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Importance of organizational communication pdf

The image your company presents to its employees, customers and other stakeholders matters. It can affect whether a prospective employee wants to work at your organization or whether a consumer wants to purchase a product from your business. Corporate communication helps businesses to strategically create and control the messaging about and around their organization.

Good corporate communication solves customer problems, builds credibility, prevents miscommunication and creates a strong brand image. The goals of a corporate communication plan should align with the overall goals of the company. Corporate communication objectives may include: Always being transparent with employees and customers Building credibility and establishing expertise in the industry Minimizing damage to the brand's reputation Preventing miscommunication and clarifying details Create a corporate communication plan for your business that helps to further the goals of your organization. For example, if one of your goals is to increase awareness of your company for a specific audience segment, your corporate communication plan may include publishing thought leadership articles in publications that those consumers read. Corporate communication helps a business to identify and establish its vision, mission and core values. These foundational aspects of the business are on what the rest of the organization is built, from the products to the sales strategies to the operating procedures. The vision, mission and core values should always shine through all corporate communication activities. For example, if your company's vision is to always use sustainable materials in your products, you can expand on that idea in the way you distribute corporate communications. Instead of printing out memos, send them via email. Focus on creating marketing brochures on recycled paper or donate funds to environmental charities. One of the benefits of corporate communication is that it helps to keep employees informed about the direction of the company. This helps to boost morale, increase engagement and help employees to understand what the future of the company holds for them. Internal corporate communication includes companywide quarterly meetings, monthly departmental newsletters and readily available policies and procedures. By keeping the lines of communication open between management and front-line employees, organizations can increase retention and reduce hiring and training costs. Corporate communication is an effective way to improve customer relations. By keeping customers informed about upcoming events or company updates, businesses can reduce the likelihood of problems. For example, if a business is going to be out of a popular product due to supplier issues, it is important to inform the customer base about the upcoming shortage. While customers may be upset to learn this information, they will appreciate knowing it in advance so they can plan accordingly. Businesses can use a multitude of channels to communicate with customers. These include email marketing, social media, post mail, website updates and in person at a store location. The key is to offer transparency to customers so you can establish a sense of trust and credibility. Corporate communication in brand promotion is vital for ensuring a cohesive company image. Businesses need to have a clear strategy for how they will communicate internally and externally and how that aligns with their brand. Businesses can use corporate communication to tell their brand story, which is about much more than what they do. The brand story includes why the company exists, what it values, how it is different and how it helps its customers. Businesses can keep their employees updated on the brand through internal strategy presentations and corporate memos from senior leadership. Press releases, blogs, social posts and media interviews help to share the brand vision with customers, prospects and other external stakeholders like partners. During negative press or problematic business operations that affect the perception of the brand, corporate communication can help diffuse the situation and present the company in a positive light again. Through community outreach and carefully crafted messaging, businesses can highlight the unique and beneficial aspects of their brand to distract from the negative publicity. In the workplace, there is a variety of situations you need to write workplace documents such as progress reports, letters and directive memos. You may need to create more complex forms of communication such as oral and video presentations, proposals, instruction manuals, technical descriptions and Web pages. You may also need to research effectively, discuss about a technological innovation, negotiate in a global marketplace and consider the implications of the documents you or your employees produce. Technical communication facilitates the communication of concepts to workers or customers, but may sometimes help you direct your employees in a particular course of action. You may want to have your workers understand the details of some technological system, or to take a particular action using that system. For example, if the workers in your bank are not properly posting deposits to accounts, you would instruct them on the correct practice by writing all the proper instructions. It is important to understand technical communication because it can cost you a lot of money that may go to waste if not properly used. According to a study by Dartnell's Institute of Business Research, it may cost you almost \$20 to produce and mail a letter considering the time it takes a worker to write the letter and the cost of the paper, printing and stamp. The total cost of your company's correspondence, such as e-mail, letters, memos, and reports is an expensive but necessary exercise. Your communication skills may cost the company money but they can as well learn money since a well-drafted brochure, Web site, sales letter, flier, or proposal, can generate corporate income. A well-written newsletter or a thorough presentation to clients and stakeholders can keep customers happy and bring in new clients. In essence, good communication may help pay you or your workers' wages. Technical communication helps in research and creation of information about technical processes or products targeting your workers through various forms of media, such as the Internet. For example, it may give instructions about computer applications, medical procedures, or environmental regulations aiming at reaching your employees depending on the business you are dealing with. It uses technology, such as Web pages or social media sites and they provide instructions for products and services. A successful business depends on how it builds up the ambiance, the attitude it expresses and the atmosphere it creates. When you communicate in a manner that enables people to understand you clearly, it produces a better place of work and encourages customers to enjoy doing more business with you and employees to work for you. Your technical communication indicates that you can think logically and communicate your thoughts clearly thus co-workers or customers will judge your proficiency according to what you say and how you say it. According to a survey by the National Commission on Writing, technical communication is important as it requires your attention, regardless of your profession. Some workers spend up to 30 percent of their time writing documents such as progress reports. Normally, you may spend more time directing your subordinates through written messages, in addition to communicating orally, while your new employees might spend less time writing as part of their work. Although marketing can take many forms, all marketing is an act of communication. The fundamental goal of marketing is to deliver a message to potential consumers designed to convince them to perform a specific action—usually to purchase a particular product or service. To be an effective marketer, one