

**Importance of Communication Skill Regarding Human Behaviour
in business environment:**

Prof. Dr. Ashok Shinde

Head of commerce dept.

Mrs. Varsha Shailesh Patil.

Assistant prof. Y. C. College, Islampur.

Abstract

Abstract discusses importance of communication skill development in business organization. A direct correlation emerges between the amount of technical communication instruction and career advancement. Responding to increased attention on the changing business environment need for better communication skills.

This paper reports the result of importance of oral communication. These data suggested that, while you will be communicate which techniques of communication are vital. Communication skills such as translation, clarity, negotiation, and listening are so important. Objective of this paper is that to understand why people work and how they communicate effectively between each other. Human Behavior and communication these two concept are interrelated.

Introduction

Skill is the noun that means ability to do something well or expertise. The ability to use knowledge effectively and readily in execution or performance.

Skill development means developing yourself and your skill sets to add value for the organization and for your own career development.

Business managers with good verbal and written communication skills helps facilitate the sharing of information between people within company for its commercial benefit.

In this paper, we are going to discuss about communication skills and its techniques regarding human behaviour in business.

Objectives

1. Understand the concept of human behavior.
2. Know the Communication skill is useful in organization.
3. Understand individual perspective at work in organization.
4. Explain the importance of communication to business.
5. Discuss talking and its key elements.
6. Explain the techniques for conducting and participating in meeting.
7. Describe the good telephone and voice mail technique.
8. Understand why people behave in a particular way.
9. 7 C's of effective communication.
10. Barriers of effective communication.

Research Methodology:

The study is based on secondary data. Secondary data have been collected from various reference books and internet web sites.

Defination-

“Human nature is the concept that there are a set of logical characteristics, including ways of thinking feeling and acting that all normal human beings have in common.”

7C's of communication:

- | | |
|-----------------|-----------------|
| 1. Completeness | 5. Concreteness |
| 2. Concise | 6. Courtesy |
| 3. Consider | 7. Correct |
| 4. Clarity | |

Barriers in effective communication

- Connecting with the audience
- Simple words
- Body languages
- Cultural sensitivity
- Checking for understanding
- Seeking participation
- Effective questions
- Summarizing what has been said.

Individual Perspective

All organization are composed of individuals no organization can exist without individual. Organization performance is largely affected by the way of individual behave at work place.

All individuals are different. This is a fact supported by science too. As regards individual differences at work the important ones are outlined here-

- People differ in the style of leadership, they want to under. Some may like to work under autocratic style and some may like to work under democratic style.
- People also differ in their stamina to bear with job stress. While some may like prefer to fight from stress, other may like fight with and work more effectively under stress.
- People may differ in expression to their grievances. Some peoples usually communicate freely but some may be introvert that means have some problems to communicate.
- Last but not the least people also differ in their personal characteristics like sex, age, race, education, attitudes, etc.

Communication matters

As far we discuss the human behaviour at work place we need to understand the skill of communication, because communication is vital to every part of a business. Good communication skills are vital for your success on the job. To become a successful leader you must have a great team and communication is essential to building trust and teamwork employees. Most people do not communicate well. By improving your communication ability you improve your chance for success.

Whatever position you have in business, your performance will be judged largely by your ability to communicate. **The evidence is clear: Improving your communication skill improves your chances for success.**

Techniques of communication for conducting and participation meeting-

- As we know our work will involve oral as well as written communication. We were spend more time talking than writing in business.
- Good voice quality helps one communicate, it involves pitch, delivery speed and volume.
- A self analysis of our talking should show our talking style.
- In a meeting you will be either a leader or a participant.
- When your meeting time is limited, you need to determine in advance how much time will be needed to cover each item.
- Poor listening is also major cause of miscommunication.
- Listening involves sensing, filtering and remembering.
- Improve your listening skills by focusing your attention on the speaker and listening actively.

Suggestions

1. When calling introduce yourself and ask for the person you want.
2. State your purpose early.
3. Cover points systematically.
4. When screening calls for the boss, be honest.
5. Listen when the other person is taking.
6. Do not interrupt or dominate.
7. Plan long conversations and follow the plan.
8. Identify yourself by name and affiliation.
9. Deliver a complete and accurate message.
10. Speak naturally and clearly.
11. Give important information slowly.
12. Close with a brief goodwill message.

Conclusion

Communication is very important in every place of business. Communication is the process of passing information and understanding from one person to another. At every place of business and firm where there is a large production and various departments communication plays vital role. It helps in decision making, and enables us to solve the differences, build trust and respect in the organization.

Remember

- There is no progress without communication.
- Human relations are impossible without communication and Communication is impossible without human relationship.

References

1. Dr. S. S. Khanka, *Organisational Behaviour*, S.Chand & Company Pvt.Ltd.
2. Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz, NeerjaPande, *Business Communication*. Tata McGraw Hill Education Pvt. Ltd.

