

Control Systems Professional Practice and Communication

Professional communication within a workplace

The practice of professional communication within the workplace is very much important for professional growth. This is because communication helps in executing several strategies of the company. Good and professional communication is a vital tool to achieve productivity and to maintain a strong professional relationship with employees at all level within the organization. People who invest time and energy to deliver clear communication will probably be able to rapidly build trust among the employees and the company. Employees who communicate in an efficient and effective manner with managers, colleagues, and customers are known to be an asset for an organization. Effective communication is the skill that helps people stand apart from the competition when they apply for a job (Mishra, Boynton & Mishra, 2014). The aim of this essay is to reflect on professional communication, social media platforms, and the strategies to improve communication with an employee.

In any organization, it is very important to focus on five key reasons to run strong communication among employees. The first reason is team building which is very important in any organization. An effective team is all about how team members collaborate together and communicate with each other. To build an effective team employee satisfaction, support, morale, and motivation are must and this can be done through an effective communication. The second reason is giving everyone voice i.e. all employees must be given chance to speak and be listened to. Employees given chances to speak about ideas or issues or complaint will lead to smooth functioning among team members and trust (Heide & Simonsson, 2014).

Innovation is the third reason and the organization that encourages communicate is far more innovative than the other companies. If employees are free to discuss their ideas and innovations without any fear and ridicule, then that organization will achieve their goal in a much faster way. Growth is the fourth reason and communication are an important tool for the company's growth. Communication can be viewed externally as well as internally. The consistency of the message internally and externally can be done with effective and strong communication skills. Strong communication leads to strong management which is the fifth reason to run strong communication among employees for better result of the company.

When the leaders are good in their communication skills, then they are able to build a strong team right from the delegation, motivation to relationship building which is must in any organization (Mazzei, 2014).

Managers are the ones who communicate with employees about the goals and objectives of the company. If the goals, objectives, projects, etc. are communicated clearly and effectively to the employees then not only the company but its employees will also have a positive result

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growth wise. So, defining goals and expectations as well as clearly delivering the message is an important part of good communication skills. Communicating something in a professional front that too in an effective way is tricky. So, a channel has to be selected to communicate and this can be determined through the importance of the message. It can be done through face-to-face interaction, emails, voicemails, etc. Leaders have to see what channel of communication will work better and give a positive result to achieve the company's objective (Quintanilla & Wahl, 2015).

A good leader or a manager will always use the tool of communication to deliver. In the professional front, it is very important to involve everyone whenever required because this will lead to smooth functioning in an organization and this will improve the productivity among the staff and employees. Strong communication leads to a strong professional relationship among the employees and empowers them to speak with each other professionally and in a respectful manner. As it rightly said that practice makes a man perfect, so practicing professional communication is good for every employee in an organization. Apart from this, many factors need to be kept in mind while practicing communication like coordinate words and body, speaks slowly, maintain an eye contact, be a listener and engage with them, participation of people, maintain positivity, polish your communication skills through humour, stories etc. (Coffelt, Baker & Corey, 2016). Communication is a two-way process and no company or world can survive without communicating with other. Positivity in the office work environment is also very important because simple communication will not help that much in improving the productivity of the work. Positivity will come by using communication skills with humor, telling stories, motivating the employees that they can do it, etc. that will help in building trust and increasing the productivity in work. Hence, the practice of professional communication within the workplace is very much important for professional growth as well as the growth of the company (Coffelt, Baker & Corey, 2016).

Use of Social media platforms

Social media has rapidly gained popularity within the few years of its existence. Social media platform is the medium to socialize and communicate easily with each other, but it has also transformed the buying and selling process in the market. Every business and organization use social media in their marketing strategies as it's the easiest and cost-effective way to reach the target audience. Social media has taken the entire marketing strategies to a new level where now all the companies compete with each other through social media platform

