

# Impact of Business Communication on the Performance of Adult Trainees

Stavros Kalogiannidis, Adjunct Lecturer

Department of Regional and Cross Border Development, University of Western Macedonia,  
Greece

Email: stavroskalogiannidis@gmail.com

Olympia Papaevangelou

Secondary & Postsecondary Educator Ministry of Education, Kozani, Greece

Email: olympia.papaevangelou@gmail.com

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## Abstract

From the early time of edification, the evolving of communication is being always a cardinal factor for the reformation to build an association of the human race. To attain the expected outcome from the organization there is no such substitute for effective business communication. It is of great significance that appointed employees always continue communication with the management, leaders as well as with the co-workers and teammates. The flow of communication and information in an organization is effective in the case of the performance of the employees as well as decision making to attain the objectives and mission of the organization. How adult trainees can improve their communication skills and can strategize the skills to obtain the maximum customers is precisely elaborated in this section.

**Keywords:** Business Communication, Effective Communication, Job Satisfaction, Communication Skills, Organization, Efficiency.

## Introduction

It's been evident that business communication education is attained from the environment of the home rather than being automatically attained from a personality trait. In the case of driving the business, the education skills are considered as tools that required vigorous training as well as practice to help to build individual communication proficiency in the working environment. In literal words, business communication education is all about information exchange to promote the goal, aims, mission, and vision, the objective of a certain organization which will ultimately lead to an increase in the profit of the organization (Coffelt et al., 2016). Training of communication skills among adult trainees helps the business is more productive and efficient. For the thriving of business, it is considered impactful to train the trainees' better communication which ultimately helps in interaction more productively and constructively internally as well as externally (Bové, Thill, & Raina, 2016).

This section has shed light on all the impacts of effective business communication to the adult trainees in an organization.

### **Background of the Problem**

For the success of the business, organization communication plays a crucial role. It is considered as the mainstream of the growth and development of the organization. Interaction among the employees and the management of an organization is of utmost importance so that when the trainees will be upgraded to employees they can create impacts on organizational outcomes and performances. According to Brian Tracy the ability of communication with the general business people accounts almost 85% of the success achievement in case of business as well as in life (Bovée, Thill, & Raina, 2016). So it is evident when the communication chain is quite strong in between the employees and the management it finally ends up in running the business smoothly. According to Stephen it has been evident that communication is the most critical factor in case of mobilizing as well as organizing and panning the work to the accomplishment of the objectives, mission and goals of the organization. With the help of creating understanding environment there is a great chance of enhancing the co-operation and promoting the efficient performance. Ultimately in a nutshell it can be told that business communication has a great impact on the job performances of the trainees. Communication truly bears the importance of satisfaction in the job and enhances employee performances.

### **Brief Description of Study Method**

In context of the aforementioned study *qualitative research* study is considered as appropriate one and for this *secondary method* has been chosen. Secondary data can strengthen the research persuasion and can help in foster strong conclusion (Sun & Lipsitz, 2018). The secondary method includes plethora of articles, literature, books, magazines, peer-reviewed journals and online reports collected from authentic sources. The articles and journals are cited from credible databases like PubMed, Google Scholar etc. Relevant literature has been collected from keywords intertwined with topic relevancy. The age limits of the literatures are in between 2016 to 2020. The latest literature has helped in reviewing the latest dynamics of the business communication on the performance of adult trainees.

*Interpretivism research philosophy* has been chosen for the current study as it helps in interpreting elements of the topic and establishes the elements firmly which is attributed in the context of the study goal.

Research approach is considered as the most essential elements of the study and helps in framework the pattern of the study. *Inductive approach* has been selected for the current study as inductive reasoning objectifies at development of theory and moves from the observations to wide generalizations. The main objective is to study as well as highlight nature of the research and it can help in facilitate better understanding for the aforementioned topic.

### **Forms and Types of Business Communication**

Business communication is majorly styled by formal, informal communication. Formal communication can be described when a certain structure is followed and the communication channel is predefined by the organization. Formal communication is intricate by the hierarchical chain of commands. But in the case of informal communication, there is no existence of a predetermined structure of communication (Hynes, 2012). It is a natural way of sharing thoughts and feelings. For adult trainees, this particular part of business

communication is given great importance as it helps in strengthening the bond between trainees.

