

As will get a higher value in employer's

[Business, Management](#)



As indicated by MacLennan, "effective communication is a basic tool in proficient achievement." There are many pieces of evidence given in this passage but among them, I want to explain the most effective two evidence. Firstly, she disputes that technical communication is not enough for getting success in professional life, but some other soft skills are also essential. The most important soft skill is communication skill. In 1984, James McAlist identified a failure in the professional career of engineers. They were more significant in their field, but they failed because of lack of communication skills.

Before James, Elmer Lindseth who was an engineer and precedent of a Cleveland Electric Company found that he had many experts in automation, engineering, and design but, due to lack of communication power they failed to make good relationship with their consumers. Secondly, MacLennan also mentions that communication is not limited to such carriers like Sales representative, Customer care officer, Call center, etc. It also requires other positions, for example, maintenance engineer, project management, software engineering, production engineer, researcher, scientist, etc. To prove her above sentence, she searched on the website Monster. ca, which is used for new job postings, by using a word "communication" and she got more than 1000 hits! She also read some job posting and it mentioned basic skills like good written and verbal communication skills, listening, problem-solving, decision making, honesty, etc. This all evidence has shown that technical knowledge and soft skills such as communication ability, writing skills, analytical reading, listening, oral presentation, team building, self-awareness, ethics, and cooperation have equal values in all organization.

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