

International Conference on "Innovative Management Practices" Organize by SVCET, Virudhunagar

COMMUNICATION IN INNOVATIVE MANAGEMENT

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ABSTRACT

Communication and Creativity is of prime concern for launching any enterprise with development efforts, even though convention has its remarkable place in the scenario. Flourishing in the industry and taking them to global standards requires linking communication to innovation success at all sectors. Suggestions are given for business leaders to be effective in their communications to their customers during transformational development proposal like lean, operational excellence or reliability excellence. Communication is the key component in assisting the smooth hand over technologies. We argue that appropriate language structures of how to communicate rather than what to communicate have to be in place and extending boundary activities need to be facilitated.

Keywords: *Communication, creativity, Management*

Importance of communication:

“Communication is an intercourse by words, letters or symbols and is a way that one organization members shares meanings and understanding with one another.” – Koontz and O’Donnel

The words of Koontz and O’Donnel are true in pointing out communication as of paramount importance to any meaningful organization. Communication is the crux of biological existence of all human beings in this world.

The need of the hour for information transmission to get things done is only through effective communication. People working in a diverse and result-oriented environment and technocrats are facing new confrontations reality is only through communication as the vital ingredient which can add spice to the day by day. Students, professionals and all the others who are in any enterprise have to endorse soft skills with technical skills for value representations. A good rapport has to be sustained with their fellow colleagues and envision their goal with the company’s target to enterprise and elevate it. Loads of success is always bagged by an effective communicator regardless of any specialization in an organization.

Effective communication aids in solving the problems quicker. It helps us to effective decisions. It acts as a lubricant and keeps all individuals working in time with the expectations of the management. It gets better output. In industries, it implements customer’s response effectively. Furthermore, it implements business relationship and promotes goods work flow progressively in an organization.

Key words: *Communication, flourishing, reliability, diverse, technocrats, professionals,*

1. COMMUNICATION IN ORGANIZATION

Effective is an essential requirement to accomplish organizational goals. Communication has various purposes for internal and external functioning in management.

“The ability to speak effectively is an acquirement rather than a gift.”-William Jennings.

An individual needs effective speaking proficiency, in order to be successful in one’s professional quest. It is the single most important criterion in hiring professionals. Most of the professionals are hired through a

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selection process such as Group discussion, Personal interview, Oral Presentation or some other form of oral communication.

The oral communication is a tool of professional and business interaction, one should be able to use it fluently, effectively and confidently. Once you master the art of speaking clearly and correctly, despite a touch of regional, you will enjoy your ability to communicate with the people.

In written communication message can be transmitted via email, letter, report, memo etc. Message, in written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.

Planning, Controlling, Staffing, Leading and Controlling internally within the organization and communicating externally with the Suppliers, Customers, Governments, Community, Society and others make the organization function.

Effective communication either oral or written is essential in an organization. There are different scenarios when employees need to receive the messages, seeking clarifications, responding to a colleague's e-mail, inviting others to a meeting, updating a simple procedure, meeting participants to review the details of a plan, circulating a new set of policies and so on. Professional communications like technical and industrial reports, project, business proposals and letters, electronic mailing, memos, notices, agenda, minutes, technical abstracts, job applications and resume.

For various situations to use phone call or visit and to resolve a conflict in a face-to-face meeting and to send letters outside the organization we need to use appropriate and innovative method of interaction.

Non-verbal communication or wordless cues also has a major role to play in an organization. Visual cues such as, physical environment, distance, appearance and dress code has tremendous influence on the behavior of the employees. Non-verbal communication in the form of physical, aesthetic, signs and symbols are important to management for uplifting their management strategies.

Therefore communication is considered to be the key and valuable dynamics of the management process.

2.NEED FOR TECHNICAL COMMUNICATION

Technical Communication is the soul of organizational life and a prerequisite to effective management. The list of its versatile functions is very extensive. It not only makes professional relations possible but also directs the flow of technical information and knowledge for the guidance of technocrats, engineers, and others in their professional activities. It stimulates scientists and researchers to take steps to achieve individual as well as social and organizational objectives and develops information and understanding essential for effective group functioning. Moreover, it leads to association between the activities of individuals as work team and helps to cultivate positive attitudes essential for motivation, cooperation and further important organizational processes.

