Importance of internal communication in an organization

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# Introduction

Pearson & Nelson (2000) define communication as a dynamic, interactive, process that seeks to understand and derive a shared meaning between parties. During this interaction, thoughts, feelings (Buffet, 2021), and perceptions are conveyed among the involved parties. Conveyance **(**Kretschmer and Khashabi, 2020) of information during the process could be in an informal (phone call, speech, body language) or formal (technological, email, memo) manner (Terumi, 2009) with far reaching impact.

# An organization can be viewed as a group of people working together for a common interest. Two types of organizations usually exist informally (informal\social) and formally (official/structural). In both types, different persons may be given similar or different roles and responsibilities. The purpose of the allocation of responsibility is based on the need to have cohesion for the realization of the organization's mandate (Csaszar, 2012). To ensure a proper flow of information, organizations devise their internal communication methods (Musheke and Phiri 2021) across levels. Effective internal communication ought to apply a mix of methods that promote efficient and easy interactions.

# The need for a cohesive organization as people perform their roles makes communication within (internal) the organization a very important facet. This article examines the importance of internal communication in an organization

This article examines eight important reasons why organizations should think and rethink about internal communication as important process to harness staff skills and abilities to achieve organizational mandate.

# Promotes unity of Purpose

# Communication enables employees to know and be reminded of the mission, values, and goals of the organization. It is believed that, when employees are kept informed, they get more connected (Ptacek, 2014) and realise they need to support each other to accomplish the organization's mission resulting in more personal engagement and commitments to the organization. Constant updates that may be achieved through staff meetings, internal memos, emails, or hard copies are vital to keep staff connected and motivated to focus on the mandate and pull in the same direction as opposed to different directions.

# Facilitates Co-Ordination

# The structures of formal organizations usually include management, technical, and support groups. The key purpose of management is to get things done through others (technical core and support). To this end, management has a cardinal responsibility to provide an elaborate coordination (Dietrichson , Goodmundsson, and Jochem 2022) structure to harness and harmonize staff synergy. The exchange of ideas and information enhanced through internal communication mechanisms by the management brings the manager (leader) and the staff (led) in close contact with each other and builds trust to establish an effective working relationship to spur unity of action in the pursuit of a common purpose. It binds the people together and facilitates co-ordination. Communication is thus necessary to foster and maintain a coordinated work relationship.

# Promotes Co-operation and Motivation

# Communication creates mutual understanding and trust among the members of any organization. This creates a cohesion sine the persons in the organization developes a higher chance to play together (Xhinglong Qu et al, 2019). When members trust one another, the atmosphere creates promotes cooperation among the employees. During communication, workers get an opportunity to have their grievances, issues, and suggestions addressed by the management. When addressed it leads to a sense of belonging resulting in a cooperative and motivated staff (Sobo and Sadler 2002)

# Bolsters Planning and Decision-Making

# Communication enables management to acquire information that can be used to plan and make decisions regarding the organization. This information can be acquired through staff open forums, suggestion boxes, and confidential communication channels. It's important to note that quality managerial decisions are usually dependent on the quality of communication between the management and staff. More so, decisions reached having considered the staff inputs ought to be communicated so that staff can even be motivated further to implement the said decisions.

# Promotes an positive organizational culture

# Communication can be used to enhance an organizational culture that is unique and above all promote cohesiveness (Flieger, 2019). is an excellent method of behaviour modification (Nancy and Dongre 2021) since it creates a favourable atmosphere for change.. When errant members of staff are communicated with respectfully, they realize that their errant behaviours may hurt the organization. This assists them to realize the possible negative impact (Harrison, 2020) of triggering change for the betterment of the organization.

# Promotes efficiency and productivity among staff:

# Organizations have clear communication of duties and responsibilities and relationships with individuals and collaborating units. By providing clear instructions the staff can understand their role, and promote collaboration (Ansoff and Brandenburg 1971; Ma, 2022) leading to increased productivity. When this happens, tasks are completed effectively in an optimal amount of time. This is enhanced through an established good work environment and training provided through internal communication mechanisms.

# Promotes learning

# Effective communication increases staff capacity. Through communication, members of staff are constantly informed of new happenings in the organization. When staff are kept in the know about the organizational requirements, feedback about their performance (Ma, 2022), and the future expectations of the organization, they tend to keep updated, thus communication enables them to be continuous and lifelong learners.

# Contributes to Job Satisfaction:

# Communication grants staff opportunities to be involved in the management of their organization. Once members of staff feel and internalize this privilege (Egbert, 2023), they become increasingly tied to the organization and may not want to exit. Their job satisfaction is unequivocally guaranteed.

# In conclusion, internal communication is vital for the achievement of organizational goals (Seelos, 2021). Communication keeps everyone in the know and seeks feedback for the betterment of the organization. Organizations that have established internal communication mechanisms (Ma, 2022) can reap highly from the benefits. It enhances staff cohesion, morale, and motivation, learning and maintaining staff.t. It keeps staff informed, builds a strong organizational culture (Flieger, 2019) that gives staff a reason to work for the organization.

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