1. INTRODUCTION

Communication is an art through which we develop the interpersonal relations. As English major, Michael Eisner has always loved to communicate; but he believes that “today communication requires a new set of skills, skills that today’s students are equipped to elevate in the 21st century”. In his commencement address at USC, he reminded the graduates that the biggest threat to a business these days is careless and misunderstood interpersonal and business communication.

He firmly considers that “bright potential for productive and enlightened communication and interpersonal skills will place the Business Organization at sublime”.

Rational of the study

Why Business Needs to be Communicate…

Communication Skills are integral part of business organization of any class. Evidence of the importance of communication in business is found in numerous surveys of executives, recruiters, and academicians conducted in recent years. Without exception, these surveys found communication ranking at or near the top of the business skills need for success. Typical of these surveys is one by Robert Half International of the 1,000 largest employers in the United States. This study found that 96% of the executives reported that today’s employees must have good communication skills to get ahead. ¹ A recent study of skills and competencies needed by accountants strongly supports the value of writing, speaking, and listening. ² Similar results were found in an unpublished survey made by the Jones Graduate School of Management, Rice University. The deans of the programs surveyed reported that they see communication as one of the greatest teaching priorities of an any management program. These words to job seekers in The Wall Street Journal lend additional support to the importance of communication: “To stand out from the competition, you must demonstrate the unwritten requirements that are now most in demand: leadership and communication skills…”³
Peter Drucker, recipient of the Presidential Medal of Freedom and one of the most respected management consultants, educators, speakers, and writers of our times, made these observations about communication:

“Colleges teach the one thing that is perhaps most valuable for the future employee to know. But very few students bother to learn it. This one basic skill is the ability to organize and express ideas in writing and speaking. As soon as you move one step from the bottom, your effectiveness depends on your ability to reach others through the spoken or the written word. And the further away your job is from manual work, the larger the organization of which you are an employee, the more important it will be that you know how to convey your thoughts in writing or speaking. In the very large organization…this ability to express oneself is perhaps the most important of all the skills a person can possess”.

Unfortunately, business’s need for employees with good communication skills is all too often not fulfilled. Most employees, even the college trained, do not communicate well. But new studies show there is a high correlation between communication skills and income. Even among college graduates, those with higher scores in literacy earn 47% more than lower scoring graduates earn. A study by Office Team concluded that such skills as writing and speaking well, displaying proper etiquette, and listening attentively will probably determine career success.

The communication shortcomings of employees and the importance of communication in business explain why you should work to improve communications skills. Whatever position you have in business, your performance will be judged largely by your ability to communicate.