

Leadership communication

Literature, Russian Literature



Leadership Communication in Organizations

Leadership communication is significant for the accomplishment of the goals of leadership. It involves eloquence in expressing the ideas of the leader to his followers. In an organization, effective leadership communication determines the relationship between the leader and the subordinates (Bruce 2006 p 32). Helps the leader to effectively persuade his/her subordinates to adopt new ideas for the success of the organization. Such leaders are able to interact with the employees to understand their problems and help them to identify viable solutions. A leader who effectively communicates the needs of his followers to people who matter for the purpose of creating attention and soliciting assistance generates confidence amongst the subordinates especially with the realization that their needs have been given consideration. A leader who effectively communicates with the employees within an organization generates loyalty and enthusiasm in the workplace, which are aspects that are significant for the accomplishment of organizational goals.

Effective leadership communication is significant in representing the organization outside the normal operations, especially where stakeholders are involved. For example, leadership communication plays a major role in attracting potential investors in an organization. The manner in which he/she communicates regarding the organization may attract or discourage investors. The same case applies to consumers, whereby they take everything seriously concerning how the leader portrays the organization through communication (Robbins et al. 2008 p 65). For example, they might be interested in understanding the organization's involvement in social

responsibility. An effective communicator is capable of maintaining credibility and is also able to generate positive perception amongst consumers regarding the organization's products. Such a leader is capable of establishing useful links with other people, which is necessary for building strong collaboration for improved productivity. He/she is able to establish lasting solutions through consultation. Effective communication in leadership is significant in conflict resolution, as well as raising the spirits of workers and inspiring them to put more effort.

Discernment is significant in leadership, and involves the withholding of unnecessary information while expressing ideas. Some words that are understood to mean one thing for a particular group of people may mean something different to others. Leaders with discernment are capable of communicating through selective choice of words so that they do not offend others. This is important in building harmonious relations in the workplace. Strategic conversation is also significant in leadership communication since it helps members of an organization to understand the position of the business in the operating environment, especially through seeking answers regarding the reasons for being in business, the current position of the business, the manner in which the business operates, as well as the future operations (Bruce 2006 p 56). It allows the leader to help members of an organization to realize its competitive advantage.

Open communication in leadership is one of the motivating factors for effective performance. Leaders effectively act as agents of change when they allow their subordinates to participate in the communication process. The work teams learn regarding the objectives of the organization through

various channels that leaders choose, for example newsletters, internal memos, electronic mail as well as personal briefings. Listening to others makes them feel appreciated and is significant in generating the desired commitment among the subordinates. They are encouraged to contribute to the decision making process, making them own the organizational decisions. Listening generates inventiveness and helps in the utilization of the full potential of workers (Robbins et al. 2008 p 71).

References

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