

# Free the importance of communication in organizations creative writing sample

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Communication refers to the sending, receiving and understanding of messages between two or more individual. The need for efficient communication methods is evident in the running of large organizations. For an organization to be able to achieve its primary target, effective communication amongst the workers is paramount.

Effective communication within an organization leads to better synchronization of work amongst the workforce. Different departments and sections within an organization require timely and accurate information to carry out tasks at the required time and pace. A breakdown in communication leads to missed deadlines and chaos in the organization (Tofanelli, 2012).

An excellent communication infrastructure within a company leads to the distribution of knowledge thus educating the workforce. A more efficient way of carrying out operations can be shared with the employees. Good communication enables good decision making. For an operator of a cement mixing machine on a construction site to know how much cement is required, there needs to be explicit information from the structural engineer.

Employees' well-being is also improved due to proper communication. If workers are given a platform to interact and share ideas amongst themselves, they can work better and enjoy the work experience at hand. New employees are integrated more quickly hence become more productive in their stations.

Communication also promotes motivation amongst the workforce. When appreciation for a good job done is communicated to a department or an

individual in a company, there is a rise in motivation levels. The performance improvement may be seen afterward (Grunig, 2013).

Communication plays a role in relations between employer and employee. Without a good communication infrastructure, relations are strained. A company that pans on a merger should hold talks with employees, failure of which will encourage talk of possible layoffs and pay cuts. The relation between employer and employees is on the ice.

### **Practical example**

Apple Company is one of the largest companies in the world in terms of revenue and worth. Apple employs thousands of workers in its workforce ranging from salespersons to software engineers (Shockley-Zalabak, 2011). Through Supplier Employee Education and Development (SEED) program, the company has invested millions to give employees with computers, video conferencing tools and educational software. Workers can communicate effectively, network and learn new skills. It's no surprise that Apple is a world leader in the technology market (Apple).

### **Conclusion**

In conclusion, effective communication is vital in any organization. Its importance includes synchronization of the activity, educating workers, effective decision making, employee well-being, and motivation.

### **Works Cited**

Grunig, James E. Excellence in public relations and communication management. Routledge, 2013.

Shockley-Zalabak, Pamela. Fundamentals of organizational communication. Pearson Education, 2011.

Tofanelli, Dave. Communication in Organizations. AuthorHouse, 2012.