

**Title of Course:**

**COMMUNICATION, THE MOST IMPORTANT SKILL**

Good communication skills are usually a major requirement for any type of job you may want to take on, from front-office jobs, to technical jobs or to remote online jobs. This is one set of criteria that is unaffected by Covid 19's increase in digital workplace technology.

“*Good communication is just as stimulating as black coffee, and just as hard to sleep after.”* - Anne Morrow Lindbergh

So, what is communication?

Communication is the transfer of information, ideas, or messages from one person to another, one group to another, or one place to another.

For any transfer to be defined as communication, there must be a sender, a message or information, and a receiver.

The sender usually codes the message and sends it to the receiver, who decodes it, via various means such as speech, writing, mail, or even gestures.

When communicating face to face, the message will be conveyed through words, gestures, or body language.

Communication can be classified into four categories based on the mode of transmission used:

If the transmission method is face-to-face, television, radio, telephone, and so on, communication is **verbal.**

**Nonverbal** communication occurs when the transmission method includes sign language, body language, and gestures. Unintentional communication occurs when people are assumed to be sending a message by the way they dress, walk, or signal.

When the transmission method includes magazines, letters, books, emails, and so on, the communication is referred to as **written.**

**Visual** communication is typically pictorial, such as logos, charts, maps, and so on.

When the message is passed to the receiver and is well understood, the communication process is complete; in other words, the message and its meaning are well communicated. This is not always the case, because different people can interpret the same message differently. What one person perceives as a message will undoubtedly differ from what another perceives as a message.

Effective communication is required for good communication. Effective communication is the process of sending a message, information, or idea to a recipient in such a way that the purpose of sending the information is met in the most effective and efficient manner possible. If the message's intended purpose is eventually well understood by the receiver, then such communication is effective.

The onus is thus more on the sender to ensure that the communication is sent in such a way that the receiver understands it.

What constitutes good or effective communication?

For a message to be considered effective;

* It must be clear and simple enough for the receiver to comprehend.
* It must be complete; otherwise, the wrong decision will be made, making the message unsuccessful.
* It must be straightforward and precise enough to allow for better understanding.
* It must be free of errors and mistakes.
* The receiver must be known, and the message must be planned with the receiver's language, level, position, and attitude in mind.
* The respect and humility of the sender should be reflected in the message, especially if it is written.
* It is important to encourage feedback.

Effective communication is a skill that requires a great deal of experience and practice.

What factors contribute to effective communication being the most important skill to possess? Some of the reasons are listed below:

1. Good workplace communication contributes to the development of a positive and healthy relationship between the organization and its clients.
2. It contributes to the development of a positive relationship between the employer and the employees.
3. It contributes to the development of a healthy culture among employees and promotes unity and understanding, owing to the fact that employees come from a variety of cultures, each with their own set of traditions and beliefs.
4. It increases productivity because everyone understands their roles since they are well communicated and understood.
5. In a well-communicated environment, employees' needs and goals are known, and their skills and talents are identified and put to use for the greater good of the organization.
6. Good communication erases misunderstandings, it aids in the prevention or mitigation of conflict.
7. Feedback is a part of effective communication, it aids in better planning and service delivery quality.
8. Effective communication is two-way between the sender and the receiver, including between employers and employees, and it encourages employee participation.
9. It increases employee job satisfaction because they feel heard and a part of the organization.
10. Employees are encouraged to innovate because they are able to communicate their opinions and ideas.
11. It encourages employee teamwork, which leads to a strong work ethic and increased productivity.

**Sources**

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