must have a keen grasp on the effects of different media on communication and understand how consumers are most likely to interpret various messages. Marketers can communicate a single message using a variety of different media. To market effectively, a marketer must determine both how the characteristics specific to various media—both their advantages and disadvantages—and know which are best suited to an organization's message. In addition, the marketer should also know how to adapt an organization's message to fit each media, so that the consumer is delivered the same message through a number of different formats. The message is a piece of marketing can be either direct, indirect, or a combination of both. For example, a sign that reads "Save a Tree: Recycle" is a relatively direct piece of marketing. By contrast, a photo of a fashion model wearing an elegant dress and holding a bottle of perfume is relatively indirect. The viewer must infer that the model is advertising the perfume and—the marketer hopes—associate the perfume with beautiful, well-dressed people. With the advent of social networks and user-generated content—the so-called web 2.0—many savvy marketing companies understand that the most effective marketing is often interactive than the presentational. While traditional advertising has consisted of a company broadcasting or publishing a message to a target audience, information-age advertising involves a dialogue with potential consumers. In an elaboration on their branding efforts, many companies have developed Internet personalities, using networks like Twitter and Facebook to both send and receive messages. One of the difficulties that companies in a globalized world run into is the complexities of communicating to potential customers who are part of a very different culture. While some marketing messages may be appropriate for some audiences, a skillful marketer will know that these same messages may communicate something very different in another culture. For example, while an ad with scantily clad women may be de rigeur in the United States, that same ad shown in Saudi Arabia could be cause for outrage. America's employees demand communication within their organizations. Employees believe only 64% of the information that they receive from their managers, according to a Dickinson College study. Corporations are not adequately explaining decisions or plans to their employees, managers or society as a whole, even with all the communication styles available to them. Explore the organizational communication styles to improve your company's communication. Formal communication includes downward communication, which occurs when management communicates with its subordinates. Downward communication may include job duties and expectations, procedures, feedback and other information the subordinate needs. Upward communication occurs when subordinates communicate with management. Upward communication is used to explore job-related problems, policies, job tasks and procedures and other employee problems. Horizontal communication occurs when employees or managers are conversing with individuals at their level in the organization. Problem solving and task coordination occur through horizontal communication. When employees and managers communicate through undesignated channels, this is informal communication. Discussions of personal interests and social problems fall under informal communication. When individuals are able to share their personal views with others inside an organization, they are more comfortable working in the company. Informal communication can affect job performance if it is allowed to proceed without limits, because individuals may be distracted from their jobs. Informal communication should not be accepted in the place of formal communication. Communication may be directed within the company or a specific department within a company, or directed outside the company or department. Internal communication will involve company-specific communication, such as job duties, performance evaluations or internal reports. External communication involves suppliers, customers, stockholders or society. External communication includes ordering supplies, shipping orders or marketing to customers, submitting annual reports to stockholders and marketing or public relations activities. Organizations and individuals within organizations may communicate in a defensive or non-defensive way. They will be responsible for speaking to groups or the masses. Individuals communicate both verbally and non-verbally through facial expressions, postures or written words. Communication can happen through voice-mail, email, letters, memos, reports, bulletins or in face-to-face conversation. Organizational communication is a field of study that has been around since the 1950s. It is concerned with both formal and informal communications within and without an organization. According to the authors of "Organizational Communication: Perspectives and Trends," organizational communication can be tied to organizational effectiveness and encompasses elements like clarity, cohesion and organizational culture. Firms that understand the value of organizational communication know that clarity is important in formal communications. Many such organizations employ public relations experts, marketing managers or directors and trainers to communicate precise messages to a desired audience. In times of conflict or crisis, these messages become even more critical. A media contact or public relations expert may need to defend a CEO who makes an insensitive remark or an entry-level employee whose actions cause public scrutiny of the company. Every organization that provides a product or service should consider whether the messages it conveys internally or externally are being received in the manner it intended. Organizations that want to set up existing and incoming employees for long-term success should ensure there is consistency across all communication channels. In an interview with Lora Bentley, Brett Curran, vice president of governance, risk and compliance at Aventis, noted it is key for businesses to use consistent language and to keep information updated, organized and accessible to employees in a central repository. Organizations that believe in this approach will often have training manuals online or in hard copy format along with sexual harassment and other types of training that deliver uniformed messages to all employees. Cohesion and high employee morale should be the goal of every organization. In a Forbes article, Bob Nelson, author of "1001 Ways to Reward Employees," conducted a survey of 2,400 employees across 34 companies that showed most workers desired communication, autonomy and involvement within their organizations. Considering this, organizations should pay close attention to how communication flows from upper management to lower-level employees and vice versa. Employee achievements should be recognized and celebrated to help create shared values. Requesting employee participation in decision-making builds loyalty and commitment and enhances the overall communication climate, according to professor Bruce Berger. Organization leaders have the ability to determine and create the type of culture they want within their organizations. Leaders can verbally or textually articulate whether they want a fun, sophisticated or casual environment. Once the corporate culture has been determined, leaders will share this vision with their subordinates so that hiring ads, marketing materials and training documents reflect the type of culture they envision. Sometimes out-of-touch executives will learn about negative cultures that are emerging through employee satisfaction surveys or other feedback mechanisms. These executives can then use internal communications to chart a course for a new kind of corporate culture that will improve morale and increase productivity. Professor Bruce Berger notes that encouraging the sharing of suggestions and ideas builds trust and improves employee engagement.

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