

Effective Communication as a Tool for Achieving Organizational Goal and Objective

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ABSTRACT

Effective communication is essential for providing users with the information needed to achieve specific goals. This study explores the impact of effective communication on organizational performance, focusing on efficiency and profitability. The primary research question investigates the overall influence of effective communication on organizational goals. Sub-questions examine its effects on organizational efficiency and profitability. The main hypothesis posits that effective communication enhances organizational goal attainment, while sub-hypotheses suggest it improves efficiency and profitability. Objectives include understanding the impact of effective communication on organizational goals, efficiency, and profitability. Using purposive sampling, the study involved 40 employees. Secondary data were gathered from previous journals and books. The findings indicate that effective communication contributes to organizational development by enhancing employee productivity through verbal communication, improving performance efficiency through visual communication, and facilitating quick and accurate daily activities. Furthermore, effective communication aids in providing superior customer service, increasing the effectiveness of information systems, and maximizing employee performance benefits within the organization.

Keywords- Development, Organization, Effective Communication, Impact.

I. INTRODUCTION

Effective communication is a cornerstone of the business world, playing a pivotal role in interactions with customers, colleagues, and clients. It involves the exchange of information and meaning through various means, such as email, mobile phones, or face-to-face conversations (Hargie, 2016). Effective communication is a two-way process that includes speaking, writing, or presenting clearly and coherently, as well as listening and reading attentively (Adler & Elmhorst, 2012). The success of communication is determined by the achievement of the desired response from the listener (Guffey & Loewy, 2015). Human beings, as social animals, rely on communication to navigate daily activities and accomplish tasks. We spend a significant amount of time engaging in writing, reading, talking, and listening, making communication an integral part of our

lives (Wood, 2020). Communication is the process of delivering messages from one person to another, allowing individuals to share ideas, feelings, thoughts, and emotions (Tubbs & Moss, 2008). In an organizational context, effective communication is crucial for achieving both personal and organizational goals. It facilitates coordination of internal activities and enhances overall performance. Ineffective communication, conversely, can hinder organizational efficiency and effectiveness (Robbins & Judge, 2019). For instance, new employee orientation programs are essential for establishing effective communication, boosting confidence, and positively impacting performance (Korte, 2009). Managers play a critical role in communication within organizations. Clear directions from managers prevent problems and contribute to successful outcomes. Managers must be proficient communicators to effectively convey messages to

individuals or groups (Luthans, 2011). The various components of communication, including horizontal, upward, and downward communication, significantly influence employee commitment and organizational growth (Daft, 2021). Thus, appropriate business communication is vital for achieving higher performance and maintaining positive working relationships within an organization. Effective communication encompasses various methods and processes aimed at conveying information efficiently to meet specific goals. This field is defined by its focus on delivering specialized content, such as instructions for computer applications, medical procedures, or environmental regulations, often utilizing technology such as web pages, help files, or social media platforms (Savage, 2020). Effective communication enables users to access critical information necessary for performing tasks, operating equipment, and engaging in other activities (Schriver, 2019).

Effective communication is crucial for enhancing the usability and accessibility of information. It involves the exchange of thoughts, messages, or information through diverse mediums such as speech, signals, writing, or behavior (Miller, 2021). The study of effective communication includes the techniques and art of imparting information effectively, which spans various professions such as advertising, broadcasting, and journalism (Barton, 2022).

As a profession, effective communicators often tailor information to specific audiences, including subject matter experts, consumers, and end users. Their work includes creating deliverables like online help, user manuals, training guides, and industrial videos (Johnson & Smith, 2018). The field intersects with both soft and hard sciences, including technology sectors such as computing and consumer electronics (Williams, 2020). Professionals in this field may hold roles such as API writer, e-learning author, information architect, or technical editor, among others (European Association for Technical Communication, 2015).

Content creation in effective communication typically involves specialized professionals or consultants. For instance, a technical writer might collaborate with a company to develop a user manual, with the possibility of other technical professionals contributing to the content (Brown, 2017). This collaborative approach ensures that the communication meets contemporary technical standards and effectively addresses the needs of the target audience (Lee, 2023).

