

# [As will get a higher value in employer’s](https://assignbuster.com/as-will-get-a-higher-value-in-employers/)

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As indicated byMacLennan, “ effective communication is a basic tool in proficientachievement.” There are many pieces of evidence are given in this passagebut among them, I want to explain the most effective two evidence. Firstly, shedisputes that technical communication is not enough for getting success inprofessional life, but some other soft skills are also essential. The mostimportant soft skill is communication skill. In 1984, James McAlisteridentified a failure in the professional career of engineers. They were moresignificant in their field, but they failed because of lack of communicationskills.

Before James, Elmer Lindseth who was an engineer and precedent of aCleveland Electric Company found that he had many experts in automation, engineering, and design but, due to lack of communication power they failed tomake good relationship with their consumers. Secondly, MacLennan also mentions that communication is not limited to such carriers likeSales representative, Customer care officer, Call center, etc. It also requiresother positions, for example, maintenance engineer, project management, software engineering, production engineer, researcher, scientist, etc. To proveher above sentence, she searched on the website Monster. ca, which is used fornew job postings, by using a word “ communication” and she got more than 1000hits! She also read some job posting and it mentioned basic skills like goodwritten and verbal communication skills, listening, problem-solving, decisionmaking, honesty, etc. This all evidencehas shown that technical knowledge and soft skills such as communicationability, writing skills, analytical reading, listening, oral presentation, teambuilding, self-awareness, ethics, and cooperation have equal values in allorganization.

In this competitive era if you are good in soft skills then youwill easily get the post in the well-known organization and will get a highervalue in employer’s eye. In conclusion, with good technical and communicationskills you can easily get promotions in a job.