

Paper –Principles and Practice of Management

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## **Topic- Measures of Effective Communication**

Following points are to be taken into consideration for making the communication effective.

1. Seeking to clarify the idea before communicating the more systematically we analyse the problem or idea to be communicated the clearer it becomes.
2. Examining the true purpose of each communication-Before we communicate, it is better to ask ourselves what we really want to accomplish with our message-obtain information, initiate action, change other person's attitude etc. The sharper the focus of our message the greater the chances of its success.
3. Consider the total physical and human setting whenever we communicate Meaning and intent are conveyed by more than words alone. Many other factors influence the overall impact of a communication, and the manager must be sensitive to the total setting in which he communicates.
4. Consulting with others, where appropriate, in planning communications Frequently, it is desirable or necessary to seek the participation of others in planning a communication or developing the facts on which to base it. Such consultation often helps to lend additional insight and objectivity to our message.
5. Being mindful, while we communicate, of the overtones as well as the basic content of own message Our tone of voice, our expression, our apparent receptiveness to the response of others-all have tremendous impact on those we wish to reach. Similarly, our choice of language

particularly, our awareness of the fine shades of meaning and emotion in the words we use- predetermines in large part of the reactions of own listeners.

6. Following up the communication This we can do by asking questions, by encouraging the receiver to express his reactions, by follow up contacts, by subsequent review of performance. We must make certain that every important communication has a feedback so that complete understanding and appropriate action result.

7. Being sure of own actions support our communication In the final analysis, the most persuasive kind of communication is not what we say but what we do. When a man's actions or attitudes contradict his words, we tend to discount what he has said?

8. Seeking not only to be understood but to understand-Being a good listener-When we start talking, we often cease to listen-in that larger sense of being a tuned to the other person's unspoken reactions and attitudes. Even more serious is the fact that the in attentiveness when others are attempting to communicate to us. Listening is of one the most. important, the most difficult and most neglected skills in communication. Thus, we must learn to listen with the inner ear, if we are to know the inner man.