II. LITERATURE REVIEW

Effective communication is integral to employee engagement and organizational performance. Osborne et al. (2017) confirm that business communication significantly impacts employee performance within an organization. The study highlights that various communication forms, particularly horizontal, upward, and downward

communication, profoundly influence employee commitment. This suggests that effective communication fosters organizational growth and employee performance over time. Clear and effective business communication enhances productivity and cooperation among employees, thereby promoting teamwork, which is crucial for improved performance. Maintaining a steady flow of information within an organization is essential for boosting employee performance and business profitability. Otoo (2019) emphasizes that effective leaders and managers are those who understand the various aspects of communication and its impact on organizational structure. Knowledge of business communication enables managers to improve communication practices within their organizations, leading to enhanced employee productivity and performance. Managers who facilitate open and clear communication channels contribute to positive organizational outcomes. Odine (2015) discusses communication problems in management, underscoring that effective communication is a reliable vehicle for employees to fulfill their organizational obligations. To enhance productivity, managers must promote free-flowing communication across different departmental units. This approach ensures that all employees are aligned with the organization's goals and can collaborate effectively. Fuertes et al. (2020) investigate the role of communication in strategic management, affirming that it is a crucial tool for organizational performance and growth. Businesses rely on effective communication with both customers and employees to improve sales and drive growth. Poor communication can lead to mismanagement and negative business outcomes. Their study, which included data from 110 banking institution employees in Greece, found that effective communication significantly influences employee performance. The research reinforces the importance of maintaining a robust information flow within an organization to enhance employee performance and business profitability.

III. RESEARCH METHODOLOGY

This study employs both qualitative and quantitative research methodologies to collect and analyze data.

Primary data were obtained through purposive sampling, selecting 40 employees from a target population of 1,700 employees at MTN Telecommunication in Kabul.

Secondary data were gathered through a comprehensive review of existing literature, including past journals and books.

This mixed-methods approach ensures a robust analysis by integrating direct insights from participants with established research findings.

IV. RESULTS AND DISCUSSION

Organizational leaders have various options for selecting communication vehicles:

Handbook: Employee handbooks are used to convey standard operating procedures, organizational policies, and the company's mission, vision, and values. Traditionally in print, many organizations are transitioning to electronic formats for easier updates and accessibility (Smith & Jones, 2019).

Newsletters: Newsletters provide updates on organizational news, products, services, and employee achievements. They can be distributed in print or electronically and may be sent to employees and their families, with frequencies varying from weekly to quarterly (Williams, 2021).

Town Hall Meetings: These meetings serve to share company-wide information, celebrate successes, or discuss significant changes. They can be held in-person for localized employees or via webinars for geographically dispersed teams (Brown, 2020).

E-mail: E-mail is effective for urgent communication and reaching a broad audience quickly. However, it lacks tone and inflection, which can lead to misunderstandings (Adams, 2018).

Face-to-Face Meetings: Direct meetings are preferred for sensitive issues such as layoffs or performance problems, as they allow for more personal interaction (Taylor, 2022).

Telephone: The telephone remains a fundamental tool for communication, whether used for direct conversations or through voice mail and webinars (Miller, 2019).

Surveys/Polls: These tools provide valuable feedback on specific issues or general concerns, supporting two-way communication between employees and management (Johnson, 2020).

Stories: Storytelling helps make messages memorable and can effectively convey company culture and values (Anderson, 2021).

Social Media: Platforms like Twitter, LinkedIn, and Facebook are used for business communication, recruiting, and maintaining employee connections, though policies must ensure appropriate usage (Clark, 2022).

Messaging Apps: Applications such as Slack and Jabber facilitate real-time communication and are increasingly preferred over traditional email by newer generations (Harris, 2023).

Virtual Team Meetings: For teams spread across various locations, virtual meetings via videoconferences and Internet-based tools ensure effective communication despite the absence of physical presence (Lee, 2021).

The Grapevine: Informal communication, such as watercooler discussions, often spreads news unfiltered by management and remains a significant source of information for employees (Martin, 2018).

Types of Messages: The choice of communication channel depends on the type of message being conveyed, whether it's standard procedures, general updates, or significant organizational changes (Parker, 2022).

Standard Operating Procedures: Handbooks remain the most consistent way to communicate standard operating procedures across all employees (Smith & Jones, 2019).

General Business Updates: Updates on organizational matters can be communicated through newsletters, emails, town hall meetings, or small group discussions (Williams, 2021).

