Communication And Conflict

Communication and conflict:

“Communication can be defined as the exchange of an information, thought and emotion between individuals or groups. It requires a sender, a message, and an intended recipient.” Effective communication is huge for managers in the associations to play out the essential elements of the executives. Any business includes two kinds of communication: outside communication that is coordinated to the external business condition just as inner communication that is coordinated to employees.

The different types of formal communication used in every organisation are downward communication, upward communication, horizontal communication, and diagonal communication which will enable smooth transition of information among all the employees including the management. Downward communication moves from the top management to the employees. This kind of correspondence is trademark for organizations with a legitimate style of the executives. On the other hand, upward communication flows from employees to top management which lets the management know the situation about the work done. Diagonal communication streams between individuals, which are not on the equivalent hierarchical level and are not in an immediate relationship in the authoritative progressive system and finally, horizontal communication moves between individuals who are on the same level of management.

Non-verbal communication portrays the way toward passing on importance as non-word messages. Research shows that most of our correspondence is non-verbal, otherwise called body language. Some of non-verbal communication includes, haptics, chronemics, body language or posture gesture; facial expression and eye contact. This type of communication can take place between the employees for personal communication as well.

In order to run an organisation effectively, one of the main factors is to have good communication among the fellow peers. The communication must be from both the sides of the management and the managers must convey what they are expecting from the employees and vice versa. It encourages chiefs to play out their employments and duties in the right way. Managing and controlling is beyond the realm of imagination without composed and oral communication for the management. “For efficient communication, it is necessary that the receiver understands the meaning of the message and indicates it to the sender through some expected reactions” (Ivancevich, Matteson, 2002). Thus, it implies that “effective communication is a building block of successful organizations”. Alongside, feedback also plays an important role in the effective communication of an organisation.

A new strategy, system will not succeed, without organizational adoption; thus, communication is essential to the effective implementation of organizational change (Schweiger and Denisi, 1991). DiFOnzo suggests, poorly managed change communication results in rumors and resistance to change, overstating the negative aspects of the change.

By not having a proper communication, it may lead to misunderstanding and as a result, there

may be a conflict among the employees, which would have dire consequences in the management and would negatively affect the company's operations. Conflicts are a piece and parcel of human cognizance in all parts of life. "Conflict is a process of social interaction and a social situation, where interests and activities of participants (individuals or groups) actually, or apparently, confront, block and disable the realization of one party's objectives" (Jambrek, Peni?, 2008, 1199). The major three types of conflict in a work place are – relationship or emotional conflict which is based on interpreting inconsistency between people, task or substantive conflict based on the type of task and process conflict which is based on the incompatibilities of how to complete the task.

Conflict can have a negative impact in an organisation in terms of performance, goodwill and it is an essential requirement for growth. In Bundoora Construction Company, it is very important that the management and the employees have a cordial and mutual understanding among themselves for the successful operations of the firm. Effective communication must be conducted from the top level and the employees must be made aware of their duties precisely. On the other hand, the employees must fulfil their duties and provide feedback of the work done, so that the managers have an idea about the work progress, which will help them to prepare a schedule for the future. Oral and written communication should be a part of their day to day activities; non-verbal communication should also be given importance as the former. If there are any conflicts that might arise because of miscommunication, the following recommendations should be adopted:

- Set clear expectations and clarity of information.
- Address issues immediately and openly.
- Build listening skills and patience.
- Recognize and respect personal differences.
- Setting clear communication policies.

Along with the above recommendations, in order to mitigate conflict problems, it is very important to have meetings, brain storming sessions, timely feedback on work, being straightforward in communicating any issues instead of being passive aggressive (In which case, it which would only lead to conflicts later). In addition, it is important to be mindful of the diversity of the employees and understand the cultural differences as they can be from different regions with different beliefs.

For example, some employees may not feel comfortable discussing a certain issue as it may hurt their cultural sentiments.

References:

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