In any organization, four types of business communication are always used. Internal upward communication follows upward hierarchical flow. For example, the reports, feedback, and surveys that comes from the employees to the organization's management. The internal downward communication follows the hierarchy from the superior to the employees. Discussing performance and skimming through the policies are the example of this type of communication. Internal horizontal communication is all about the conversation among the employees and the trainees. This communication is often responsible for communication among different teams. Lastly, external communication which is considered the most important type to smoothly running the business is all about dealing with partners, customers, and vendors (Hynes, 2012). Trainees who are adamant about climbing the success ladder usually develop as well as improve the communication skill to thrive in the business world and ultimately be satisfied with the job performance.

### Theories on Business Communication

*Berlo's Model of business communication* is all about the emotional aspect of the certain message that is the modified version of the communication model delivered by Aristotle (Yourarticlelibrary.com, 2020). Berlo's model works on the SMCR model which is the abbreviated version of the Source of the information, message sent through a signal, channel through which signal is sent and lastly the receiver receives as well as decodes the message. So the basic components of the model are the *source, message, channel, and receiver* (Sitkin, Sutcliffe & Barrios-Choplin, 1992). Each of these components is segmented into five elements that massively influence the whole process of communication.

Source	Message	Channel	Receiver
S	M	C	R
1. Communication Skills	1. Elements	1. Seeing	1. Communication Skills
2. Attitudes	2. Structure	2. Hearing	2. Attitudes
3. Knowledge	3. Content	3. Touching	3. Knowledge
4. Social System	4. Treatment	4. Smelling	4. Social System
5. Culture	5. Code	5. Tasting	5. Culture

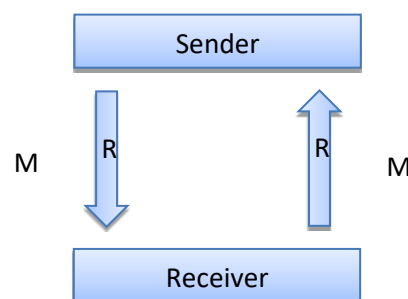
**Fig 1: Components of Berlo's model**

(Source: Yourarticlelibrary.com, 2020)

The source consists of communication skills, attitude, knowledge, social system, and culture. To create an impactful impression among the listeners any individual must possess excellent skills in communication. The right attitude can make a lasting impression on the listeners and can ultimately make the individual a winner. Knowledge to clarify the information the speaker is delivering is of utmost concerning fact to be called as a knowledgeable speaker. A social system like cultural beliefs, sentiments should be maintained to keep the audience feel comfortable (Sitkin, Sutcliffe & Barrios-Choplin, 1992). In the case of the message section content and element of the message should be crisp and very impactful. The sender should also be concerned about the treatment of the message like understanding the importance of the delivered message and how it will be handled. *Coding* is another major concern over here

because wrong coding can entirely change the meaning of the message. Under the channel segment, the medium of the flow of information comes. Lastly comes the receiver part which can be expressed as decoding. The speaker and the receiver need to stay on the same page and the same ground.

*Schramm's model* of communication proposed by Wilber Schramm in the year 1954 is another well-defined model in business communication. In any environment, the information is of no use if not put in words and being conveyed to the other party. Encoding of any message plays a major role because it is the initiation of the process of communication. Whenever a message is received by the receiver then the first responsibility is to understand the conveyed message. Understanding wrongly actually leads to miscommunication which becomes a drawback in business communication. Encoding as well as decoding are considered the important pillars of effective communication. It is evident from *Schramm's model* that coding as well as decoding are the most indispensable process in any effective communication. It also talks about the feedback received from the recipient after decoding the message is essential (Bowman & Targowski, 1987). Communication is a two-way process between two parties.



