

STUDYING THE IMPACT OF EFFECTIVE COMMUNICATION ON THE WORK ENVIRONMENT AND EMPLOYEE PERFORMANCE

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Some organizations lose effective ways of communication within the organization and this, in turn, leads to poor performance of employees and negatively affects all management decisions. Therefore, we seek in this paper to clarify the impact of the effectiveness of communication in the work environment and employee performance in achieving a safe work environment that helps achieve goals. This topic was discussed after some employees in SMEs were contacted to find out what attracts them to the work environment, improves their performance, makes them highly committed to work, and what makes them unfaithful and unloving for work. The answers indicated that the effectiveness of the labor and administration departments in dealing with employees is the way to ensure that they stay on the job for a longer period and improve their performance. Through this study, we will focus on the impact of effective communication in the work environment and employee performance and identify the importance of this communication and the skills that help in achieving it, and the technical tools that can help improve this communication in the work environment. We will get the answer through the UES Company, and through it, we target a group of workers in the human resources department in the company to see the effectiveness of that communication with them and its pros and cons for the company.

Keywords: Small and medium companies (SMEs), united engineering services (UES).

INTRODUCTION

Effective communication in organizations is one of the most important processes that every organization seeks to develop to ensure its development and effectiveness within the workplace to obtain a guarantee of continuous communication within the organization by improving the performance of employees and stimulating capacity development continuously. In a group of studies conducted abroad for a group of organizations to measure the impact of that communication on work and employees, they found that communication is the process through which purposeful information is transmitted in the organization itself and between human cadres in it. They also explained in other studies that effective communication is linked to the processes of exchanging opinions, ideas, and information to create a balanced and productive work environment. In any work, there must be strong management that contributes to facilitating the work within the organization through continuous and effective guidance with all departments of the organization and understanding with its employees to direct them on a specific behavior that does not conflict with organizational goals. This work is achieved by improving effective communication between them to guide them, organize their work and follow them up on an ongoing basis to gain their trust and enhance their skills and practical capabilities.

Communication function is one of the means adopted by all managers in organizations as it is a means to achieve development and business goals. Therefore, it is the basis for making any business decision. That is why we conducted this study to identify the impact of effective communication on the work environment and employee performance in the UES Company. Through this report, we will present a set of previous studies that talk about the impact of effective communication on work and employee performance, and a set of information that helps organizations work on developing effective communication to achieve organizational goals within the organization. We will conduct surveys for some employees within the selected company to find out how effective you are in contacting them.

EXPERIMENTAL PROCEDURES

Through this research, we will go through two types of data sources that will help us get the data and complete the task. First, primary sources, which are the sources through which data is collected directly, in which the data are considered accurate and correct, and are often used to prove an event during a specific period and are proven through photographs and direct interviews. Audio interviews, or questionnaires answered by the target group. In this study, we will use the electronic questionnaire, which is a source of information, and the questionnaire will

be divided into a set of optional questions and essay questions. The questionnaire will be sent to the HR Officer, who will, in turn, distribute the questionnaire to a group of 70 employees from various departments at work. Second, secondary sources, are the second means of obtaining information to complete tasks and linking information to ensure its correctness. In this study, we used the Internet to obtain a body of literature on the same topic, which in turn helps substantiate our conclusions. We will also use the Internet to obtain information from the company's main website and use a group of websites to find out some information in the analysis of some questions.

RESULTS

SECTION 1 DEMOGRAPHIC INFORMATION:

TABLE 1: GENDER

| GENDER | RESPONSES | PERCENTAGE |
|--------|-----------|------------|
| MALE | 43 | 61.5 % |
| FEMALE | 27 | 38.5 % |
| TOTAL | 70 | 100 % |

TABLE 2: AGE

| AGE | RESPONSES | PERCENTAGE |
|-------|-----------|------------|
| 25-30 | 27 | 38.5% |
| 30-35 | 27 | 38.5% |
| 35-40 | 16 | 23.1% |
| +40 | 0 | 0% |
| TOTAL | 70 | 100 % |

TABLE 3: EDUCATION

| DEGREE | RESPONSES | PERCENTAGE |
|----------|-----------|------------|
| DIPLOMA | 6 | 7.7% |
| BACHELOR | 43 | 61.5% |
| MASTERS | 21 | 30.8% |
| PHD | 0 | 0% |
| TOTAL | 70 | 100 % |

SECTION 2 SUBJECT OPTIONAL QUESTIONS

1. Is there a relationship between effective communication and performance?

| VALUE LABEL | RESPONSES | PERCENTAGE |
|-------------------|-----------|------------|
| AGREE | 28 | 39% |
| STRONGLY AGREE | 10 | 15% |
| DISAGREE | 10 | 15% |
| STRONGLY DISAGREE | 12 | 16% |
| NEUTRAL | 10 | 15% |
| TOTAL | 70 | 100 % |

2. Does effective communication affect the productivity of the company?

| VALUE LABEL | RESPONSES | PERCENTAGE |
|-------------|-----------|------------|
| YES | 60 | 85% |
| NO | 10 | 15% |
| TOTAL | 70 | 100 % |

3. Effective communication helps create a cohesive work environment.

| VALUE LABEL | RESPONSES | PERCENTAGE |
|-------------------|-----------|------------|
| AGREE | 38 | 54% |
| STRONGLY AGREE | 27 | 38% |
| DISAGREE | 0 | 0% |
| STRONGLY DISAGREE | 0 | 0% |
| NEUTRAL | 5 | 8% |
| TOTAL | 70 | 100 % |

4. Is teamwork one of the most important communication skills?

| VALUE LABEL | RESPONSES | PERCENTAGE |
|-------------------|-----------|------------|
| AGREE | 28 | 40% |
| STRONGLY AGREE | 0 | 0% |
| DISAGREE | 21 | 30% |
| STRONGLY DISAGREE | 0 | 0% |
| NEUTRAL | 21 | 30% |
| TOTAL | 70 | 100 % |

DISCUSSION

Most of the results indicate that effective communication is of great importance at work and improves employee performance. Effective communication is an important performance in achieving the company's goals and increasing the company's profitability as it is a means of developing employee performance and the entire work environment.

CONCLUSION

It became clear through the report that companies do not pay much attention to effective communication between management and employees and do not activate it properly despite its importance and positives for the company. Through this report, we have clarified the importance of this communication and its role in achieving the company's goals. We will make a set of recommendations in this assignment about the importance of effective communication on business and employee performance and solutions to challenges that any company may face in the future.

RECOMMENDATIONS

After completing this report on the impact of effective communication on work and employee performance, there are a set of recommendations that can benefit the reader:

- The necessity of the company's interest in developing effective communication skills within the company and not relying on only one skill so that the employee feels comfortable at work.
- The need to pay attention to the employee and his situation, listen to him, and involve him in making decisions and drawing the future directions of the company so that the employee feels that he is an important part of the company's interests.
- Officials and administrators must provide social and recreational services to employees and encourage collective rituals so that the spirit of friendship and brotherhood is enhanced with them and strengthens the feeling of satisfaction and belonging at work.
- Paying attention to communication processes in companies through continuous communication with employees and faster transfer of information from management and employees.

ACKNOWLEDGEMENT

I would like to thank the college in general and the project supervisor "BADRIYA ALBALUSHI" for all the efforts made in explaining all the points in the project and helping to finish the tasks correctly and for his presence at all times to help us. I also convey my gratitude to all the academic staff that set up an ongoing workshop for us, and the college library, which provided us with the information we needed.

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