The importance of effective technical communication skills has increased with the information revolution and socio economic changes in the new millennium. The whole world has become a universal market and the transfer of technology is playing key role in economic expansion and transformation.

As the professional world becomes more diverse, competitive and result oriented, the importance of technical communication skills continues to increase. In fact, technical communication skills are crucial to professional success today because, success in communicating in the technical environment will depend not just on an effective style but on the ability to analyze, organize and present essential information effectively.

Revolution in information technology is having a profound impact on technical communication tasks. One needs high tech knowledge of communication capabilities, ability to present and explain complex technical information in a simple and familiar style. But there is no doubt that good writing and speaking skills are essential to

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success for securing a job. A good knowledge of technical skills are so important to communicate the information to update traditional technologies.

3. COMMUNICATION IN INNOVATIVE MANAGEMENT

Innovative ideas give fresh outlook of life and harmonize things in a coherent way. If effective communication is implemented in innovative management it stays competitive and could withstand in the global market. The chances are more to evolve itself as trend setter having gained the stamp as an innovative management.

Establishing and supporting innovation in an organization lies in the hands of the management and higher officials at the topmost levels. Only through their initiatives to kindle and motivate the creativity popped up in the employees. It is essential for the leaders to create psychological environment that fosters innovation at all levels. It is mandatory to teach them how to recognize avant-garde opportunities, breakthrough products, concepts or services can act as catalyst to boost an organization.

Increasing reliability on Oral Communication forms such as meetings, Group Discussions, Conferences, Seminars, Workshops and other forms oral interactions in democratic decision making today has given increased significance to the need for effective speaking skills.

As innovative ideas face, a clear sense of mission empowers front-line employees to act on novel ideas that promotes your company's purpose.

4. IMPORTANCE OF PRESENTATION SKILLS:

We may not be all professional public speakers, but we have to make a presentation at some point of time. Whether one is a student, a professional engineer, a business executive, one may have to oral presentations in front of one's colleagues. A professional may make presentations in the form of progress reports, seminars, research, and presentations and so on.

Professionals in various fields, including scientists and engineers have also to make oral reports, present seminars or deliver project presentations orally. Similarly, business executives may have to introduce a new product that their company has launched.

Oral presentation is a tool of professional and business interaction. A good presentation can do wonders for a person as it may help to get a lucrative job offer from the company/ a big business deal / promotion. On the other hand, a poor presentation of ideas not only reduces the image of the person but also result in major business loss.

Therefore, the ability to deliver an effective presentation is essential for all us. One should present ideas in a persuasive way, make audience interest using appropriate visuals. A presentation should begin in an effective way, develop ideas logically and conclude it with something memorable.

5.ROLE OF A CHARISMATIC LEADER IN ORGANIZATION

The function of a leader in management applies to communication. Leadership involves in imparting instruction, issuing orders to the supporting staff, communicating rules, objectives, and procedures, guiding, motivating and supervising them. Leaders create the psychological environment that fosters sustained innovation at all levels. The channels like the upward, downward, horizontal and diagonal communication inside the organization keep the organization alive with the leader's direction. As it flows orderly through the chain, the control will be easier for the leader to keep an eye on his organization

The commitment to establish the right psychological conditions for innovation commence at the higher level authorities. Their leads and roles in creating and changing organization's culture with the leader's motive are mandatory. Only they could promote the innovative capability and culture which depends on several factors regardless of any size of your industry. An effective system of communication develops a successful leader always.

- ***Establish a clear mission***

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- Initiate the clear sense of the aim to gear up the journey and attain the destination with a focus
- ***Foster Open communication***
 - A genuine trust has to be built up between the management and the employees through open communication on a regular basis
 - This is possible by conducting regular meetings, systematize programs that enable agile employees at the forefront
 - The management heads can interact their openness by lending their ears to innovative ideas from the employees who reach customers
- ***Restrict complicated rules and regulations***
 - Rigid rules and regulations may hinder innovation popping up in the employees
- ***Impart a sense of ownership***
 - A charismatic leader inculcates in his employees a passionate commitment towards the goal
- ***Make sure compliment and rewards are standardized***
- ***Eliminate project and processes that are idle and boring***
- ***Create flexible framework of operations and understand failures as stepping stone to success***

5.1. Checklist for Effective Communication in Innovative Management:

How to fascinate the interest is very important in developing an effective communication plan. Match the message of the sender and receiver and what the receiver wants to know is the successful approach to create the level of understanding required for innovation process.