Here M stands for the message. It is also expressed in the model that knowledge, cultural background, and experience play a crucial role in an individual's communication. He has also expressed two types of the meaning of messages defined as *Denotative meaning* and *Connotative meaning*. The meanings of some messages are the same for everyone and in this kind of message the chances of misunderstanding and misinterpretation are nullified (Bowman & Targowski, 1987). In the case of Connotative meaning meanings of the messages are affected by the emotional quotient. Here the meaning of the messages can get distorted by the wrong gesture, body movements, or facial expressions. So as a nutshell this model talks about the interpretation of a message in the desired way the sender implied to give and receive the proper response as feedback from the receiver. Without proper feedback, communication is considered ineffective.

### Communication Skill Training

This training is objected towards the adult trainees of the company to educate them the basic part of the effective communication in the organization. It is intended that at the end they will be able to identify all the benefits of business communication. It is also to take into a point to recognize obstacles, communicate effectively, and enhance business communication skills (Schartel & Lane, 2019). Training business communication skills are very important in an organization to sustain for the long run.

To do the job well it is essential to have good communication between the co-workers and the team leaders and management. This ensures access to the information an employee needs to complete the job effectively. This shows consistency. It helps in keeping everyone on the same page in case of work rules and the procedures of the organization. Effective

communication can help in reducing errors, mistakes, and in that way, the standards of productivity are reached (Schartel & Lane, 2019). For those trainees who are intended to be in the product manufacturing department knowledge on safety hazards as well as a precaution is needed and the management can help them letting be knowledgeable about these matters through effective communication. It can also help in business as effective communication with the vendors as well as customers can help in increment of customer satisfaction. This is essential for an organization to be competitive as well as profitable in the market.

### **Impact of Effective Communication in the Organization**

Business communication is always been denoted as an important matter in case of the success of a business. In case of the success of the business contribution from both sides is important. Effectiveness of an organization depends on many factors like co-operation, communication, concentration among the employees (Leonardi, 2017). But among all these factors communication holds the major place. Effective communication contributes to the success of an organization. It builds the satisfaction, morale, and engagement of the employees towards the job. Through communication employees understand the terms and conditions of the employment. This leads to loyalty and commitment. Effective communication gives the voice to the employees to improve work-related communication with the employer. Communication helps in less misunderstanding and less chance of lawsuits and grievances (Kalogiannidis, 2020). It also improves the procedures and processes and creates great efficiency.

### **Purpose of Effective Business Communication Education**

For any organization, business communication education fulfils certain purposes among the trainees.

- It improves employee engagement. This indicates leadership communication as the top in internal communication and shows the engagement of the employees.
- Elimination of overloaded emails is another point. In any organization, email plays a major role in employee communication, information request, task assignment, communication with vendors, document distribution, HR notices, team activities all happen through email (White, 2019). But only some of the emails are relevant and need immediate attention and other emails do not require the immediate requirement.
- Very proper business communication and the right tool of communication are required to eliminate the communication soils.
- Effective business communications are helpful for job performance. In any team, if the proper message is delivered to the team members and if they act accordingly then the work is done smoothly.
- By using a communication strategy it becomes effective in interdepartmental communication. For the employees to become productive communication can help and they can collaborate very easily (White, 2019).
- Business communication education helps in improving communication with remote workers.
- Another major purpose is to reduce employee turnover. In any organization satisfied and engaged employees enjoy the work environment and the turnover reduces drastically. The management is required to inform the staff about the information relevant to their job.

- It improves knowledge sharing. The trainees constantly to grow by learning new things and sharing of the knowledge help in acquiring deals.
- Effective communication plays a major role in improving customer satisfaction. Effective communication can help in better understanding of the needs of the customer. The perfect attitude of the employee also deeply impacts customer satisfaction (Barker & Gower, 2010).
- Communication helps in building a better culture of the company. It leads to a joyful, healthy work environment and motivates the employee to work hard, and ultimately leads to job satisfaction.

Effective business communication plays a major role in an organization for the betterment and recognition in the business world.

