



ORATILE COMMUNICATIONS

## THE IMPORTANCE OF GOOD COMMUNICATION IN ORGANISATIONS

**Johannesburg, 22 January 2025:** Organisational communication includes all communications, such as those between staff, representatives, managers and stakeholders. Effective communication in organisations is vital to ensuring their success. Numerous studies bear testimony that organisations become more effective when they enhance their communication systems. In this article, we explore the different types of communication in organisations, what they are and why they are crucial.

### **Why is communication in organisations important?**

Effective communication in organisations creates a consistent image and tone across internal and external communications, producing a thriving environment with a consistent brand image. Further, communication is foundational to planning projects and implementing tasks.

### **Building a positive work environment**

Increased morale promotes a positive working environment that drives an organisation towards success. In creating a work environment with open communication channels, staff understand their responsibilities and the organisation's expectations. Staff better comprehend how to reach their targets, which in turn increases their morale and boosts their retention rates. Equally, open communication channels work in management's favour, too, so that they can listen to and address staff concerns. Overall, this form of effective workplace communication ensures all team members feel valued and considered in the organisation's decisions.

### **Increasing staff motivation**

Clear communication in the organisation's environment increases staff motivation by setting defined and achievable goals. In knowing the task parameters and the processes required to complete such tasks, organisations create clear objectives for their staff.

Additionally, effective communication provides feedback to aid staff improve their workplace performance and grow as industry professionals. When staff feel motivated, workplace productivity also increases, thereby enhancing the organisation's output.

### **Facilitating growth and development**

A crucial element to any organisation's success is developing and changing with the market and clientele demand. Here, effective internal communication is essential in promoting the organisation's development and growth to stay ahead of the curve in the market.

With open communication channels between staff and management, staff share ideas, communicate policy changes and quickly develop approaches to solve new challenges. As such, the organisation stays up-to-date with current best practices, and clientele see and experience the constant improvement of the organisation's services.



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### **Providing necessary information**

Communication in organisation's settings is vital in ensuring all staff have the information to complete their tasks. Team members have the necessary data, policies or facts to complete their tasks accurately and with insight. Thus, disseminating information through the organisation is essential to maintaining staff productivity and insight. Equally, access to information assist in decision-making and problem-solving processes.

### **Developing strong management**

When organisations use effective communication, they strengthen its management skills. From delegating tasks to motivating staff, building staff relationships and resolving conflicts, organisations improve with clear, assertive communication. Furthermore, maintaining open communication channels between management and staff promotes practical problem-solving and efficient responses when facing unexpected issues.

### **Maintaining compliance with organisation policy**

Written formal policies enables organisations to communicate definitive procedures for various workplace scenarios. From staff code of conduct to disciplinary procedures, policies help create unified expectations, streamline processes and create safe, accessible workplaces. This communication method ensures all staff feel supported and welcome. Organisations communicate their policies and update staff on any new procedures to maintain open communication channels and accurately set workplace expectations. To do this, organisations may create a staff handbook, a shared electronic location for policy documents or use other media techniques.

### **Encouraging staff collaboration**

When working in a team with shared goals, communication helps everyone collaborate and achieve a common outcome. This is essential in creating collaborative settings, maintaining a shared vision and turning complex processes into achievable steps. For larger teams, this aspect of communication also helps leaders clarify each team member's responsibilities. In encouraging collaboration, using formal and informal communication methods is vital - it ensures managers share essential information through appropriate channels to promote teamwork and spaces for open discussion.

### **Creating a recognisable brand image**

It is imperative for organisations to maintain a brand presence. From social media posts to internal memos, familiar brand images makes organisations recognisable to clientele, developing loyalty and increasing reach. Maintaining a consistent tone and style in all communications helps promote an organisation's brand.

Larger organisations often have specific branding guidelines to standardise their communication, creating distinctive styles on social media and developing a professional presence in their industry sector.



## **Types of effective organisation's communication**

In achieving effective communication within an organisation, different types and applications of communications need to be understood. This helps staff know which communication type is appropriate for which situation, helping maintain workplace efficiency. Some different organisation communications often used in workplace settings include:

### **Written communication**

Communicating using text is useful when creating concrete pieces of information and producing a reproducible record of communication. Written communication methods favour brevity and succinct paragraphs to maintain the reader's attention. Sometimes, written language is less energised and engaging than other communication methods, such as verbal presentations. When communicating using writing, organisations need to consider the intended audience to use the appropriate tone and format. Common examples of writing communication in the workplace include:

- emails
- documents and handbooks
- memos
- staff noticeboards and newsletters
- posters and signs

### **Oral communication**

Oral or verbal communication methods frequently occur when working in a team. Using excellent verbal communications skills encourages staff to share ideas, collaborate and voice concerns. Oral communication creates dynamic interactions, with the tone, non-verbal signals and setting impacting delivery. It is vital that organisations speak clearly and practice active listening to avoid miscommunication when using verbal communication methods. Oral communication methods often found in professional organisations include:

- face-to-face meetings
- informal conversation
- virtual meetings
- phone calls
- presentations and speeches

### **Hierarchical communication**

Hierarchical communication refers to the direction of communication within the organisation's structure. By understanding what type of hierarchal communication they are using, organisations increase the effectiveness of their interactions. For example, upward communication in an organisation's hierarchy refers to staff addressing management with suggestions, concerns or ideas.



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While these communications may be informal conversations or written letters, staff get to understand the organisation's policies for approaching senior staff.

Meanwhile, downward communication refers to when managers or team leaders address staff lower in the organisation's hierarchal structure. These instances may occur when managers delegate a task, raise a grievance or offer constructive feedback. As the communicator has seniority in these meetings, managers are respectful and responsible towards them.

Comparatively, horizontal communication refers to staff interacting with their peers and others on the same level. Often, these instances are casual, day-to-day communications, so while they are essential in maintaining staff satisfaction, they remain professional.

### **Team-based communication**

Team-based communications are informal organisation's communications that promote collaboration, innovation and growth. When communicating in a team, staff communicate freely through different channels and routes to discuss ideas and share important information. Often, team-based communication is fast-paced, from brainstorming in group meetings to sharing quick points on a team's shared electronic workspace. Thanks to the informal tone and format, team-based communications help promote creative and innovative responses to tasks, helping develop staff's problem-solving and teamwork skills. Often, due to the quick, conversational methods, these communications medium do not leave paper trails.

### **Formal communication**

Formal communication often take a written format, but it also includes official meetings and announcements within an organisation. This communication type differs from informal communication, which may refer to a manager answering a question in passing or two staff members discussing a project over lunch. Formal communication help set staff expectations, keeps a clear record of events and maintains compliance with the organisation's legislation through written procedures. Additionally, formal communication tends to move through the organisation's hierarchal structure, and helps keep a practical, systematic approach to performance.

Some examples of formal communication in organisations include:

- policies
- procedures
- meeting minutes
- memos

### **External communications**

External communications refer to any publicly available or out-going communication. People outside the organisation have access to these communications, so they remain within the organisation's branding guidelines and use a consistent, friendly tone.



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Often organisations employ professionals like content developers and social media managers who specialise in developing positive brand images for some external communications, such as social media posts, press releases and marketing campaigns.

External communications also include emails to partner organisations and meetings with stakeholders. All staff must receive training on maintaining a professional tone in external communications for their organisation.

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