Effective Communication

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Background Information: Effective communication is an essential leadership trait at every level of organizations.

This business era demands that leaders and other professionals consider focusing more on the business's small aspects. Effective communication skills are needed at every organization level, especially when employing a manager (Luthra & Dahiya, 2015). An effective manager should have different skills such as persuasion, creation, and management of the value system, and is responsible for different roles to guarantee support to the team members. However, for a manager to accomplish these duties, effective communication should be at the core of every action. Besides, the leader should have effective leading skills, creative planning, and monitoring. Teammates work when motivated by the manager’s communication skills. As a result, an organization can realize its goals and ambitions. Approximately, a manager who spends 70 to 90 percent talking with the team members and other people at the place of work is bound to realize the organization’s goals (Luthra & Dahiya, 2015). Effective communication is a tool used by leaders to guarantee effective leadership. Indeed, leadership and communication are two aspects with positive correlation. A manager should have the key points in mind when communicating with their teams and improve the communication process for effective leadership.

Accurate and appropriate communication is a critical factor for growth for any successful leader or manager. Managers should be convincing in their communication to achieve the professional threshold of a leader (Luthra & Dahiya, 2015). Effective communication for managers serves two primary functions for an organization; the first one is about successfully completing projects. The second one is inclined to realize organizational goals and objectives. Many studies indicate that a leader is someone who can take charge and responsibility and be in a better position of stimulating others. Leaders have a distinct attitude
of convincing others and making them participate in defined activities for an organization (Luthra & Dahiya, 2015). They are oriented to achieving results; consequently, they work and train to control the challenging situations and help improve the teams' outcomes working in collaboration with him. Anyone can be a leader because the individual taking charge and serving a leadership position with the right attitude can guide the company. A prime minister of a nation or a president of a country can be a leader. These people must have the skills and expertise required for leadership; however, they can only lead if they demonstrate communication skills (Luthra & Dahiya, 2015). Communication ensures that these people can share what they have and what they anticipate from other team members. Concisely, successful leadership is more about effective communication.

Effective communication skills are crucial for developing high-level comprehension and beliefs among individuals and motivate them to understand the guidelines and virtues required by the leader of them. The absence of effective communication skills makes it challenging for a manager to realize the individual and organizational goals has made him infective and incompetent (Luthra & Dahiya, 2015). Through efficient interaction, a manager can improve his potency and guide the team members to accomplish the set tasks. At the same time, effective leaders understand that productive communication is a two-way process. Indeed, communication is a procedure achieved by using two primary factors: listening and speaking with comprehension. They understand that this process can only continue if they are effectively heard and understood appropriately by the team members.

**A strategic Communication Plan**

A strategic communications plan is meant to play a proactive role of measurement to ensure that everybody has the appropriate or needed information and a timely way. The plan is also meant to the type of information to be shared and how it can be disseminated. The
strategic plan identifies the target audience, the primary messaging, rollout, timeline, and the goals or objectives.

The Strategic Communications Strategy of the Organization.

1. Communications Infrastructure

Staff members to create internal and external messaging. The partners must help deliver using their networks such as their newsletters, social media, direct information to the clients, and board communication. The aim is to develop or formulate a shared vision procedure for the firm's role in the community (Falkheimer et al., 2017). There is also a need to identify a realistic and achievable goal for the organization in one to three years. The other reason is to have achievable and realistic communication objectives to meet the goals noted. This will also enlist the staff and board members to support and take part in the required or needed activities to achieve the firm's goals and aims.

1. Goals

This is about the importance or significance of communication efforts and why they are being launched in the company. The company aims to achieve this, using different approaches and goals. Firstly, there is a need to gather intelligence to help in the growth of the business. There is also a need to prepare the business to receive those who will come in as volunteers. There is also a need to create a buzz about the company's pilot project (Falkheimer et al., 2017). creating awareness about the organization and its programs is also essential. Furthermore, the goal is to create an awareness regarding business service providers in the area. Besides, this is the time to identify the businesses that need one-on-one assistance, such as the plans for expansion, sacking, diversification, among others. Facilitate
the connection between the community and the business as a way of achieving proper communication.

