

THE ROLE OF ORGANISATIONAL COMMUNICATION IN CORPORATE HEALTH

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Abstract

Effective communication is a fundamental component of organisational success, serving to convey policies, foster coordination among members, and address challenges. Organisational communication is essential for problem-solving, information sharing, and enhancing employee relationships, ultimately contributing to a cohesive organisational culture. Despite its importance, many organisations struggle with communication breakdowns, which can lead to decreased performance and employee dissatisfaction. This short communication highlights the critical role of effective organisational communication strategies in achieving corporate goals and improving overall performance.

Keywords: *Organisational Communication, Effective Communication, Employee Engagement, Job Satisfaction, Corporate Health*

Introduction

One of the major reasons organisations fail to achieve its set goals and objectives is inadequate communication. The lack of internal coherence and proper communication systems among various departments can cause organisational downfall. Gondal and Shahbaz (2012) contended that the interdepartmental communication breakdowns can have a severe impact on the efficiency of an organisation and also increase the stress level among employees which will ultimately result to poor performance.

Poor communication skills may generate misunderstanding among internal and external publics of an organisation which often result to a total communication breakdown capable of providing a fertile ground for harmful misunderstanding and consequently conflict between individuals or group in organisation (Osabiya, 2015). Ineffective communication can also cause other problems that can negatively impact on relationships, productivity, job satisfaction, and morale of staff in organisations. Therefore, there is a need to understand and be prepared for a perpetually evolving, increasingly diverse, and unpredictable global workplace as the key to organisation's success lies on effective communication within and outside it (Ibyimanikora, 2015).

Definition of Organisational Communication

Organisational communication refers to the processes and practices through which information is created, shared, and exchanged within an organisation. It encompasses the flow of messages between various levels of the organisational hierarchy, including communication among management, employees, and external stakeholders. This communication can take various forms, including verbal, non-verbal, written, and digital interactions. At core of organisational

communication is the dissemination of organisational goals and policies, promotes collaboration and teamwork, enhances problem-solving capabilities, and fostering a culture of transparency and trust. Effective organisational communication is characterized by clarity, openness, and responsiveness, enabling stakeholders to understand their roles and responsibilities while aligning their efforts with the organisation's objectives (Cacciattolo, 2015).

Importance of Effective Communication

Communication strategies, systems, and practices have direct effect on organisation learning and innovation. They play a central role in organisational high-performance. A good communication strategy sets the tone and direction for improvement efforts that enhances organisational performance. Good communications keep everyone focused on goals and priorities while providing feedback on progress (Kibe, 2014). Previous studies; Yuksel (2005); Halis (2000); Güney *et al.* (2012) revealed that there exist a relationship between communication and employees' job commitment needed for optimal organisational successes. Adequate communication in an organisation has also been proved to have a positive correlation with several organisational expected outputs like organisational performance, organisational citizenship behaviours, and job satisfaction. In contrast, inadequate communication may cause functionless results like stress, job dissatisfaction, low trust, decrease in organisational commitment, severance intention, and absence (Husain, 2013). Effective communication is foundational for efficiency, decision-making, and employee morale. It enables organisations to establish goals, develop plans, and allocate resources effectively. Effective communication helps organisations disseminate policies, coordinate efforts, and resolve issues (Güney, *et al.*, 2012).

Consequences of Ineffective Communication

Many organisations face challenges due to ineffective communication practices, which can stem from poor strategies, unclear messaging, or a lack of feedback mechanisms. Such communication flaws can lead to misunderstandings, increased stress, and ultimately, poor organisational performance (Gondal & Shahbaz, 2012). Ineffective communication can result in a range of negative outcomes, including decreased job satisfaction, low morale, and increased turnover intentions (Husain, 2013). Organisations that fail to prioritize effective communication often experience conflicts and inefficiencies, as employees struggle to articulate their positions and collaborate effectively (Osabiya, 2015).

Conclusion

Communication is vital for the functioning of any organisation, acting as the lifeblood that connects various components and facilitates the achievement of corporate goals. Effective communication is essential for the overall health and performance of an organisation. Organisations must recognize the importance of clear, open communication channels to foster a positive work environment and achieve their objectives. It is important to consider comprehensive communication strategy that can help enhance employee engagement, improve job satisfaction, and ultimately drive organisational success.

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