

Importance of communication in ktg region

[Sociology](#), [Communication](#)



Now, having covered the concepts of communication mentioned further are the methods to overcome communication barriers at KTG region. As per KTG'S CEO following were the operational reviews of the company: 6. A lack of staff awareness of KTG business goals, values and policies In order to create awareness of the company's business goals, values and policies the leader shall adopt the following communication approaches: While informing the staff the leader shall first focus on clearly establishing the intention of the message before transmitting it, i. e. the intention is to communicate the business goals, values and policies.

Develop a written official document for the same to aid clarity. Prepare a communication plan that allows the message to be communicated verbally and non-verbally. Finally, check whether the message was understood. To achieve effective communication of the message the leader should encourage dialogue to promote understanding and prevent misinterpretation. The leader should employ assertive communication technique as it will benefit in achieving better relations with subordinates, increased responsiveness from others to leader requests and diffusion of conflict situations.

He should follow up verbal communication sessions with a written summary. This serves to document what was discussed and ensures all participants in the communication process are following the same goals, values and policies. He can adopt the channel of face to face communication and written communication (Table No. 1) for this purpose. Especially in communicating goals, values and policies, which are essential for the company's success, the leader should strictly ensure that the barriers in communication (Table <https://assignbuster.com/importance-of-communication-in-ktg-region/>

No.) are overcome through developing communications skills such as presentation, effective questioning, effective listening, conducting strategic conversations, etc. Considering Douglas McGregor's Theory X and Theory Y, the KTG'S leader can decide his leadership style according to the nature of his staff.

Where, Theory X leaders assume that followers have inherent dislike of work and will avoid it whenever possible, and theory y leaders assume that people are intrinsically motivated by their work. . A lack of engagement with the community and regional government A key priority for a socially responsible leader is to develop and maintain strong and mutually beneficial relationships with its community and government. Leader that takes an active interest in community well-being can generate community support, loyalty and good will for the company.

Therefore, KTG's leader should communicate with them using channels of communication such as TV advertisement, talk show appearances, media conferences and media releases, newspaper articles, public speeches and meetings, exhibitions, mail or email campaigns, corporate sponsorship of sports, arts or cultural events. KTG's leader would play an important role in this scenario because he may be required to be the public face of the organization and leaders are typically held responsible for the overall public image of the organization, as such, he may need to use government relation opportunity to influence public perception.