

The Importance of Communication Skills in Professionals' Lives

Dr. SAGARIKA PASAYAT, NALANDA INSTITUTE OF TECHNOLOGY, BHUBANESWAR
E-MAIL- sagarikapasayat@thenalanda.com

***Abstract** Every young person in the world aspires to professional achievement. The corporate environment of today is the most cutthroat. A person must have sufficient technical knowledge and job-related abilities in order to survive in this day and age, but these things alone are insufficient. Professionals' lives depend heavily on their ability to communicate. The position of engineers is expanding due to pressures and challenges at work. Professional authorities in multinational corporations constantly demand that their staff members have strong communication skills in addition to technical proficiency. The efficiency with which personnel assimilate and disseminate knowledge determines their success. This essay emphasises the value of communication abilities in the workplace and in engineering subjects.*

***Key Words:** Corporate world, communication skills, technical competency*

I. Introduction:

The key to achieving the desired goal is effective communication. We need to communicate verbally or nonverbally every day, wherever we are, at every stage of our lives to express our ideas, thoughts, emotions, etc. It is a continuous process that starts in the cradle and lasts all the way to death. Without effective communication abilities, neither the individual nor the organisation can survive. Every organization's communication channels determine its future. Any sort of communication that strengthens relationships, advertises goods or services, or spreads information within a specific organisation is considered business communication. As a result, it is essential that communications be carried out clearly, quickly, and properly because they can greatly affect a company's success.

Need of effective communication for professionals

- Motivation - A company organisation benefits from having motivated staff. Good communication is around word choice, rate of speech, pitch variation, and body language. Resolving a crisis and inspiring individuals to work towards achievement may be accomplished by using the appropriate instruments and timing to deliver the appropriate messages. An organization's smooth and effective operation depends on motivated personnel, who also guarantee greater output, sales, and profits without monitoring.
- Impress the clients: Effective oral communication skills are necessary to impress the client. Currently, the best way to describe an oral presentation is as someone presenting a speech to an audience. In business, oral presentations are a common technique that are frequently utilised in meetings. If the goal is to convince the audience, an oral presentation is used to persuade them. Oral presentations have a considerable amount of influence on the audience.
- Raising Morale – Morale means “the capacity of a group of people to pull together persistently and consistently in pursuit of a common purpose”. It is the product of motivation, which leads to zeal for action. The morale of the employees fluctuates time to time. Authorities should therefore use effective communication to keep their morale high.

- Business proposal - Business proposal is crucial for anyone who needs to obtain capital for business. If you seek out Venture Capitalists or Angel Investors, most will not even talk to you unless you have a well written business proposal. Many business ideas require a large amount of capital, and this capital can only be obtained from three sources. This is either through loans, using your own money, or getting an investor to invest in it.
- Facilitate business meetings - Facilitation is the technique or skill of organizing a business meeting.
- Managerial efficiency: – Communication helps in smooth operation of management. Managerial task can only be performed when communication system is effective.
- Better decision: – The success of organization can be measured in better decision. When the information, data and other fact are not effectively communicated, it hampers the decision making. So, when the facts are communicates to concerned department, organization and person. It is easy to make decisions promptly.
- Unity- A Company that works to develop strong communication with each other is a united company. Each team member shares the same goals in this case, and everyone knows what their co-workers have on their plate
- Removing controversies- Effective communication allows smooth functioning that results conflict, controversies and disagreement can be resolved easily.

II. Channels to make communication effective at workplace

The word "channel" refers to a movement's direction. Consequently, whether we talk about communication within or outside of an organisation, we are thinking about the path that communication takes. Professionals spend the majority of their time at work engaging in communication, including speaking, reading, and writing. Despite the fact that the majority of infrequent observers of corporate behaviour concentrate on a company's external marketing, business communication occurs across every firm, employing a variety of channels for a wide range of intended outcomes. Effective business communication includes a two-way cycle of messaging and feedback designed to achieve a specific reaction. Business cannot be successful without good relationship, proper transmission of information and ideas between:

