

The Role of Effective Communication Skills in Success

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Abstract:

Everyone wants to be established in life. Many things are needed to reach this desired goal. It requires willpower, concentration, hard work, relationship building and skill development. Students, employees or businessmen all need communication skills to stay competitive. We will need the help of many people if we are to reach our goals. You can't go far by yourself. The importance of communication is felt more when the necessary information is not available in time. Sometimes talent is not everything. If we don't build good communication, we are more likely to fail than succeed. Even a genius may not succeed due to lack of communication. Therefore, there is no alternative to developing communication skills to be successful. Therefore, maintaining communication is a prerequisite for developing relationships, working skills, and increasing one's own qualifications. This paper highlights the importance of communication skills in an individual's successful career.

Keywords: Effective communication skill, Success, Career

Introduction:

The exchange of ideas, feelings etc. between two or more people in an understandable form is called communication skill. Communication is a skill that establishes trust and relationship between two or more people. It is one of the keys to success in life, work and relationships. Keeping in touch with each other is not so difficult now; we can easily do this. For this we need regular practice. If we can create a good or favourable environment then we will learn to interact positively with others. (Hasan, 2019)

It is very important to have good communication skills both personally and professionally. Your ability to express yourself with confidence and clarity will pay off in many ways. As a result, you will be able to build stronger relationships and be much further ahead in achieving your goals. It will be much easier for you to deal with any situation in personal and professional life, if your communication skills are strong. (Desk, 2023)

This communication is the bridge of relationship with people. The better the communication, the better the life is. Communication skills can break a relationship and make it sweeter. And the achievements of life depend on the relationship between people. (Uddin, 2016)

Communication skills play a special role for company executives, team members, job applicants and employees of any organization to know how to use communication tools and techniques to achieve objectives and goals. It is an essential ingredient for the success of the organization. According to a recent newspaper report, only five percent of people are employable due to lack of communication skills. (Mahajan, The Key Role Of Communication Skills In The Life Of Professionals, 2015) Data has been collected from various journal papers, electronic sources and related books.

Signs of poor communication skills:

Your communication skills need improvement if you possess the following qualities:

- i. Interrupting the other person while speaking
- ii. Poor listening skills and talking too much
- iii. Lack of eye contact
- iv. Asking questions at an inappropriate time
- v. Asking irrelevant questions
- vi. Overuse of verbal fillers
- vii. Focus too much on the speaker rather than the message
- viii. Making assumptions
- ix. Interruptions
- x. Not paying attention to non-verbal cues
- xi. Lack of confidence when speaking
- xii. Thinking about what to say when someone talks to you.
- xiii. Talking without thinking
- xiv. Not clear and concise.

Need and importance of communication skills:

A) Need of effective communication for business professionals:

In order to run an organization smoothly, it is necessary to maintain communication with all the parties concerned with the people employed in it, various departments, and sub-departments. It is through this communication that the manager directs the employees to perform their tasks, creates efficient leadership. As a result, the way to achieve the goals of the organization is widened.

Motivation: Effective communication in the workplace is not just about being able to speak well; it is also about being able to listen, understand and work well with others. By mastering communication skills, you can become a valuable asset and an ideal employee for any business organization and contribute to a thriving workplace. Communication skills motivate employees to increase production, sales, and profits of business (Mahajan, The Key Role Of Communication Skills In The Life Of Professionals, 2015).

Implementation of plan: In order to make the plan of the organization a reality, the employees have to be constantly given orders, instructions, advice and suggestions. These actions are possible only through effective communication between superiors and subordinates (M.A.Mannan, 2021).

Efficient communication: Communication is the main tool used by managers to manage employees. Managers guide employees on how to perform a task. And these are possible only through proper communication.

Effective organizing: In order to carry out the activities of the organization, raw materials have to be entered, manpower has to be employed, equipment has to be procured and capital has to be raised. To collect these at the right time, in the right way and distribute them to the required areas depends entirely on proper communication.

Rapid implementation of decision: Communication plays a special role in the quick and proper implementation of all decisions taken by senior managers. Because it is through communication that the decision reaches all parties in a regular and timely manner (M.A.Mannan, 2021).

Harmony and Loyalty: Proper communication between superiors and subordinates creates mutual harmony and increases the loyalty of workers to superiors; it makes leadership meaningful.

