



A Comprehensive Study On Effective Communication In The Corporate Workplace For The Best Practices At Mysuru.

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Abstract:

This research presents a detailed examination of communication practices within various workplace environments in the city of Mysuru, with the objective of identifying existing challenges, evaluating their impact on employee engagement, and proposing actionable strategies to enhance communication effectiveness. The study surveyed 50 employees from diverse functional areas such as human resources, finance, IT, sales, operations, and administration, ensuring a well-rounded perspective on communication across organizational levels. The findings reveal a strong consensus on the fundamental importance of communication in maintaining smooth operations, fostering collaboration, and achieving organizational goals, with 91.7% of participants affirming its critical role. Despite this recognition, 75% of respondents reported encountering significant communication-related challenges at their workplaces. The most common issues included lack of message clarity, frequent misunderstandings, and insufficient feedback mechanisms. These problems not only disrupted workflows but also negatively influenced interpersonal relationships, especially between subordinates and supervisors, with 55% reporting adverse effects on their rapport with management. Moreover, the study uncovered a direct link between poor communication and employee attrition, as 60% indicated that communication failures contributed to their decision to leave or consider leaving a job. Inadequate formal training in communication skills, discomfort with digital communication tools, and dissatisfaction with meeting structures were also cited as major barriers to effective interaction. Remote work environments added further complications, with 50% of respondents stating that the lack of face-to-face interaction and non-verbal cues impeded

communication. The overall satisfaction with communication within organizations was moderate, averaging 2.9 on a 5-point scale. These findings point to a pressing need for improvement. Based on the analysis, the study recommends implementing regular communication skills training, developing structured and inclusive feedback systems, enhancing digital literacy, improving managerial communication, and fostering a workplace culture centered around openness, clarity, and collaboration. Ultimately, the study emphasizes that effective communication is not just a soft skill but a strategic asset that significantly influences employee retention, productivity, morale, and the long-term success of an organization. Addressing the identified gaps through deliberate, organization-wide efforts can lead to a more connected, efficient, and resilient workforce.

Key words: Effective Communication, Workplace Communication, Remote Work Communication, Employee Attrition, Digital Communication Tools, Communication Satisfaction, Workplace Productivity, Organizational Culture

Introduction:

In the dynamic and multifaceted environment of modern workplaces, effective communication stands as one of the most critical drivers of organizational success. It goes far beyond the basic exchange of words; it encompasses the ability to convey ideas clearly, listen actively, understand others' perspectives, and foster an atmosphere where collaboration can thrive. Communication affects nearly every aspect of professional life, from building strong relationships between team members to ensuring that strategic goals are understood and met at every level of the organization. At its core, workplace communication involves a complex interaction between verbal and nonverbal cues, written and spoken messages, and the technology that facilitates these exchanges. Misunderstandings or poor communication can lead to confusion, decreased morale, missed deadlines, and even conflict among colleagues. On the other hand, when communication is intentional, inclusive, and transparent, it becomes a powerful tool for innovation, efficiency, and employee engagement.

As workplaces evolve with the integration of remote teams, digital platforms, and global collaboration, the need for refined communication skills and strategies becomes even more pronounced. Different communication styles, cultural backgrounds, and technological preferences can create both opportunities and challenges. Therefore, understanding the best practices for effective communication—such as active listening, emotional intelligence, clarity in messaging, and feedback mechanisms—is essential for building a productive and respectful work culture.

This article delves into the practices that support strong communication in professional settings. It highlights common barriers, explores practical methods to overcome them, and provides actionable insights aimed at improving everyday interactions in the workplace. By mastering the art of communication, organizations and individuals alike can create an environment where ideas flow freely, conflicts are minimized, and collaboration is the norm rather than the exception.

Literature review:

The issue of communication in the workplace should be resolved across various regions, including India. Recognizing employees, staff members, and all other workers in an organization. Fostering better and effective communication are some attrition control strategies suggested in this paper.

- **Shubhangee Ramaswamy, Corresponding author . Institute of Management Education Research and Training, Pune, Maharashtra (2022);** Communications have a big impact on employee engagement. When employees are informed of the most recent corporate news and connected to the other members of the team, they experience less annoyance and exclusion. When individuals are enabled to take an active role in organizational communication, whether through two-way dialogues or content development, they feel valued, supported, and empowered.
- **Rizwana Wahid, Shanjida Halim and Tanzina Halim. Migration letters (2024);** The input of the employees needs to be valued, and their abilities are to be trusted. They need to be given chances and motivated to perform better. In the opinion of Seligman and Csikszentmihalyi (2000), positivity in organizations is rooted in positive psychology's shift away from what is wrong with people to what is right, good, and makes life worth living. Schein (2000) believes that attention should be given to what is improving and has potential, thus 'to build on what is working and not working.' Based on the findings, the following are the recommendations to create a good rapport with co-workers through positive influencing skills.
- **Ike Lasater, puddle Dancer Press (2010);** The reason that I make the effort to write this, to incorporate NVC into my life, and to make NVC my work is because I want to be part of creating a world that is characterized by the arising of compassion. Nonviolent Communication is not the only path to this goal, but it is the one that I have found the most useful for me. I share this work with you in the hopes that it resonates, that we all can canwork toward creating this world for our children, for all children, and for all of us.
- **Ame Lynn, Master's Thesis, University of Tennessee, (2011.);** As such, researchers, practitioners, and organizational members now have the ability to conceptualize this elusive "cloud-like" concept of effective change communication to further research and provide a service to the modern organization and its employees' experiences with change communication.