- Being aware of the requirements of the customers beforehand and communicate accordingly to withstand as pioneer in innovative management
- Try to experience the world from the customer's side
- Employ proper and effective style of communication that is peculiar and throw out negative or angry tone.
- Encode your message in a skillful way
- Eliminate physical and psychological hindrances
- Update yourself from time to time so that you are ahead from the mundane approach
- Be accurate and avoid overflow of data
- Be open, ethical, sincere, and hold high esteem and integrity
- Intercultural diversities need to be appreciated
- Accelerate social networking for open innovation
- Contributions of innovator's ideas to management ought to be encouraged and authorized throughout the organization.

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Innovation in any type such as:

- Redesign of the infrastructure
- Practices that facilitate effective teamwork
- Connecting innovation teams inside the organization with external partners and experts
- Employ online tools that constitute virtual workplace have to be encouraged by the management.

The innovative tools together enhance the performance and the satisfaction of individuals, teams and the entire organization. Creativity and willingness to work hard achieve solid results through insightful thinking and persistence. The focus is on enhancing the skills and commitment without spending much money.

6. DEVELOPING THE COMMUNICATION PLAN

- Begin by being aware of the topic of your communication to be interacted with the target audience
- Identify the preferred media for each topic, keeping in mind that the top method of communication is face-to-face
- Try to see at least 3 special media for each topic to ensure a higher percentage of the plant population can be reached
- Assess every media based on the following characteristics which will enable your leadership team to determine communication effectiveness as prescribed:
 - **Broadcast** – Does this media reach a high level of transmission in order to reach at least 70% of the target audience?
 - **Frequency** – Based on the content and production preparation required, will this media effortlessly let your guidance team or sponsors to repeat the message a minimum of six times to make sure that 70 percent of the target audience internalizes the information?
 - **Reliability** – Who should deliver the message using the prescribed media in order to accomplish the highest level of reliability?
 - **Feedback prospects** – Is the media capable of seeking feedback in order to effectively resolve paths of conflict or message analysis?

Now we are ready to conclude the communication plan. Schedule the communication topics in accordance with your enhancement process and progress plan. Identify the frequency of communication required for each message using the predetermined media. At last, identify who deliver each topic or message based on the characteristic of media and execute the plan.

It is very important to be consistent. Craft your messages within the plant or facility leadership team. One way that people will discredit the improvement process or challenge leadership commitment is when you receive mixed messages. Make sure you and your peers are aligned and don't be afraid to use a script. It is not so much the presentation quality, but rather the content of communication that is most important. People will recognize the position of the individual within the organization and will tune into the message being delivered and not the method of delivery.

Language and understanding have been significant to the effective transfer of communication in the Innovative and development process. Cross boundary procedures are enhanced by establishing common knowledge or common ground and by using mechanisms such as routines, languages, stories and models that have meaning across boundaries. These communicative activities can be carried on at various environmental changes that happen frequently and links complex societal networks are needed. Product development and business process re-

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engineering when teams are formed and disband, the knowledge of the teams and the lessons they learned are lost as individuals move on to teams. However, the necessary skills can perform as extending the boundary agents as they transfer the knowledge and ideas between projects.

7. CONCLUSION

Communication is one aspect which helps in improvement process that you can't have too much of. Nevertheless, a futile communication has the ability to ruin any improvement process. Be attentive in your communication planning. Effective communication plays a vital role in developing Innovative Management Strategies, Customer Retention, better work environment and again better work environment leads to better service that finally leads to high customer satisfaction and customer loyalty. If necessary, engage a communication expert to craft your messages. Let us put an end to another communicate breakdown.

"Success for YOU in the new global and diverse workplace requires excellent communication skills!"

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