Various processes will be implemented for realizing these goals and objectives. Firstly, there will be a concern about building morale among the team members. When creating goals that every person, including the staff and the volunteers, can meet or achieve, the energy levels will be high. As a result, there is a need to establish an evaluation criterion. Funders or stakeholders will be interested in understanding the success of the organization's work (Falkheimer et al., 2017). As a result, it is imperative to define the success to provide or guarantee the stakeholders with appropriate information to define the work's success. Setting priorities when there are several communication opportunities is also key. Concisely, the approach ensures that the company can make challenging choices regarding the exact point or position to award limited resources. For instance, if anyone comes up with a proposal about conference planning, it will allow the organization to understand whether the activity can support the stated goals and if the planned activities should be postponed or eliminated.

There should be a good cause for celebrating when the stated goals have been achieved. If the goals have not been set at the start or commencement of the planning process, one cannot understand the exact time to celebrate. Many organizations feel unhappy when their communication activities come to an end because they feel that they would have done something better. Such organizations fail to define the onset of their goals and objectives. Without having an evaluation point for the work, it becomes challenging for an organization to feel its work's success (Harwell et al., 2020). In some cases, certain goals are likely hard to attain; it is the management's responsibility to note down such objectives and invest more resources to pursue them. Imperatively, one should understand the dimensions of success on paper and discuss with others to identify the unrealistic expectations. After that, the manager
identifies the human or financial resources that could lack in that perspective and comprehend the obstacles impeding the company's success.

1. **Target Audience**

The target audience is the section of people the company aims to reach and hence the need to know them. For instance, this case targets businesses in central Oklahoma. Most businesses in the zones identified are retail, dealing in sectors such as finance, hospitality, and legal services. Most of the firms primarily operate with 2 to ten employees. After understanding this, the organization understands that the views of these people vary widely. The plan is to conduct a public opinion on the issue. In this case, one finds that the attitudes will break down into various concepts (Falkheimer et al., 2017). Some will completely oppose the approach of the group on the issue. The other group could be busy or distracted and hence cannot engage in the business process. The other could completely support the perspective. The supporters are critical in this situation. These are the volunteers; staff members, and they have a higher likelihood of supporting the issue or implementing calls to action.

The next aspect of the target audience is about things that motivate each group to act. This will be more about understanding the group's fundamental values, their attitudes regarding the problem being addressed by the organization, and if the audience gets motivated by guilt (Ajayi & Mmutle, 2020). Some audiences tend to rebel against authority, and others are cool. Other people are too protective of their jobs or children. The audience also depends on the ongoing activities in the area. For example, there might be a situation where a politician is seeking an election in the region or a business team who needs favorable marketing positioning. Similarly, the target audience could be senior citizens who have a lot of time and want to connect with others. or probably, the audience could be young people
who are seeking job opportunities or approval from their friends. Typically, most people make wrong assumptions about the audience's attitudes. This plan primarily understands that the audience is not the manager or the organization, and the values that force the firm to work with enthusiasm and commitment may not be the same as theirs.

As a result, this organization aims to reach the business in Oklahoma's central region and its surroundings. The population in the area is mostly comprised of youths between fifteen and 30 years. The company aims to reach all these people and provide them with the best quality products in the area and beyond. Indeed, each audience ought to be distinguished by the majority of its members. That is the reason why the company aims to reach this market. It becomes challenging for the target audience to develop a single communication avenue that would engage the group in similar ways (Woodcock & Johnson, 2019). For instance, there cannot be a single communication vehicle to engage the senator and the teenage boys in the area. Primarily, one cannot expect teens to be responding to formal letters constructed in bureaucratic language. At the same time, the senator will not be the right person to deliver the message in rap style.