Bankruptcy, Downsizing, and Restructuring: Communication during significant changes should use multiple channels, including briefings, emails, and meetings, to keep employees informed and engaged (Taylor, 2022).

Table 1: Effective Communication as a Tool for Achieving Organizational Goals

Response Category	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	26	65.0	65.0	65.0
Agree	12	30.0	30.0	95.0
Disagree	1	2.5	2.5	97.5
Strongly Disagree	1	2.5	2.5	100.0
Total	40	100.0	100.0	

Table: Effective Communication as a Tool for Achieving Organizational Goals: The data indicated that 65% of respondents strongly agree and 30% agree that effective communication is crucial for achieving organizational goals. Only a small percentage disagrees or strongly disagrees with this statement, underscoring a general consensus on its importance.

Table 2: Effective Communication as a Tool for Achieving Organizational Goals

Response Category	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	16	40.0	40.0	40.0
Agree	21	52.5	52.5	92.5
Disagree	2	5.0	5.0	97.5
Strongly Disagree	1	2.5	2.5	100.0
Total	40	100.0	100.0	

Table2: Effective Communication as a Tool for Achieving Organizational Goals showed: A majority of respondents (92.5%) agree or strongly agree that effective communication aids in achieving organizational goals. Only a small fraction disagrees, reflecting widespread support for its efficacy.

Table 3: Effective Communication Effects on Achieving Organizational Objectives

Response Category	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	19	47.5	47.5	47.5
Agree	19	47.5	47.5	95.0
Disagree	1	2.5	2.5	97.5
Strongly Disagree	1	2.5	2.5	100.0
Total	40	100.0	100.0	

Table 3 Effective Communication Effects on Achieving Organizational Objectives identified The responses were evenly split between strong agreement and agreement, indicating that effective communication is viewed positively regarding its impact on achieving organizational objectives.

Table 4: Effective Communication Increases Collaboration

Response Category	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	19	47.5	47.5	47.5
Agree	17	42.5	42.5	90.0
Disagree	3	7.5	7.5	97.5
Strongly Disagree	1	2.5	2.5	100.0
Total	40	100.0	100.0	

Table 4 Effective Communication Increases Collaboration indicated: A significant portion of respondents (90%) agree or strongly agree that effective communication enhances collaboration among employees, with minimal disagreement.

Table 5: Effective Communication Promotes Trust

Response Category	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	20	50.0	50.0	50.0
Agree	16	40.0	40.0	90.0
Disagree	3	7.5	7.5	97.5
Strongly Disagree	1	2.5	2.5	100.0
Total	40	100.0	100.0	

Table 5 Effective Communication Promotes Trust described: The majority of respondents (90%) affirm that effective communication fosters trust among employees, with very few expressing disagreement.

Table 6: Effective Communication Promotes Team Member Loyalty

Response Category	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	18	45.0	45.0	45.0
Agree	16	40.0	40.0	85.0
Disagree	4	10.0	10.0	95.0
Strongly Disagree	2	5.0	5.0	100.0
Total	40	100.0	100.0	

Table 6 Effective Communication Promotes Team Member Loyalty identified that; Most of the respondents (85%) believe that effective communication enhances team member loyalty, with minimal disagreement.

Table 7: Effective Communication Promotes Team and Group Engagement

Response Category	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	19	47.5	47.5	47.5
Agree	16	40.0	40.0	87.5
Disagree	2	5.0	5.0	92.5
Strongly Disagree	3	7.5	7.5	100.0
Total	40	100.0	100.0	

Table 7 Effective Communication Promotes Team and Group Engagement showed the results which indicate that effective communication is perceived as beneficial for team and group engagement, with 87.5% agreeing or strongly agreeing.

Table 8: Effective Communication Fuels the Innovation Process

Response Category	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	18	45.0	45.0	45.0
Agree	16	40.0	40.0	85.0
Disagree	4	10.0	10.0	95.0
Strongly Disagree	2	5.0	5.0	100.0
Total	40	100.0	100.0	

Table 8: Effective Communication Fuels the Innovation Process described: A majority (85%) of respondents see effective communication as a key driver for innovation, with few dissenting opinions.

