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Programme: M.A.,HUMAN RESOURCE MANAGEMENT

Course Title : Communication Skills for Manager
Course Code : 22HRM1CC3

Unit-I
Communcation

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Communication

- Definition:**

Communication is the process of exchanging information, ideas, thoughts, and messages between individuals or groups, using spoken or written words, symbols, or behaviors.

- Key Concept:**

Effective communication is essential for mutual understanding, coordination, and cooperation in any business or organization.

Definition of Communication

- **Formal Definition:**

Communication is the act of transmitting information and meaning through verbal, non-verbal, and written methods.

- **Key Components:**

1. Sender
2. Message
3. Medium
4. Receiver
5. Feedback

Function of Communication

- **Information Sharing:** Ensures that relevant information reaches the right people.
- **Persuasion:** Used to influence others' opinions, beliefs, or actions.
- **Coordination:** Helps in aligning efforts and tasks towards achieving business goals.
- **Decision Making:** Aids in making informed and effective decisions.
- **Relationship Building:** Strengthens professional and interpersonal relationships.

The Communication Process

- **Sender:** Initiates the communication.
- **Encoding:** The sender translates thoughts into a message.
- **Message:** The content that is transmitted.
- **Medium:** The channel through which the message is delivered (email, phone, face-to-face).
- **Receiver:** The individual who receives the message.
- **Decoding:** Receiver interprets the message.
- **Feedback:** Receiver responds, completing the communication loop.
- **Noise:** Any external factors that disrupt or distort the message.

Importance of Effective Communication in Business

- **Improves Efficiency:** Reduces misunderstandings, increases productivity.
- **Enhances Decision-Making:** Clear communication aids in timely and informed decisions.
- **Fosters Collaboration:** Promotes teamwork and coordination among departments.
- **Boosts Morale:** Employees feel valued and understood when communication is clear.
- **Promotes Growth:** A transparent flow of information drives innovation and adaptability.

Objectives of Communication

- **Inform:** Share essential business-related data or knowledge.
- **Influence:** Persuade stakeholders to align with business objectives.
- **Motivate:** Encourage employees and teams to work towards goals.
- **Build Relationships:** Create and maintain healthy business relationships.
- **Resolve Conflicts:** Address misunderstandings or disputes through clear dialogue.

Media of Communication

- **Verbal Communication:** Face-to-face meetings, phone calls, video conferences.
- **Written Communication:** Emails, reports, memos, newsletters.
- **Non-Verbal Communication:** Body language, gestures, facial expressions.
- **Digital Communication:** Social media, messaging apps, collaborative platforms.
- **Visual Communication:** Graphs, charts, diagrams, and presentations.

Types of Communication

- **Internal Communication:** Communication within the organization (employees, departments, management).
 - Examples: Staff meetings, internal emails, memos.
- **External Communication:** Communication between the business and external stakeholders (clients, suppliers, public).
 - Examples: Marketing materials, client calls, press releases.
- **Formal Communication:** Official, structured communication through prescribed channels.
 - Examples: Reports, formal letters, presentations.
- **Informal Communication:** Casual or spontaneous exchanges, often in the form of personal conversations or grapevine.
 - Examples: Water cooler talk, chat groups.

Barriers to Communication

- **Physical Barriers:** Distance, noise, or technical issues affecting communication.
- **Language Barriers:** Differences in language, jargon, or terminology leading to misunderstanding.
- **Cultural Barriers:** Cultural differences in behavior, values, and communication styles.
- **Emotional Barriers:** Personal feelings or biases that interfere with the message.
- **Perceptual Barriers:** Misunderstandings due to different interpretations or viewpoints.

Overcoming Barriers to Communication

- **Active Listening:** Pay attention to the speaker without distractions.
- **Clarification:** Ask questions and summarize the message to ensure understanding.
- **Cultural Sensitivity:** Be aware of cultural differences and adjust your communication accordingly.
- **Use Simple Language:** Avoid jargon and overly complex language.
- **Feedback Mechanisms:** Encourage feedback to ensure the message is understood.

Principles of Communication

- **Clarity:** The message should be clear and unambiguous.
- **Conciseness:** Be brief and to the point, without unnecessary details.
- **Consistency:** Ensure that the message is consistent and does not conflict with other messages.
- **Feedback:** Encourage feedback to confirm understanding and to keep the conversation two-way.
- **Empathy:** Understand the emotions and perspectives of the receiver.

Verbal Communication in Business

- **Types of Verbal Communication:**

- Face-to-face meetings
- Phone calls
- Video conferences

- **Tips for Effective Verbal Communication:**

- Speak clearly and confidently.
- Be mindful of your tone and body language.

Non-Verbal Communication in Business

- **Examples:**

- Body language (gestures, posture)
- Eye contact
- Facial expressions
- Tone of voice

- **Impact:** Non-verbal cues can support or contradict what is said, influencing the effectiveness of the message.

Communication in Leadership

- **Role of Leaders:** Communicate vision, goals, and expectations to employees.
- **Key Leadership Communication Skills:**
 - Motivating and inspiring others.
 - Providing constructive feedback.
 - Listening to concerns and suggestions.

Role of Communication in Leadership

- **Vision Sharing:** Leaders use communication to articulate the organization's goals and vision.
- **Influencing:** Leaders motivate and guide their teams through effective communication.
- **Building Trust:** Transparent communication fosters trust between leaders and their teams.
- **Conflict Resolution:** Leaders address and resolve conflicts using clear communication.

Impact of Communication on Organizational Culture

- **Defines Values and Beliefs:** Communication shapes the shared values within the organization.
- **Strengthens Collaboration:** Open communication encourages teamwork and idea sharing.
- **Promotes Transparency:** Effective communication leads to an open and transparent work environment.
- **Supports Innovation:** A culture of communication fosters creativity and innovative thinking.

Effective Communication in Crisis Management

- **Quick Information Flow:** Communication is essential for quick decision-making during a crisis.
- **Clear Instructions:** Leaders must communicate effectively to guide teams through difficult situations.
- **Maintaining Calm:** Effective communication reduces panic and confusion during a crisis.
- **Post-Crisis Communication:** After a crisis, communication is key to recovery and rebuilding trust.

Communication in Team Building

- **Promotes Collaboration:** Open lines of communication allow team members to work together effectively.
- **Clarifies Roles:** Good communication helps define each member's role within a team.
- **Encourages Problem-Solving:** Communication helps address challenges and find solutions.
- **Fosters Innovation:** Free exchange of ideas leads to creative solutions and better team dynamics.

Conclusion

- Summary:**

Communication plays a pivotal role in business success. Understanding the process, types, and barriers helps in improving efficiency and fostering better relationships.

- Call to Action:**

Encourage businesses to invest in training and systems to enhance communication across all levels.