1. **Message**

   The question is more of acquiring the right message. There is a need to develop a right and strong message that resonates with the target audience. This is an art that ideally means that the message should be based on one theme across the target audience (Heath et al., 2018). Additionally, the messages created should be precise and simple statements repetitively across all communications such as news, brochures, and web pages. There are guidelines to consider when delivering a message to the target audience and the staff members in general. Effective messages should generally comprise four main precepts: clarity, concise, compelling, and delivery are done by the right person.
For the organization’s case, one of the messages shall read as follows; the company is working in partnership with Google to help the growth of the business. At the same time, there can be additional messages. For instance, the problem is that cities are regarded to have a weak linkage with the business community because they do not have a friendly environment. The solution to such a problem would be to connect with multiple businesses to have a dialog. This problem’s action will improve comprehension of the opportunities and hardships facing companies and identify the firm that needs follow-up help.

1. **Communication Channels and Outlets**

   This area describes the intention or ways of reaching out to the target audience. The organization shall use press releases that shall be disseminated to the media channels and various business networks. Social media shall also be implemented for this purpose. Local champions will also be used for presenting to the community stakeholders. The news media that will be used commonly for this issue is the TV stations and the newspapers.

1. **Pitch Reporters**

   Pitching to reporters can be done using taglines, graphics, or themes. For instance, the organization shall offer answers about the benefits of the company to the community. The leaders in the company are fully committed to giving their support to the businesses. This is the first of its kind organization in the area. Conversation for ten minutes could save the business. The first nation leaders will be in the streets to support the business. The media will have high res graphics containing all the press releases. The organization shall also inform the media about its requirements, such as the volunteers' photos walking in the streets, among other things.
1. **Deliverable/Collateral**

These are the deliverables or events needed to communicate with the reporters. It entails a variety of information to support the efforts of communication. Some of them include the date and time of events, the key messages, the art or the company’s logo, the people in attendance of the event, and the event's expectations, such as team photos and the senator's walking in the street.

1. **Timeline**

The timeline is used to describe the period or time of rolling out information to the people and the groups using the mentioned communication channels. Some of them will include the implementation communications timeline, track coverage, a system to have the media hits, and one of the company's staff members to review the print media sources such as newspapers and the google alert areas during the communication campaign.

1. **Evaluation**

Post-event evaluation of communication technology is a critical aspect of understanding some of the things that work well for the company and those that failed. This information should be used as an opportunity to learn more from experience (Van Ruler, 2018). The area entails the precise people whole will be in charge of the conversation, and those that will participate. Consequently, the organization will plan to have a post-event meeting facilitated by its project partners to establish the program's success and challenges.

**Discuss management and Leadership Approaches**

Management and leadership should use different strategies to achieve a strategic, effective communication plan. The management should consider reviewing the current communication channels to comprehend the most effective ones regarding the readership and
engagement of the employees (Martic, 2020). The leadership should also collect the necessary data regarding the differences in the readership rates based on the workers' location, functions, and demographics. Evaluating the context format that is highly likely to get the workers' attention and the target audience (Martic, 2020). The concepts could include video webinars or podcasts. Besides, the management should use data to better comprehend the best moments of the week for distributing the internal content. The leadership should analyze internal influencers. Specifically, it is critical to investigate the organization's messages that get the utmost attention and involvement.

Management and leadership should understand that the designated budgets for internal communication are increasingly becoming potent, meaning that there will be an increased need for more planning that should be forecasted and tailored to the business goals. Transformation is expected in the future, and so should the leadership and management. The leadership should have challenges when defining goals in its communications plan (Martic, 2020). Concisely, workplace communications have a critical role in impacting or affecting the employees' satisfaction levels, productivity experience, and working. As a result, the leadership and the management should align the communication goals with those of the company.

The management should be accountable for content sharing regarding the personal social media profiles to improve the employer's social selling and branding perspective. Reports indicate that only 23% of the workers can willingly share news about social media. As a result, this could be one of the greatest goals of strategic communication.

In summary, effective communication for managers serves two primary functions for an organization; the first one is about successfully completing projects. The second one is inclined to realize organizational goals and objectives. Additionally, this paper has evaluated a strategic communications plan that includes various components such as messaging, target
audience, goals, and communication outlets for a company. The work found out that the management and the leadership have a crucial role in realizing the most accurate communication plan.
References


