

Effective Communication as a key driver to Performance

Concept Note

The beginning of the universe was the beginning of communications. There was no beginning which was devoid of communication. Thus, communication facilitates **transformation** of the human society. Communication is a many-sided phenomenon that means different things to different people. It is a process of a means of access to the mind or thought of another.

The rise of globalization developments in political, social, economic, technological areas crucially affects communal and organizational lives of individuals in the society. In parallel with these developments, organization management are obliged to develop new management techniques to struggle even harder competition conditions. These modern management techniques to a large extent aim to raise employees' performance by using the power of communication.

Individuals relate with each other by means of communication. It is the **glue** that binds people together in an organization. Managers have traditionally spent the majority of their time communicating in one form or another (face-to-face discussion, memos, notice boards, mass meeting, employees hand book, public lectures, etc.). Today, however, more and more workers find out that an important aspect of their work is communication which is the mutual exchange of understanding, originating with the receiver that leads to effective and efficient work performance in an organization because it's the essence of management.

Almost everyone has worked in teams at some point in their lives. Within those teams, communication is crucial between all members, regardless of what role each person plays. Whether it is between two teammates on a sports team or two managers in a corporate office, communication is vital to success.

Teammates must develop **trust**, since it is not automatic. Accordingly, members must communicate more openly than they normally would in everyday life. There must be honesty on all ends of the team, since withholding the truth could damage the team's integrity. Team members should always share information and feelings between each other. This allows for total trust between the team members.

Teams that communicate complete projects in a quicker and more efficient amount of time than others. They also are more accurate in their work than others. Effective communication also allows team members to understand their roles and the roles of everyone else on the team. It also gives room for understanding among the team members for what needs to be done.