more arrangement arrangement, instructional communication language, inadvertently formed a one-way communication mode, and the staff in the end received the exact amount of information, often is not concerned[3]. The establishment of a smooth and all-round communication channel within the enterprise not only makes the communication and exchange between the upper and lower levels, various departments more fluid, the clarity and accuracy of information to improve, but also to get timely feedback from employees' opinions and suggestions, which helps to promote the orderly and good development of the enterprise while increasing the sense of ownership of the employees.

Diversification of communication methods. The proportion of advanced information technology means involved in enterprise management and process monitoring is getting higher and higher, especially some procedural, process-based management, management through the information dissemination media to release the latest developments in the enterprise to employees, and even the day, the month's work tasks issued and monitor the progress, progress and completion of tasks, with employees in the network platform for information interaction, communication and feedback, and even can be Work matters guidance, instructions, truly realize the communication everywhere, the effect of communication is no longer subject to time, space constraints, invisible to achieve the improvement of management efficiency.

Managers should have a strong sense of listening. The solution to the problem depends on finding the root cause of the problem, and in the organisation managers should pay attention to listening to the views and suggestions of employees, to be able to more accurately and timely find the root cause of the current problems in the organisation and the possible emergence of problems, to help grasp the emotions of employees in order to help solve the problem.

4. Strategies for Enhancing Effective Communication in Business Management

Communication is both a science and an art. In the face of different communication objects, different communication contents, different situations and backgrounds, the choice of communication language and communication methods can be changed at the right time, without being too rigid and stereotyped. In fact, we can see that in practice, there is still not pay attention to communication, unilateral subjective, managers based on personal feelings, preferences to decide whether to communicate, problems, problems found before the hasty exchange of phenomena, such communication without rules and regulations, no norms and system constraints, the results often affect the efficiency of management, and even affect the corporate image. Improving the effectiveness of communication can be considered from the following aspects.

4.1. Shaping a benign corporate culture of open communication

Corporate culture is the sum of traditions, values, norms of behaviour, etc. that have been implicitly accumulated and consolidated in the enterprise over a long period of time. Corporate culture has a great influence on the way the organisation communicates. A corporate culture of equal communication and open communication is conducive to the smooth transmission of information within the organisation. A culture of equality and openness is what makes high-quality communication possible and ensures smooth and effective communication. This requires that in an enterprise, first of all, leaders must have an open mind, be open to ideas, and be good at listening to and learning from the opinions and suggestions of others. Consideration should also be given to establishing a sound internal system to advocate and encourage positive, active and positive communication among employees, which includes a fair and reasonable employment system, salary system, reward and punishment system, appraisal system, etc. It also includes a normal and orderly formal communication channel that works well. Once again, it is important to set an example of equal communication in the enterprise and develop diverse channels of open and equal communication.

4.2. Enhance communication training for enterprise staff

4.2.1. Do the preliminary work

In the communication prep work, the first thing is to have a correct and good mindset. The mindset is the basis for ensuring smooth communication. Without the right mindset, there are more communication skills are also in vain, such as tolerance, empty cups, transposition of the mind, etc. can help the completion of the exchange, and wearing coloured glasses, preconceptions about the object of communication and the content of communication, will largely produce communication barriers. Secondly, the purpose and content of the communication should be agreed in advance. It is also advisable to pay attention to the art of communication. When communicating, it is important to take into account the other person's personality traits, age and mental capacity. Some studies have shown that the "sandwich" communication style - where the beginning and end of the communication affirm achievements and good points, and the middle part points out shortcomings - is more acceptable. The choice of setting is also important, as some issues may be more acceptable in an informal setting, whereas talking in a meeting room or office can create the pressure of being on the edge.

4.2.2. Communication styles that are not unique

Due to differences in gender, age, family of origin, educational background, experience and experience, it is normal to have different considerations, problem solving, tolerance, starting points, positions and misunderstandings when faced with the same problem. Changing the language style, tone of voice and intonation according to the person with whom you are communicating helps to bring the psychological distance closer, to achieve deeper and more active communication and to realise the goal of communication.