### **Benefits of Business Communication**

- Business communication helps in building the team. Effective communication in the team leads to a smooth flow of the information from top to bottom and one side to another without any inhibition. When the understanding of the work is clear and the employees know how to be in tune with other employees and to contribute to reaching the goal of the business the team members feel empowered. If any general structural change happens in the organization communication helps in understanding the changes immediately and assess which task needs to be performed and which one will affect the change and the impact of it in the general flow of work (Barker & Gower, 2010). Effective communication reduces the chance of unpleasant surprises in the meetings and major changes in the company and helps in keeps track of the organization's workflow.
- Business communication helps in boosting the morale of the employees. The moral of the team members is the benefit of effective communication. If there is no communication then the teammates stay lark and eventually start growing resentment in their mind towards the team members and the leaders resulting in disloyalty, mistrust, and negative thoughts. It ultimately leads to a reduction in morale and productivity. But when there is communication in the team members develop trust and get transparent work function in the organization. They get to know whatever changes happen in the company at l proper time and get the proper assistance from the leaders.
- Business communication helps in increasing satisfaction among customers. Teams when communicated effectively with one another can also communicate effectively with the customers. Customers at all not fond of conflicting information. If the sales department promises a certain product to deploy within a certain time frame and does not inform about such a promise to the engineering department then the result becomes the delay of the product manufacturing and the customers start losing the trust (Kalogiannidis, S2020). This leads to sales reduction and loss of opportunities. But if the team communications well with other departments then the whole work can be done smoothly and within a given time and ultimately can keep the customer trust in the company.
- The productivity of the company gets improved through effective communication. If the teammates are aware of their tasks and roles and the expected outcome from them they can focus on their effort. The team leader gets the bigger picture in their head and works efficiently which ultimately leads to the generation of desired products in a predefined time frame (Barker & Gower, 2010). The work is also effective. Customers



are quite happy and their trust can gain more works for the organization allowing them to be more productive.

### **Strategies to Improve Business Communication Skills**

For trainees learning effectively and applying those efficiently in the business world is the main purpose of the training and development department. It is important to be accurate in case of communication. While conversing in a business meeting maintaining accuracy is essential. While delivering a business proposal or the annual growth of the company in the conference room or to the team leader the communication should be crisp and clear adorned with formal business language. While writing a business email it is essential to write it very accurately. According to Maria Rodriguez communication manager of Huffington post while writing an email it is necessary to write it accurately as much as possible and always ensure to include the perfect grammar and maintain correct spelling throughout the writing (Mayfield & Mayfield, 2002)."

To improve the communication skill despite any communication channel employees are using asking relevant and quality questions are considered as the vital part to understand the topic. This can also help in the reduction of any misconception about the particular topic. In the business world asking questions is not considered stupid, rather it can help in the reduction of any problems. While making a business presentation or writing a work-related email it is necessary to be very detailed. This can help in clearing the relevant details to be checked for the business contract and reduction of any miscommunication.

According to the Business writer of Best British Essays Cecilia Dixon in spite of writing emails or the message it is necessary to always take care of the content and go through more than once before sending to the receiver to make sure the content is error free. This shows the expertise of the employee and thus it can help in making a good impression to the boss and can lead to promotion even. To improve communication skills listening is also considered very effective (Barker & Gower, 2010). Listening to the teammates or the team leaders with full focus and attention can help in progressing conversation and it can also ensure optimal communication. Now a day's social media has been considered the most impactful platform to have business communication with various customers. Employees can be progressive with their communication strategies by liking commenting and sharing any posts that might be related to the organization they are working on. This can ultimately lead to effective communication skills. Also according to (Kalogiannidis, 2018) keeping people connected you keep the same.

### **Conclusion**

Business communication is known as a major part of business success. Communication can be effective in case of maintaining good relationships with business partners, customers, and stakeholders. Effective communication is considered as the milestone to maintain a successful business. Communication plans require being proactive to get better success. For the trainees, the education of business communication is impactful as it can help in maintaining the success of the business in the future. Internal as well as external communication is the backbone of any organizational success in the market. So learning professional communication strategies is essential for any employee. This can help in a joyful work environment and the trainees to be applied as employees can give their best in the work and emit the professional performance in a job that can ultimately lead to job satisfaction. Effective business communication is the key to any business.

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