Table 9: Effective Communication Facilitates Goal Setting

Response Category	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	16	40.0	40.0	40.0
Agree	19	47.5	47.5	87.5
Disagree	2	5.0	5.0	92.5
Strongly Disagree	3	7.5	7.5	100.0
Total	40	100.0	100.0	

Table 9 Effective Communication Facilitates Goal Setting discussed: The data shows that 87.5% of respondents agree or strongly agree that effective communication supports the goal-setting process, with minimal disagreement.

Table 10: Effective Communication Causes to Drive a Better Result

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	12	30.0%	30.0%	30.0%
Agree	22	55.0%	55.0%	85.0%
Disagree	2	5.0%	5.0%	90.0%
Strongly Disagree	4	10.0%	10.0%	100.0%
Total	40	100.0%	100.0%	

Table 10 showed that: Among the 40 respondents, 85.0% agree or strongly agree that effective communication drives better results for individuals within the organization. While 15.0% disagree or strongly disagree, the majority perception supports the statement.

Table 11: Effective Communication Establishes the Importance of Objectives and Goals

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	11	27.5%	27.5%	27.5%
Agree	26	65.0%	65.0%	92.5%
Disagree	2	5.0%	5.0%	97.5%
Strongly Disagree	1	2.5%	2.5%	100.0%
Total	40	100.0%	100.0%	

Table 11 showed that: The majority of respondents (92.5%) agree or strongly agree that effective communication establishes the importance of objectives and goals. Only a small percentage (7.5%) disagrees or strongly disagrees.

Table 12: Effective Communication Plays an Important Role in Human Behavior

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	20	50.0%	50.0%	50.0%
Agree	17	42.5%	42.5%	92.5%
Disagree	2	5.0%	5.0%	97.5%
Strongly Disagree	1	2.5%	2.5%	100.0%
Total	40	100.0%	100.0%	

Table 12 indicated that: Effective communication is seen as playing a crucial role in influencing human behavior within the organization, with 92.5% of respondents agreeing or strongly agreeing. A minimal proportion (7.5%) expressed disagreement.

V. MAJORS FINDINGS

- **Data Processing:** Effective communication is vital for transforming industry data into valuable information.
- **Operational Management:** Effective communication aids in generating useful information for managing operations.
- **Efficiency Improvement:** Effective communication enhances organizational efficiency by facilitating better interactions with employees.
- **Productivity:** Verbal communication contributes to increased employee productivity.
- **Performance Efficiency:** Visual communication enhances performance efficiency.
- **Activity Speed:** Effective communication aids employees in performing daily tasks more swiftly.
- **Customer Service:** Effective communication helps employees deliver superior customer service.
- **Information System Effectiveness:** Effective communication boosts the effectiveness of information systems.
- **Performance Benefits:** Effective communication maximizes performance benefits for employees.
- **Problem Resolution:** Effective communication assists in overcoming organizational difficulties.

VI. CONCLUSION

Effective communication is pivotal for enhancing organizational performance and employee productivity. Otoo (2012) posits that leaders who comprehend the various facets of communication and its organizational impact are more effective in their roles. Understanding the significance of business communication enables managers to enhance communication processes, which positively influences employee productivity and overall organizational

performance. Similarly, Odine (2015) highlights that effective communication is a crucial tool for enabling employees to meet their organizational responsibilities. Fuertes et al. (2020) emphasize that communication is integral to organizational success and growth. Effective communication with both employees and customers is essential for improving sales and driving business growth, while poor communication often results in mismanagement and adverse outcomes. This study explores the impact of effective communication on organizational development, noting that verbal communication enhances productivity, visual communication improves performance efficiency, and overall effective communication accelerates daily activities and improves customer service. The study confirms that effective communication significantly influences employee performance and organizational efficiency.

RECOMMENDATIONS

- **Strategic Communication Planning:** Effective communication strategies should be developed to enhance the processing of industry data and improve information generation and management within MTN.
- **Operational Efficiency:** Communication plans should focus on generating valuable information for managing operations effectively.
- **Enhanced Communication Practices:** Strategies should be implemented to improve internal communication and increase organizational efficiency.
- **Productivity Enhancement:** Verbal communication should be optimized to boost employee productivity.
- **Performance Improvement:** Visual communication strategies should be designed to enhance performance efficiency.

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