

## **Importance of Communication**

Good communication is an essential tool in achieving productivity and maintaining strong working relationships at all levels of an organization. Employers who invest time and energy into delivering clear lines of communication will rapidly build trust among employees, leading to increases in productivity, output and morale in general. Meanwhile, employees who communicate effectively with colleagues, managers and customers are always valuable assets to an organisation and it is a skill which can often set people apart from their competition when applying for jobs. Poor communication in the workplace will inevitably lead to unmotivated staff that may begin to question their own confidence in their abilities and inevitably in the organisation.

The importance of strong communication runs deep within a business. And a member in a business team should pay attention to the following reasons to have a successful communication. First, building effective teams is really all about how those team members communicate and collaborate together. By implementing effective strategies, such as those listed below, to boost communication you will go a long way toward building effective teams. This, in turn, will improve morale and employee satisfaction. Also, employee satisfaction can rely a lot on their having a voice and being listened to, whether it can be in regards to an idea they have had or about a complaint they need to make. Well established lines of communication should afford everyone, no matter their level, the ability to freely communicate with their peers, colleagues and superiors.

The two reasons above can really affect the team which enabled employees to openly communicate ideas without fear of ridicule or retribution they are far more likely to bring their idea to the table. Innovation relies heavily on this and an organization which encourages communication is far more likely to be an innovative one. In addition to that, communication can be viewed both internally and externally. By being joined up internally and having strong lines of communication ensures that the message you are delivering externally is consistent. Any growth project relies on strong communication and on all stakeholders, whether internal or external, being on the same wavelength. And, when managers are strong communicators, they are better able to manage their teams. The delegation of tasks, conflict management, motivation and relationship building (all key responsibilities of any manager) are all much easier when you are a strong communicator. Strong communication is not just the ability to speak to people but to empower them to speak to each other. Strong communication channels are the key.

### **Key sentences:**

\*Good communication is an essential tool in achieving productivity and maintaining strong working relationships at all levels of an organisation.

\*Employers who invest time and energy into delivering clear lines of communication will rapidly build trust among employees, leading to increases in productivity, output and morale in general.

\*employees who communicate effectively with colleagues, managers and customers are always valuable assets to an organisation

\*Poor communication in the workplace will inevitably lead to unmotivated staff that may begin to question their own confidence in their abilities and inevitably in the organisation.

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\*communication can be viewed both internally and externally.

\*internal communication has strong lines of communication which ensures that the message you are delivering externally is consistent. Any growth project relies on strong communication and on all stakeholders, whether internal or external.

\*The delegation of tasks, conflict management, motivation and relationship building (all key responsibilities of any manager) are all much easier when you are a strong communicator.

## **Keywords:**

Good communication (الاتصال الجيد) / essential (مهم) / tool (ادوات) / achieving (يحقق) / productivity (الانتاجية) / maintaining (الابقاء) / strong working relationships (علاقات عمل قوية) / organisation (منظمة او شركة) / Employers (مدراء) / invest (يستثمر) / rapidly (بسرعة) / build (يبني) / trust (الثقة) / employees (العمال) / increases (رفع) / output (مردود) / morale (معنويات) / communicate (يتواصل) / effectively (بطريقة فعالة) / colleagues (زملاء) / managers (مدير) / customers (زبائن) / valuable (قيم) / assets (ممتلكات) / skill (مهارة) / competition (مسابقة) / applying for jobs (التقدم للوظائف) / Poor communication (اتصال سيئ) / workplace (مكان العمل) / inevitably (حتما) / lead (يدفع) / unmotivated (غير محفز) / staff (طاقم العمل) / confidence (ثقة) / abilities (القدرة) / strong communication (اتصال قوي) / business / team (فريق) / successful communication (اتصال ناجح) / team members (اعضاء الفريق) / collaborate (تعاون) / implementing (انجاز) / boost communication (تعزيز الاتصال) / improve (يحسن) / morale satisfaction (الرضا المعنوي) / voice /

being listened to (تم الاستماع اليه) / complaint (يشتكى) / established (المعترف بها) / peers (مفردھا الند) /  
superiors (ذوي المراتب العالية) / without fear of ridicule (بدون الخوف من السخوية) / retribution (العقاب) /  
Innovation (اختراع) / encourages (يشجع) / internally (داخلي) / externally (خارجي) / ensure (يضمن) /  
consistent growth (النمو المتناسق) / project (مشروع) / relies (يعتمد) / stakeholders (اصحاب المصلحة) /  
delegation of tasks (تفويض المهام) / conflict management (فض النزاعات) / motivation (التحفيز) /  
relationship (العلاقات) / responsibilities (مسؤوليات) / empower (يشجع) / effective strategies (تقنيات فعالة).

### **Questions:**

1- What is the importance of communication in business?

2- How does communication affect the team?