

# Effective Communication

It is necessary to highlight that effective communication is crucial for the functioning of individuals in the professional environment. The process of communication is primary for the existence of the society. The human beings participate in political, economic, and cultural life by interacting with each other. Thus, the existence of the governmental structures, educational establishments, and health care industry is impossible without the verbal or non-verbal interaction between the individuals. The sphere of business activities is not an exception. The organizations implement various managerial strategies to improve the efficiency of communication inside the company.

The primary reason for this is the intention to mitigate the conflicts qualitatively. It is impossible to imagine human communication without the appearance of the conflicts of interests. The conflicts undermine the productivity of the company and could lead to the long-term employment crisis. The implementation of the strategies of effective communication, such as the attentive listening, the usage of the neutral tone during the speech, and the absence of personal criticism, could help the organization to avoid the long-term crisis based on the misunderstanding between the departments or members of the hierarchy (Ries, 2013). Moreover, rational communication tactics helps to build positive long-term relations in team.

The other important aspect of the effective communication is that it guarantees the productive dialogue between the employees, leaders, and senior managers or director. The fact is that one of the most negative scenarios of the organization's development is resistance to change coming from the common employees. The reason for such resistance is usually the absence of the dialogue between the managers, who want to implement some innovations, and the employees, who are trying to protect their working places. In such case, the managers need to provide the vision of change for the employees. This aim could be achieved only with the help of the effective communication.

It is necessary to highlight that the effective communication is inevitably connected with quality of listening. It is impossible to achieve the efficiency in communication without the accurate improvement of the technique of the message receiving. The common negative case happens when the individual is ignorant towards the message of the partner. It means that he listens but does not hear. The skill of effective listening is very important for any

professional environment because it gives an opportunity to avoid significant mistakes in interpretation of the messages of peers, managers, or partners.

Finally, the globalization processes make the role of the effective communication, especially cross-cultural communication, much bigger than it was in earlier decades. The fact is that the business performance of the individual in the modern professional environment depends on his or her ability to work with the participants of different cultures and ethnicities. The absence of cultural or social awareness could lead to the cases of unconscious discrimination. The skills of effective communication help to find the mutual understanding with the partners from all parts of the world.

It is possible to conclude that the usage of effective communication practices provides an opportunity for individuals to avoid personal conflicts during the interaction with people from the professional environment. Furthermore, the efficiency in the management of communication practices helps small companies and big corporations to maintain sustainability and achieve better results in the development of the organizational structure.

## References

Ries, Shauna. (2013). Touchstone Skills for Authentic Communication. [BookLocker.com](http://BookLocker.com), 212.