

SOURCES OF EMPLOYEE COMMUNICATIONS

Employee communication is often defined as the sharing of information and ideas between the management of an organization and employees and vice versa.

It is essential for an organization's success that there are many different channels available to communicate with your employees as well as your customers. Social media definitely has certainly increased the scope of communication.

With the advent of social media, the number of options for communication has increased. You can share information among your employees almost instantaneously. As the speed of communication increases the challenges for communicating effectively also change.

Email, face-to-face communication, live chats there are so many different channels for effective employee communication. But also, what works for one organization may not work for the others. You need to identify what mode of communication works perfectly within your organization.

Employee communication has changed over the years, in the past decade most parts of the communication was face-to-face. Now we have a plethora of different channels of communications.

Effective communication is where your employees are well informed and all the functions run smoothly in the organization. Organizations need to create a world-class, engaging communication program. They should leverage feedback received from the Human Resources department to improve their internal channels.

1. Traditional sources of communication

Traditional communication with employees has been a top down process. In organization management circulates rules, regulations, policies, procedures and others among their employees. However, traditional communications are only one way communication or source of information in the organization.

2. Internal sources of communication

All organization produces a large amount of messages connecting to their process. This internal communication is crucial for the effective management of the group. The communication may be accessible from a number of sources within the group and organisation, for example. communication between the

department of marketing and sales, production and operational, communication with distributors and others.

3. External sources of communication

An external source of communication is concerned with what is happening beyond the boundaries of the organisation. It mainly covers any documentation relating to subject area produced as a summary or detailed report by an agency external to an organisation. Such communication usually includes the governmental agencies or private communicators who provide detail of facts and figures. It may comprise of census report, India Year book, Audit Bureau of Circulation, trade journals and others.

4. Formal sources of communication

A formal communication source is related with the formal organizational structure of the corporation. Presence of formal, clear and specific is a countless way to make sure an accurate flow of information in the place of work. It flows easily, perfectly and well-timed through the suitable channel of a company.

In formal communication, every person is informed nearby and associated with the business goals. There are assured tools and skills are frequently used to help in formal communication. This communication is standardized with several forms like newsletters, conferences, workshops, meetings and others.

5. Informal sources of communication

Organization have around the world have now accepted the significance of effective communication at the place of work. Informal communication is also called as 'grapevine communication' it move faster than the formal communication at place of work.

Informal communication supports to share and advance new thoughts to develop internal and external practices of organization. It comprises personal, social and casual communication among the organizational employees. It is a type of communication cannot be stopped. The advantages and disadvantage of informal communication is that it is natural and fast. It may lead to speaking insights or incorrect, misjudged and inaccurate information.

C. Organizing Employee Communications

1. Make it factual

In time of conveying a message, be honest and as whole as promising. Be as clear as crystal and let employees distinguish themselves to simplify organisation cannot share secrets and confidentiality of the organization.

2. Provide timely information

Being an organizational leader doesn't wait for the all information and detail with you. If the messages will not coming directly from the leader than employee fill the gap with assumptions and rumours.

3. Being a voice of employee

Organization will ensures employees have a voice in communication process specially making strategy, planning and decision making. Employees have a voice in the process of communication and they provide a feedback to organization which help to in progresses and further development for organization

4. Communicate repeatedly and consistently

Organization must ensures repeatedly and consistently communication with their employees. For example being a manger in an organization they need to provide weekly and monthly task for their sub-ordinate for smooth working. A consistent planning is required on a regular basis to keep employee on track which helps to complete all work and task on time.

5. Concise the messages

Being an organisational leader makes sure your message is expressive or meaningful to your employees and response the question.

6. Encourage feedback (Two-way Communication)

Organisation must use various channels to connect with employee's at all diverse level. using same channels to encourage feedback from them. However, its essential employee feels free and comfortable while sharing their feedback to organisation.

7. Departmental or group meetings

Departmental and group meetings it can be company-wide or team-wise and are used to share information that influences every person or involved everyone.

8. Share an idea

One of the best things being an organisational leader shares an idea of how the organization can achieve and get benefit after implementation.

9. Deliver business story

Delivering story in employee communication where everyone imagine the company needs and connect themselves with the story. So, the company should deliver story related to owner struggle, particular employee performance, customer satisfaction and others helps the employee can connect themselves with company goals and objectives.

10. Examine employee on a regular basis

Examination with an employee is an effective way to make sure communication is strong. Examine employee on a regular basis advance communication at the work place.