Effective communication improves and encourages a spirit of understanding and cooperation between management and employees and serves as an effective tool of supervision (Pathak, 2017).

B) Communication skills increase professionalism in the students: Students can improve their position in future if they possess communication skills. They need empathy, friendliness and professionalism when talking to others. Communication skills play an important role in their lives. Students have to do everything right in professional life. So if he has mastery of communication skills then he will be able to control his emotions and do all the work properly. Many famous people also have poor verbal and non-verbal communication. So practice on communication is very important. Negative communication hinders personal life as well as the progress of the country that is why one should judge the environment and situation and speak. So while there is freedom of expression, it should be in the right way, with the right people and at the right level, so learning and practicing communication skills helps students in their future professionalism and duty (Shubhda, Communication Skills Important For University Students, 2020).

Effective communication for Personality development: Communication skills are an important aspect that helps in shaping the personality of students. Communication enables students to express their feelings, decisions and knowledge effectively. Speaking beautifully and fluently, listening to others with mind connection, expressing oneself correctly in the right place is an art which plays a special role in shaping the personality of the students by refining their behaviour (Sarkar, 2020).

Communication skills are important for students in social networking: Interaction with group activities, debates, family events, sports events and various cultural events helps a student to analyze his skill level and quality of communication skills. He gets a chance to prepare himself. These help in increasing his self-esteem and confidence which has a positive impact on his academic life (Shubhda, Communication Skills Important For University, 2020). Social media is a platform where a person plays his own role according to his plans and it helps to develop a person as an effective communicator (Christell Chavez, 2020).

Communication skills help to learn: Good communication skills increase students' engagement with learning. The student can prepare himself for any competitive job in future. By improving communication skills he gets opportunities to develop his positive attitude as well as establish himself (Sirkovic, 2017).

Communication skills help in career improvement:Through various literature reviews and studies, it has been proved that communication skills help an individual to build his career and if he has it, his chances of professional advancement are very high (Talha Yaseen, 2021).

Techniques to improve Communication Skills:Communication is the key to success. In order to improve these skills, it is essential to improve the four techniques of listening, speaking, reading and writing. These four techniques for professionals are divided in the following ways (N, 2004).



Fig.1.Communication time spent by an individual in a day

Effective Communication Skills are the Mark of success. Have you ever blown a deal, a job interview, a promotion, or a relationship, because of your communication skills, Maybe you just couldn't think of the right words to say. Has your tongue ever seemed disconnected from your brain, You can easily overcome anxiety, expand your abilities, and empower yourself for success by using these tips (Table-1) (Haralayya, 2016), (Mahajan, The Key Role Of Communication Skills In The Life Of Professionals, 2015).

Table-1: Ways to improve the effective communication skills.

The art of listening skills:	The art of speaking skills	The art of reading skills	The art of writing skills
Listening is an ability to decode the sender's messages and appreciate it, so-	No matter how busy you are, you need to make time to speak	This can help us grasp central ideas and content quickly. It saves time and gives better results.	Effective writing is must for every professional to write reports, notice, proposals etc.
1.Listen without thinking	1. Speak honestly	1. Read carefully	1.It will be grammatically correct
2. Effective listening, reduces misunderstandings	2. Speak politely and clearly	2. Read the concerned topic multiple times	2. Correct words should be used
3. Listen without judgement	3. Speak according to the environment	3. Read newspaper, reports, emails regularly	3. Correct language will be elegant
4. Develops innovative power	4. Any questions to be answered	4. Phonics, phonemic awareness, vocabulary, reading comprehension	4. Meaning will be clearly understood

5. Pay attention during listening	5. Consider the listener's feelings	and fluency- these five aspects work together to create the reading experience.	5. There will be justification
6. Listen with mind	6. During speaking be sincere		6. The whole matter should be highlighted

Conclusion:

Effective communication is the key to the success of both personal and professional relationships. Communication skills help us communicate our thoughts, opinions and ideas to others and listen to their feedback and insights. Good communication is essential in building healthy relationships and can help us avoid misunderstandings, conflicts and other negative situations. Communication skills include verbal and written communication, active listening, empathy and negotiation skills. The ability to communicate effectively can help us increase our confidence, increase our personal influence, and increase our overall success in life. Therefore, developing good communication skills is essential for our growth, development and ultimately success in life.

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