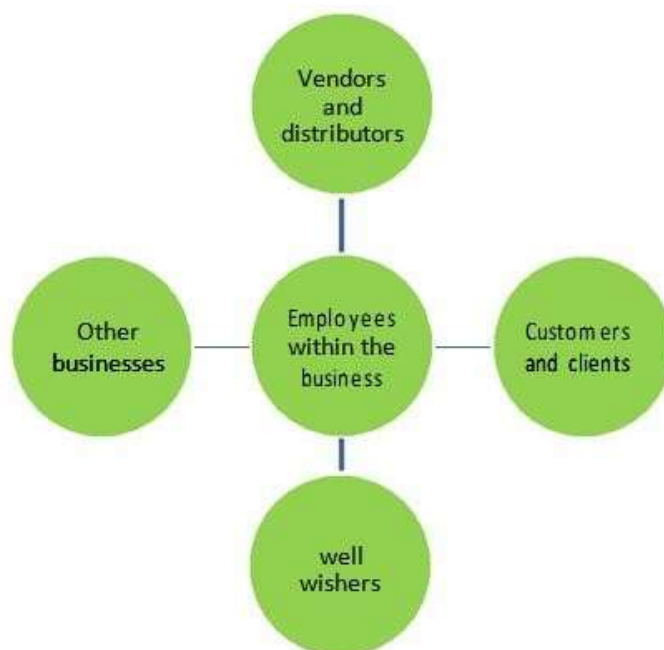


Fig.1. Relationship in Business Communication

The efficient and smooth functioning of the channels of communication is the prime urgency of a business organisation. Channel richness refers to the amount of information that can be transmitted from one person to another during any given communication.

There are three aspects to a communication that affect how rich it is. These are:

Whether it can handle many kinds of cues all at once. For example, a face to face conversation allows for verbal cues, cues that come from tone of voice, and cues that come from posture.

- Whether it allows for quick feedback in both directions. For example, an email is richer in this sense than a conventional letter since it can be answered more quickly.
- Whether it allows a personal focus to develop in the communication. For example, a telephone call is much more personal than formal report even if they convey the same information.

III. Techniques to improve Communication Skills at workplace

Communication is the key to success in business. Business communication is the ability to build solid relationships based on the effective and efficient exchange of information between two or more parties. Listening, speaking, reading and writing these four techniques really helpful to improve communication.

The studies about a day in the life of professionals show that they spend their communication time as shown below:

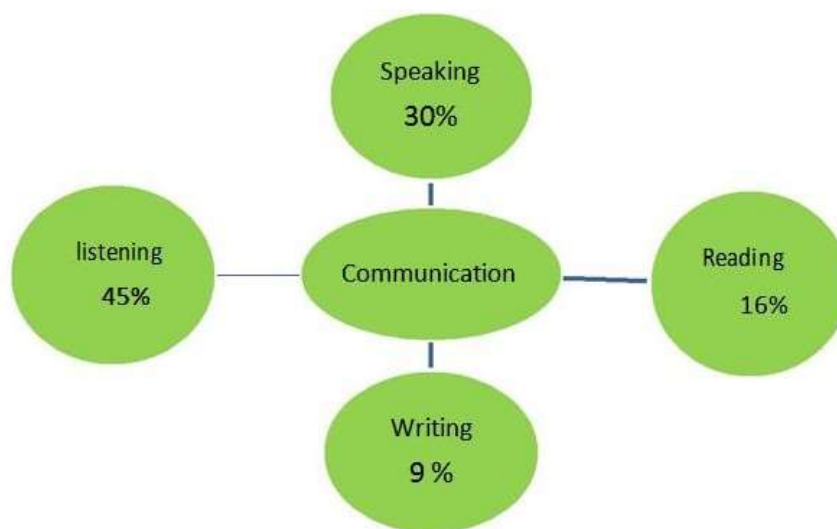


Fig.2. Communication time spent by an individual in a day

The art of listening skills at workplace – 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.

The art of speaking skills at workplace – 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.

The art of reading skills at workplace – 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.

The art of writing skills at workplace – Effective writing is must for every professional to write business reports, letters, proposals, notices, e-mails, research papers etc. Right words, grammatically correctness, clarity, precision, proper construction, coherence between sentences, logicality , completeness, consideration all these factors are important while preparing any quality writing.

IV. Conclusion

Indian former Prime Minister Mr. Jawaharlal Nehru once said that, “The destiny of a nation is shaped in her classrooms”. 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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