## **Communication Is the Key: Importance of Effective Communication in an Organization**

Effective communication is critical to any organization and can help it in many ways. In fact, communication plays a role in product development, customer relations, employee management – virtually every facet of a business' operations. Employees are a key audience because they often serve as the conduit to other audiences. If employees are informed and engaged, communications with other constituencies are likely to be strong as well.

## Clear Expectations for Employees

Effective communications help to establish clear expectations for employees and, perhaps surprisingly, for customers as well. For employees, clear expectations will convey how their performance will impact the company and give them an indication of what they need to do to achieve positive feedback. For customers, clear communication can help manage their expectations about service issues or even about how best to interact with the organization.

## Building Strong Relationships

Effective communication builds strong relationships. Trust and loyalty are key factors in any relationship and both are boosted by communication that is focused on meeting individual needs, conveying important information and providing feedback – positive and constructive. Strong relationships with external audiences also build strong solid communication about products, services and company culture and values.

## Ideas and Innovation

Open channels of communication can lead to new ideas and innovation in a number of areas. Employees that understand what's important to their companies can focus on making improvements and spotting opportunities for innovation that can help further success. When employees know their ideas will be sought after, that company leaders will have open minds and be responsive to their feedback, they're more likely to contribute their ideas. Customers also can be a source of great ideas to help improve products and services.

## Employees as Customer Ambassadors

The more employees know about the company, its culture, its products and services, and its response to any negative issues, the better job they can do of serving as ambassadors to the community, their friends, relatives and other business connections. Employees who feel they have a strong, positive relationship with their employers and trust the information they receive from their employers will be more likely to share that information with others. Employees can be a highly valued and trusted source of information about a company and its products and services.

## Strong Teamwork and Achieving Goals

Effective organizational communication will lead to strong teamwork and the ability for employees at all levels of the organization to work together to achieve company goals. In addition, effective organizational communication will provide employees the knowledge, structure and positive work environment they need to feel comfortable dealing with conflict and resolving issues effectively.

**Communication** plays a vital role to every business today. It is the art of passing information from one person to another or from one department to the other. Communication is done in different forms from horizontal, vertical, formal, and informal.Employers who invest time and energy into effective communication often build trust among employees which leads to increased output, productivity and morale. In addition, employees who communicate   well with the customers and colleagues are viewed as important assets to an organization.

## Benefits of effective communication to any business

### **Team building**

Teamwork is the result of effective communication and collaboration with each other. Businesses should implement effective communication strategies to boost communication among employees.

### **Increases innovation**

Businesses should ensure that employees have a conducive environment where they can openly communicate ideas without fear. Moreover, an organization that encourages communication is motivated and innovative.

### **Builds people’s attitude**

Communication helps employees maintain a positive attitude as they become well informed and perform their duties in the right manner.

#### **Helps in management**

With effective communication, the management can understand the issue affecting employees, similarly, employees are also able to understand the policies of the organization.

#### **It increases loyalty**

When there is a good line of communication across the management of an organization, employees tend to be comfortable discussing any issues. As a result, they become more loyal to the organization.

#### **It enhances skills**

Effective communication helps managers to identify hidden talents in the organization and tap into their skills.

Conclusion

To sum up, it is important to understand how valuable, **effective communication** is, even more, the impacts it has on any organization. Some of its benefits are, for instance, facilitating team building, improving people’s attitude, increasing innovation, helping in management, enhancing motivation, increasing loyalty, and nurturing hidden talents.