

# The Excellent Communication Skills In The Successful Organizations And Life

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**Abstract-** *The purpose of this paper is to describe the excellent communication skills in the successful organizations and life. Business is the top issue for every country. So everybody wanted to expand his boundary area of business. A person who wanted to success in life, he has excellent communication skills. The advantages of excellent communication related to improved efforts of employees to plan and execute change strategies. Also, the various motives and benefits of organizational communication are discussed. The paper offers a change communication model which identifies different variables facilitating excellent communication and finally ensuring successful organizational. The success of the employees depends on the effectiveness with which they absorb and publicize information. Also, it highlights the aspects of communication which has proven to be useful for successful changes in business organizations.*

**Indexed Terms-** *communication skills, organization, skills, strategies, information*

## I. INTRODUCTION

The excellent communication is the most important tool to achieve the desire purpose. Each and every step of our life, wherever we are, we need communication, verbally or non-verbally on daily basis to convey our ideas, thoughts, emotions etc. It is a continuous process which begins with the cradle and goes until the grave. The individual as well as an organization cannot survive without good communication skills. The future of every organization is also based on its communication channels. Business communication involves any kind of communication that foster strong partnerships,

promote products or services, as well as relay information within a particular organization. It is imperative therefore that communications should be done clearly, efficiently, and accurately because it can have a great impact on a company's reputation and credibility, and will definitely say a lot about its level of professionalism. Business is a kind of interpersonal communication. The administrators and employees, sellers and buyers must communicate effectively to promote the business. Even the small vender or salesman with his convincing skills attracts more customers to earn more profit. Theoretical and technical knowledge about the field is must but it should be coupled with effective communication in order to reap good results. Professionals should acquire the skills and knowledge needed to maximize every opportunity to communicate with your team members, superiors, clients, and customers.

Successful project management communication is about being there for everyone, being in touch with the real challenges of the project, understanding the real issues within the team who must deliver the project as well as understanding the issues of the sponsors who the team delivers the project for. Being present, visible and engaged with everyone is important- during the good times and the challenging times. Communication is not only about speaking to and hearing from people, it's about understanding the completer message.

## II. THE NEED OF THE EXCELLENT COMMUNICATION SKILLS

There are several need elements:

- a) KISS - keep it short and simple. The message must be clear, concise and complete. Be sure that the audience has the full message particularly as you may only have one opportunity to put over your message.
- b) The content of the message must be factually accurate.
- c) The message can be a mix of factual and psychological aspects to give the message its full impact; rather than just dry facts or overly emotional in style.
- d) The message should be relevant to the concerns of the audience.
- e) The language should be appropriate to the audience and communication medium. Avoid technical jargon unless talking to another professional.
- f) It should be positive and focused on solutions rather than listing problems.
- g) The language should invite participation and engagement where appropriate.
- h) Using the right medium for the intended audience, the context and the desired response. For example when reporting to a portfolio holder would you send a formal report or a text?
- i) Pick the right person/stakeholder to send out the message – for example the chief executive will have more impact on trustees than a junior member of staff.
- j) The message is sent at the right time to enable the audience to have time to understand and act on the message.

## III. THE STAGES OF COMMUNICATION

There are several components in communication as shown in Fig.1. The sender develops the content of the message. In the process the sender decides on the medium (written or spoken) and the format (such as email, letter, leaflet, meeting, talk, press release, presentation, podcast.). The sender then transmits the communication by the relevant communication channel (such as presenting at a meeting of the heads of department, producing printed material,

announcing on a website or in the press). The message then reaches the audience.

The audience will then decide whether to respond and if so how. The audience response will have a particular content and format through their chosen communication channel. This may not be the same as the one the sender used to transmit the message (such as an email after a meeting where the sender gave their presentation).

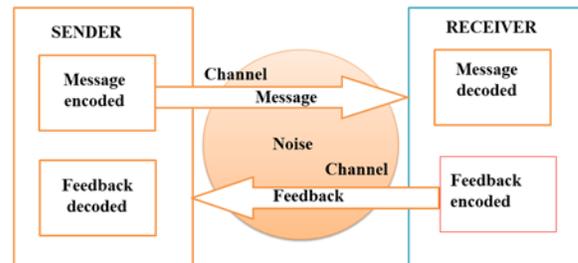


Fig.1. Communication Process Model

There are three stages to think about communication. Firstly, prepare well and understand what you want to communicate. Next, when you are communicating your message be confident, to the point and focused on solutions. Finally, let the person or group you are communicating with have the opportunity to respond and listen to what they are telling you.

## IV. LISTENING SKILLS

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

Listening skills are just as important as communication skills in delivering your message. This allows full understanding of the other party and what their response is to your point of view. Good listening is vital for building strong relationships. To be a good listener means to fully understand and

constructively respond to what the other party is communicating.

Bear in mind that sometimes people seem to be giving one answer when they actual mean another; or wanting to say something else but feel unable to do so. This can occur in any communication scenario - face-to-face or remote, instant or over a longer time period, with one person or a group.

The vital point the listening skills are as follow:

- a) Giving the other party your full attention. If you are in their presence look at them directly, don't do other activities such as doodling. Try to understand their body language.
- b) Encouraging them to speak. Ask open-ended questions.
- c) Showing that you are genuinely listening by nodding, repeating back what they have said but in your own words.
- d) Acknowledging their feelings – ‘It must have been really difficult for you when...’
- e) Asking for clarification when you do not understand.
- f) Not judging - trying to understand their point of view, rather than immediately applying your own preconceptions about the respondent.
- g) Not interrupting - letting the other party put over their response fully before you react. Giving them time to express their point of view.
- h) Being cautious in expressing your opinion. If it is clearly not appropriate don't express it.
- i) Being timely in your reaction to the other party's responses to your messages - this is particularly true with communication that is not verbal.