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and try to reach the first position. There are many social media tools that are used for socializing also, as well as for the business purpose. The different types of social media tools are; Facebook, Twitter, Instagram, emails, mobile marketing, YouTube, Pinterest, print media, tv advertisements, radio advertisements, LinkedIn, etc. (Jin, Liu & Austin, 2014). Facebook is the most popular social media platform with billions of active members across the world. Companies make a good use of this platform as they can reach their target audience very easily and at a limited cost. Companies make their Facebook page and keep posting some of the other thing about their products and services so that they remain in the minds of their target audience. There is a specific time in the day when the traffic in the Facebook is maximum and companies strategically promote their business during that specific time to reach their target audience in less time. Twitter is little different from Facebook and companies make use of it by attracting the audience through their short videos and photos which builds the curiosity in their target audience (Knowhow Non-Profit, 2018). Emails and mobile apps are also one of the popular media that companies use to promote their products and services. Companies make use of email in such a way that their emails go straight to the inbox of the target audience and not in the promotional mail. This is so because no one reads the promotional mail, so companies use the digital marketing tool to send the emails in the inbox of the people. Along with this linkedln is specifically used for professional services and B2B marketing. LinkedIn is very good for two types of contents; firstly, post the content links on the profile, and secondly, publish the long-form posts on the publisher of the linkedln (Batinca & Treleaven, 2015).

Almost all the companies make their videos and post it on social sites like Facebook, Instagram, etc. YouTube is the most famous to post a video and when a company makes their promotional video, they post it on YouTube. In the past, print media like newspaper, magazines, pamphlets, leaflets, etc. were used to promote various products and services. Along with print media, television advertisements and radio advertisements became popular and are still used for any kind of promotions in the market. But, newspaper, tv advertisements, etc. are costly and the start-up companies cannot afford to invest that much amount of money. So, they use the opportunity to promote themselves on social media platforms. This shows how the world is becoming techno-savvy and becoming digital day-by-day (Wood & Khan, 2016).

As stated above simple communication will help in increasing the productivity but if it is used wisely and tactfully then objectives can be achieved. Same is for social media tools, that just by posting and uploading pictures will not get the target audience. Companies have to see

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the time of the post, make the content attractive, use the unique brand voice, etc. because all these are the ways to communicate with the audience through social media. If the content of the product is attractive and unique then it will instantly attract the target audience. Seeing the uniqueness of the product the audience will feel that this is exactly what they want. The other thing companies must choose the social media tool wisely (Riff, Lacy & Fico, 2014).

They must go through the entire marketing strategy to check which social platform will get them the maximum profit. One by one they should post about their promotions on social media and remain in the minds of the target audience. Social media has made it very simple for the companies to promote their brands and reach a maximum audience but how to use, when to use, and which platform to use is also very important to keep in mind. Hence, social media helps in the improvement in the efforts of the organization to reach the target audience (Wang, Pauleen & Zhang, 2016).

Case study- Techniques to manage communication

As per the given case study, the communication skill with Chris is negative and poor. To improve communication with Chris it is very important to choose the words wisely so that it does not hurt his feelings and there is no negative impact of it. I will use three strategies to solve the problem of communication with Chris. The three strategies are; rapport formation, an element of humor and empathy, and the help of social media tool. Firstly, whenever there will be a meeting with Chris, I will make sure to first build a rapport with him so that we are comfortable with each other and develop respect for each other. By building a rapport formation, communication with Chris will become easier and more effective (Quirke, 2017). Secondly, whenever Chris criticize my ideas and shows disagreement, I will try to inject an element of humor to it so that the situation is easy to handle. I will try to create harmony by making jokes to avoid the anger element and make the situation lighter. Along with this, I will even show empathy towards his criticism while making jokes so that even Chris becomes comfortable. Lastly, I will request him that before meeting we will mail ideas to each other so that we discuss each other ideas and see what works best. This way we both will get along well with each other, improve our communication skills, and will be able to achieve our objective (Coombs, 2015).

Through emails we will be able to understand our strengths and weaknesses and will balance out the two very well. Also, through this our teamwork will improve and in the near future, if we get chance to work together, then it won't be a problem as we both know our strengths and weaknesses. To make things more comfortable, I will also make use of some gestures

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like thumbs up, high five, fist bumps, etc. to make smoother between us. This way we will be able to build trust and a professional relationship. I will encourage him to utilize his strengths and motivate him to give better ideas than me. This way work will be done in a much faster way and in a more productive way (Dutot, Lacalle & Versailles, 2016).

To conclude, communication is very important in any professional, social or personal front. How people communicate reflects the values they possess. Good communication skills are very important in any business and can be developed by regular practice and implementing in day-to-day life. Communication through social media platform has increased and gained popularity among business. Communication and social media go hand-in-hand and these two are the best tools to attract the target audience. Through communication and social media platform, only the communication between me and Chris will improve and will be able to work together as a team. In any communication, rapport formation is a must whether in office, school, colleges, relationships, etc. Building a rapport makes it easy for people to communicate with each other in a comfortable way.