4.2.3. Emphasis and conscious training

"The ability to "listen" is not just a physical function of hearing, but of listening. Listening is the active search for information, the process of listening with the ears, observing

with the eyes, asking questions with the mouth, thinking with the brain and feeling with the heart. Listening helps us to understand the true intentions of the other person. The reality is that it is human nature to want to talk about ourselves when communicating, so listening is the most neglected aspect of communication. A manager who values listening will consciously focus his or her attention on the content of the conversation, facial expressions, tone of voice, and will do his or her best not to interrupt the conversation or make decisions too quickly and subjectively. For managers, listening is not only about understanding the message, it is also a process of emotional exchange.

As a good leader, you should first of all be an excellent listener. In reality, it is not difficult to find that any subordinate, when expressing his opinion, will have the feeling of being respected if he is consciously listened to and greatly understood and approved by the other party.

4.2.4. Mastering speaking skills

Talking is the main way in which most communication occurs, so much so that when it comes to communication people unconsciously think about improving their speaking skills, their ability to express themselves and their ability to make speeches. The way in which you express yourself and how accurately and clearly you express yourself is indeed also an important part of the process. Managers and employees when speaking, pay attention to their tone, intonation, accent, the way of expression, attitude, if the other party feels obviously strong, impatient, will produce resentment, unwilling to accept your point of view; as far as possible to use concise, simple, direct language to express; if you perceive that the other party has bad emotions generated, pay attention to the appropriate time to stop or change the subject. When talking, also pay attention to the appropriate pause after the expression to allow the other party to express their views. It is also important to be aware of the importance of appropriate body language such as eyes and gestures in the communication.

4.2.5. Respect and allow for differences of opinion

Many managers will openly express on different occasions that they welcome employees to put forward their opinions and suggestions through different channels and means, but in fact, many managers do not like to accept employees who disagree with them, and in serious cases, they may even become dissatisfied. In the long run, employees dare not and do not want to put forward their opinions and suggestions again, and they no longer care about the problems of the company. Therefore, managers should consciously change this idea and practice, to have the courage to encourage employees and the sense of responsibility for the enterprise[4]. In Maslow's hierarchy of needs theory, human needs are divided into physiological, security, love and belonging, respect, self-actualisation, etc., and in the management of enterprises to open up the way, respect and allow the existence of different views can precisely make employees feel recognized, and then meet the need for respect. Therefore, truly sincere and genuine respect and allow the existence of different opinions, but will strive to win the support of employees.

4.2.6. Be good at finding and creating the right environmental conditions

There are many factors that affect communication, and the environment is one of them. The right environmental conditions, timing and occasion will affect whether

communication can be carried out smoothly and whether communication effects can be achieved. Therefore, attention should be paid to finding and creating the right environment for communication, the choice of communication methods, the choice of communication locations, etc.

4.3. Establishing a dedicated corporate communications department

Corporate communication involves both internal and external aspects of the organisation, so if necessary, consider setting up a department responsible for managing internal and external communication to ensure that communication objectives are met. This department can take on the role of spokesperson, responsible for coordinating internal and external communications, issuing policies and regulations, providing explanations, etc.; developing systems and rules relating to communications; planning, organising, leading and controlling corporate management communications; monitoring the effectiveness of internal and external communications in real time and providing timely feedback and reflections; and proposing countermeasures for improvement[5].

4.4. Establishment and continuous innovation of communication mechanisms

Communication efficiency is inseparable from the establishment, operation and innovation of institutional mechanisms, and the development of information and network technology nowadays provides the conditions and basis for continuous innovation. Enterprises can innovate their communication mechanisms accordingly, using new, fast, efficient and acceptable channels such as QQ, MSN,

mobile phone WeChat and management information platforms to strengthen communication at all levels and in all areas. Of course, as communication methods and channels continue to innovate, it is also important to recognise that traditional communication methods and channels remain powerful and important, and that meetings, discussions and interviews can be used simultaneously. John Naisbitt (the famous American futurist) once said: "The competition of the future will be a competition of management, and the focus of the competition will be on effective communication between the members of each social organisation and their external organisations." People, or rather a team of people who can work together as a team and have a strong fighting spirit, constitute the core element of a company, and the creation of a work team cannot be achieved without sincere and effective communication, which helps to break down the barriers between managers and employees, and then helps to increase the competitiveness and cohesion of the company.

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