D. Benefits of Good Employee Communications

1. Communication is an important to keeping employees encouraged to carry on to meet company goals.
2. It helps to make out those employees who influence the excellence of the organizations product, work and services.
3. It is an important tool in attaining efficiency and uphold strong interactions at all levels of an organisation.
4. A delivery of clear lines of communication with the employees increases productivity and morale in general.
5. Being an organisational leader makes sure your message is expressive meaningful to your employees and response the question.
6. It builds effective team teams through communication and collaboration with each other.
7. It improves job satisfaction and employee commitment or helps to employee understand what the business is trying to achieve.
8. It helps to understand employee's likes and dislikes at the workplace.
9. It increases productive, engagement and happiness within the organization.
10. It can be lead to greater obligation and develop talent retention in organization.
11. It gives an impression of the benefits accessible to employees and their families.
12. It ensures that employees stay updated with important changes in the organization.

E. Steps in Implementing an Effective Employee Communications Programme

Introduction:

Effective communication is an important portion of any professional achievement refining association among organizational employees with customers and others, which in turn leads to more trust, efficiency and production. As its most fundamental level, effective communication is the exchange of information, thoughts, messages and ideas between group and individual. It works only when communication will understand by the individual.

Communication can occur verbally. Non-verbally, written and through actions as well as by listening and by means of feedback. No matter how we are address to others, the skill of communication can be an over whelming task. Here are some steps are given below for an effective employee communication programme.

1. Communicating an idea

One of the best things being an organisational leader shares an idea of how the organization can achieve and get benefit after implementation. Organizational owners and leaders are communicating an idea for a message because there is a motivation. The owner should communicate their ideas with employees for better understanding. Sharing idea with employee create great association with owners and leaders.

2. Concise the messages

Being an organisational leader makes sure your message is expressive meaningful to your employees and response the question. To make sure that there are no gaps in communication, a clear communication practice should be recognized.

3. Make process simple

Organization put all procedure as simple as this is in place can be hugely advantageous for organization.

4. Responsible for all communication

The organization should think through itself responsible to all of its various public, internal as well as external. It includes employee within organization, stakeholders, investors, customers and other elements who connected with organization. In this situation media is the only way to communicate all these public.

5. Deliver business story

Delivering story in employee communication where everyone imagine the company needs and connect themselves with the story. So, the company should deliver story related to owner's struggle, particular employee's performance, customer satisfaction and others. This help the employees to connect themselves with company goals and objectives.

6. Conduct meetings

Departmental and group meetings, it can be company-wide or team-wise and are used to share information that influences every person or involved everyone.

7. Two-way Communication

Organisation must use various channels to connect with employee's at all diverse level, using same channels to encourage feedback from them. However, its essential employee feels free ed comfortable while sharing their feedback to organisation.

8. Know the benefit of programmes

Organization must inquire the employee how they feel and let them know you are sincere in your desire to know and meet their needs and goals. Begin and observe pointers of activities after Communication are disseminated among the employees.

F. Role of Management in Employee Communications

1. Motivate business growth

Management in employee communication increases place of work productivity and employee commitment and initiate business growth.

2. Energetic factor

Management communication is an energetic factor to any organization. Its main purpose is to update employees on certain issues, instructing organization policy and ensure safety to employees. Effective management communication is creating positive attitude among the employees.

3. Contribute organizational success

Management effective communication contributes organizational success in various ways. For example, helping to know terms and conditions, commitment, loyalty and reducing grievances among the employees.

4. Gives employees a voice

Management will ensure employees have a voice in communication process specially making strategy, planning and decision making. Employees having a voice in process of communication can provide the feedback to organization which in turn to help in progresses and further development.

5. Clarity in deliverance of message

Effective deliverance of message among the management and employees is all about receiving communication across efficiently and clearly.

6. Accessibility of management

Accessibility of employees to management is required at least on the weekly or monthly basis for smooth functioning of the organization. Here, management listening to what employees have to say regarding the organization and environment which, in turn, helps management to know the ground level issues faced by an employee in organization.

7. Lead better communication

A management message generally consists of communication and carrying the most significant information to the internal employees and keeping in touch with the external sources to assisting smooth business process and better communication.

8. Leading to common goal of organization

Effective management communication binds all employees together and motivate all in the same direction toward the same goal. For example, in organization there are various departments with different responsibilities like accounts department, marketing department, sales department and others but at the end they achieve common goals and objectives of organization.

9. Brief the messages

Being management, it is important to make sure that your message is expressive, meaningful to your employees and response the question. To make sure that there are no gaps in communication, a clear communication practice should be recognized.

10. Set the environment

Every employee comes into the workplace with own setting and environment. Mostly an employee belongs to different diversity of culture, community, religion, experiences and talents. Here, management is playing a significant role to create a shared vision for all and trying to convince the employees how to fit in the diverse environment.