#### V. THE 7 CS STYLE CHECK

The 7 Cs of Communication. Using the 7 Cs, you can be absolutely sure that your audience gets your message.

a) Clear  
Being clear about your goal or message while writing or speaking means understanding the purpose of communication. If the sender is not sure, the receiver won't be sure either. In order to be clear, the number of ideas in each logical unit should be minimal. The

receiver should not have to read between the lines or make assumptions to understand your message.



Fig.2. the diagram of 7 Cs Communication

b) Concise  
Being concise means sticking to the point and keeping the message brief. Long talks without pauses will tire the receiver. You should avoid unnecessary phrases and sentences. If you keep repeating the same thing several times and in different ways, you won't make good conversation either.

c) Concrete  
Being concrete in your speech or writing means sending the receiver a clear picture of the message so that he or she gets all details and facts. Such a laser-like focus will bring you closer to successful communication.

d) Correct  
Correct communication is error-free. Be sure that your message fits the audience, especially their level of education. Don't use tricky, rare, outdated, or overly formal or technical words that do not fit your audience. In written communication, be sure there are no misprints, spelling mistakes, or grammatical errors.

e) Coherent  
Being coherent means being logical. Your ideas should be relevant to your topic. Always prove your ideas with necessary details and appropriate examples.

f) Complete

To be complete, send the receiver everything he or she needs at once. The audience should get only the most relevant information, such as names, dates, times, and locations. Give your audience all the information they need to take action if necessary.

g) Courteous

Being courteous means communicating in an honest, open, and friendly manner without hidden insults or aggressive tones. Keep in mind the receiver's point of view. You should also be empathetic to his or her needs. Other variations of the 7 Cs of Communication include such attributes as credibility and creativity. To manage social communication better, you're encouraged to learn from books. There are not only those that are made "for dummies." So feel free to choose one even if you're an experienced speaker.

## VI. COMMUNICATION METHODS

There are many ways of communication, though they tend to fall into three categories: oral, written and implied. Furthermore, each of these three types can be formal (planned and part of an official process) or informal (by chance and often outside of official business).

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

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

a. Oral Communication

In oral communication it is important to ensure the audience clearly understands what is being said so it requires strong speaking and listening skills of the

communicator. Oral communication is the most effective method of enabling two-way communication and dialogue. This type of communication can be applied the Meetings, Workshops, Telephone calls, Presentations Tele/video, conferences, Podcast/ webcast etc.

b. Written Communication

Writing is used when you need to provide detailed information such as figures and facts, even during face-to-face methods. Examples of this might be provided written figures whilst giving a presentation, when the communication has to be formal or when stakeholders need time to consider information such as providing reports for a management meeting. It is also generally used to send documents and other important material to stakeholders, which can then be stored for later use. Written information can be referred to easily as it is recorded. Other important documents such as contracts, memos, and minutes of meetings are also provided in written form for this purpose.

Effective writing is must for every professional to write business reports, Letters, Reports, Minutes, Email, Newsletter, Surveys, Texts/ Twitter and Blogs, proposals, notices, e-mails, research papers etc. Right words, grammatically correctness, clarity, precision, proper construction, coherence between sentences, logicity , completeness, consideration all these factors are important while preparing any quality writing.

c. Implied messages

We send out messages that are neither oral nor written yet can be equally, or in some cases more, persuasive. When communicating consider what implied messages you are sending out. Areas to consider are your attitude, your body language, branding and presentation.

1. Attitude

Your attitude has a major impact on how your message is interpreted. A shy or bored attitude will take away the impact of your message and could even contradict the importance you feel it deserves. A positive, enthusiastic and energetic attitude will reinforce your message. Your attitude should be proactive, focused on solutions and considerate of the

views of others, whilst always sticking to the message you need to get across. It also helps if you believe that you have the right to present your messages and share them with others.

## 2. Body language

- Ensure your body language reinforces your message when you are involved in face-to-face communication. Essential aspects include:
- Making eye contact
- Talking to and making visual contact with all
- Stakeholders present, not just one or two
- Smiling when appropriate
- Having a confident, open, but not aggressive posture
- Looking engaged and interested, particularly when
- Others are speaking

## 3. Branding and presentation

The look and feel of how the message is delivered is as influential as the message itself. A formal identity can be created through branding - a defined public image created through a colour scheme, logo, strap line, font and overall look and feel. Branding is a complex process that needs to be properly thought through, possibly with the help of a marketing company. Good branding reflects the organization's values and has a long-term usability and impact. It may be useful to give an individual branding to a particular project. For example, for a very large cataloguing project you might consider giving it a dedicated name and logo which can work as a short hand for referring to the project with others and gives the project a clear identity.

In this context presentation means how the message looks and feels. This may require a consistent use of branding or layout. It may require adhering to particular production standards or formats. Whatever the branding components used, ensure that your presentation is always high quality to show that you and your organization are professional and working to high standards.

## VII. CONCLUSION

Developing strong communication skills is important for anyone involved with an archive service. Working with archives brings you into contact with a wide range of people so it is important that you are sending out consistent and memorable messages about the value and needs of your collections.

But archive services can be easily overlooked. To help ensure the long-term survival and development of your service it is vital you are talking to decision-makers, supporters and partners - current and potential. Put across confident and pertinent messages that demonstrate the relevance and potential of your service. Don't be afraid to ask others to help you develop and communicate your message. Be self-assured, relevant and aspirational.

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

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