Objectives:

1. Identify the importance of effective communication.
2. Determine the best practices for effective communication.
3. Explore the impact of technology on workplace communication.

Research methodology:

This study was conducted based on the primary research method and the secondary research method. In this study, we used the survey as primary data to collect data so that our research project could be carried out. We have prepared questionnaires by using Google Forms to ensure the respondents can easily access the questionnaires. Through the primary method, we distributed 50 sets of questionnaires to the corporate employees. Meanwhile, we also conducted research through secondary data such as reference materials (books, magazines, newspapers, articles, and journals) and internet networks. In this chapter, we have selected some suitable study designs to facilitate access to information and respondents and data collection. Organized and strategic research procedures, processes, and methods are important to get the solution to the problem under study. We use cross-sectional studies to allow us to answer research questions. A cross-sectional study is a type of study in which data are collected only once.

1. Survey Design

A structured questionnaire was developed to collect quantitative data on the factors contributing to attrition. The questionnaire included questions on personal demographics, job satisfaction, work-life balance, corporate support, communication opportunities, technology in communication, and issues in communication. The survey was administered to 50 corporate employees.

2. Data Analysis

- Quantitative data were analyzed using descriptive statistics and correlation analysis to understand the relationship between different factors and communication intention. Qualitative data from the questionnaire were analyzed using thematic analysis to identify common themes and patterns.

I. Results and Discussion:

1. Demographic Profile of Respondents:

A total of 50 respondents participated in the survey. The demographic breakdown is as follows:

- Gender: 58.3% of the respondents were male, while 41.7% were female.
- Age Distribution: 70% of the respondents were aged between 21 and 30 years, while 30% were above 30 years.
- Departments Represented: A diverse range of departments was represented, including HR, Sales, Finance, IT, Operations, and Administration, indicating a cross-functional insight into workplace communication.

2. Key Factors Contributing to Attrition:

- **Importance of Effective Communication:**
 - 91.7% believe communication is important in organizational operations.
 - This strong consensus suggests a high awareness of communication's role in workplace functionality.
- **Communication Issues:**
 - 75% of respondents have faced communication issues at work.
 - Major causes identified:
 - Poor clarity (approx. 50%)
 - Misunderstandings and lack of feedback.
- **Impact on Relationships:**
 - Around 66% feel communication affects interpersonal relationships at the workplace.
 - 55% reported that poor communication negatively impacted their relationship with their supervisor or manager.
- **Attrition and Communication:**
 - 60% indicated that poor communication contributed to their decision to leave or consider leaving a job.
 - 50% believe that proper communication can reduce attrition and improve employee satisfaction.
- **Feedback Mechanisms:**
 - Only 33% receive constructive feedback regularly.
 - Over 40% feel their feedback is often ignored or unacknowledged.
- **Training and Tools:**
 - Just 30% received formal training in communication.
 - 40% reported that they do not feel comfortable using digital tools for communication, indicating a skill gap.
- **Meeting Effectiveness:**
 - Many felt meetings were unproductive or unclear in purpose, with only about 35% finding them effective.
- **Technology and Remote Work:**
 - 50% felt remote work hindered effective communication due to a lack of face-to-face interaction.
 - Technical issues and lack of non-verbal cues were frequently mentioned.
- **Overall Communication Satisfaction:**
 - On a scale of 1 to 5, the average rating was 2.9, reflecting moderate satisfaction with workplace communication.

Recommendations:

Based on the findings of this study, the following recommendations are proposed to enhance effective communication in the workplace:

1. Conduct regular communication skills training sessions for employees at all levels.
2. Implement structured feedback mechanisms to ensure all employees feel heard and valued.
3. Encourage open communication channels between employees and management to reduce misunderstandings.
4. Utilize modern communication tools effectively and provide training for the same.
5. Schedule well-structured meetings with clear agendas and actionable outcomes.
6. Promote a workplace culture that values transparency, collaboration, and inclusivity in communication.

Conclusion:

Effective communication is a cornerstone of organizational success, influencing employee satisfaction, productivity, and retention. The study conducted in Mysuru highlights a strong recognition of the importance of communication while also revealing significant gaps in implementation. Issues such as lack of feedback, poor managerial communication, and inadequate training contribute to employee dissatisfaction and attrition. By addressing these challenges through strategic communication practices, organizations can foster a more engaged, connected, and efficient workforce.

References:

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