

## Original Article

More often than not, most people only find the importance of being really skilled at work. Getting noticed as someone being efficient and hardworking are the only things that matter to them. However, if they truly want to become well-rounded individuals, they shouldn't just focus on showing only their industry at work. That said, they should not undermine the importance of communication in success.

Even though actions, they say, speak louder than words, words are oftentimes just as important as the things we do. You see, work is not just all about getting things accomplished and done, especially if you are in a corporate world. It is also about our relationships with the people we work with on a day-to-day basis. This is why for businesses and organizations to flourish, its members should have the initiative to build and maintain good and harmonious relationships with one another. More importantly, the people who are running businesses and organizations should also strive to build and maintain a positive working environment for their people. This is usually achieved when they are able to communicate effectively among themselves.

For those individuals who are already efficient and effective at work and are looking forward to getting promoted to a higher position which involves the task of leading people, then it is even all the more important for them to fine tune their communication skills because it is in being able to communicate effectively that they are able to connect with the members of the team. Put simply, there is more to leading people effectively than by just being a fine and good example. Nowadays, it is by also being an effective communicator that you are able to lead effectively.

Do you happen to know individuals who seem to be long experiencing a plateau in their careers even though they possess excellent skills when it comes to the performance of their tasks and responsibilities at work? Or are you one of them?

Do you feel like you have been bypassed of a promotion because you don't know how to relate with people because of your inability to communicate effectively? Oftentimes, the common denominator why some people don't get the promotion that they need or think they deserve is their inability to communicate effectively. They usually lack the people skills to be able to communicate well with people in the organization.

Nowadays, you would be lucky if you are employed in an organization that values employees with huge contribution at work and is willing to extend a hand to those who still need to develop their effective speaking skills. However, as much as you can, and in order to further build your career and become successful, you yourself should be wise enough to be able to act upon it and take some action.

If you recognize and know the importance of communication in success, it should drive you to personally take the necessary steps to develop the communication skills you lack or need to improve on.

Every day, in many ways, we communicate with other people. Sometimes it is verbally, other times it is through the written word, and we even do it non-verbally through what we call body language. For that matter, we can use images to communicate, and even a scent can carry a message. If we expect to get our point, our message, our meaning across, it is important that we have good communication skills.



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In order to work in an office, function at school or interact with people in any situation, communication is needed. Let us say that you are an engineer, and you have designed a new two hundred unit residential development. Well, to get approval to build that project, there are forms to fill out and permits to obtain.

You will need to fill in applications and probably write some sort of report to outline exactly what you intend to do. Maybe there is a swamp nearby, a beautiful pristine wetland that is home to endangered animals. If that's the case, people may protest your project; you may have to go before a city council or into court to argue that you should be allowed to build it. To do so, you will need to write up a clear, concise and easy to read report explaining every aspect of the development.

If a hearing is held, then you will probably have to get up in front of a crowd of people - some of them hostile - and verbally explain what you are planning, and answer questions. If you have pictures or computer graphics, and can show that your project will not hurt the environment, you will have a good chance of being approved.

On the other hand, perhaps you are engaged in something more mundane, like buying a car, or maybe a house. You will need to present yourself as speaking clearly, knowledgeably and with confidence. Here is where the ability to judge a person's attitude comes in very handy. If you are negotiating with a car salesperson, or a realtor or homeowner, and you ask a question that is something they do not want to answer, they may give off a subtle signal. A slight twitch of the eyebrow or the corner of their mouth; maybe they look down before answering. It can be any one of a number of things. The point is, it can be a signal to you that something is not as it seems.

On the flip side, if you are the salesperson, you will want to be able to speak or communicate in a way that answers a question, but does not leave you open to suspicion. A classic example is the old question about a house: "Does the roof leak?" And you reply: "Only when it rains". That kind of answer will sink your efforts at a sale. So, you have to learn how to put a positive spin on what you say or write. A house is not: "in the city," it is: "conveniently located to the vibrant downtown district."

When dealing with issues in your personal life, good communication is vital. If you are in a relationship with someone, communication is what keeps the relationship alive! More important than agreeing on everything is just the fact that you can talk, write, even IM each other and respect each other's views. As a relationship deepens and expands, children may come into the picture. Once you are a parent, you face the difficult task of (eventually) trying to communicate with a teenager. Shudder! A sub-species of humans that often communicates via grunts and head shakes - at least to adults.

If you are intent on convincing your son / daughter to not smoke, not do drugs, not drink etc. then very good communication skills are vital. And, you cannot only use the verbal skills. Teenagers are experts at tuning their parents' voices out. They have been hearing them since childhood, they can do it. You want to keep your teen from drinking and driving, talking is not enough. A pile of newspaper articles showing the horrid aftermaths of many such instances speaks volumes. There is the old saying: "A picture paints a thousand words." Keep that one in mind, especially in dealing with teens on many issues.

So, whether in work, in your dealings with life, or in your personal life; the importance of communications skills cannot be underestimated.



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## Summary

Most people view work skills as very important. However, to become well-rounded, showing your capability at work is not enough. It is also important not to underestimate the essence of communication in achieving success.

Even though actions may speak louder than words, words are as important as the actual things we do. Work is not just about accomplishing things, but also in considering relationships with other people. In order for organizations to thrive and flourish, the members need to establish and maintain harmony. This is usually attained through effective communication.

For individuals who are already considered as effective and efficient, and want to be promoted to a position of leadership, it is important to fine tune communication skills. With effective communication, they can easily connect with the team members. After all, leadership is not just being a good and fine example. It also entails being a good communicator.

Do you know of people who have dealt with a plateau in their careers despite being skilled? Have you felt being bypassed a promotion just because you are unable to relate with other people? At times, the common factor why some do not get the promotion they want is their inability to effectively communicate.

These days, getting an employment with an organization that appreciates the huge contribution of employees at work is considered a blessing. However, in order to further improve your career and ultimately become successful, it is very important to act upon the need to focus on your communication skills. If you do so, you will personally take the needed steps to develop such skill, and improve on it if there is a need to.

There are different ways in which we communicate with other people. At times, it can be verbal, written, or even non-verbal through body language. At times, images can be used for communication. Even a certain scent can already send a message. If you want to get your message across, it is very important to develop good communication skills.

In working with other people, communication is a necessity. This involves the different transactions that happen inside an organization. Aside from the words that come out of mouths, signals are also sent, which form a part of the communication process. A twitch of the eyebrow, looking down before giving an answer, or a twitch at the corner of the mouth can be good responses as well.

Aside from work, communication is also important in personal life. In relationships, communication is what bridges the relationship tight. Aside from just agreeing with everything, being able to talk will make the relationship even deeper. This is true in relationships between lovers, husband and wife, parents and children, parents and teenagers, and others.

In these types of relationships, talking is not just enough. It is very important to have very good communication skills, which involves other forms aside from verbal skills. Indeed, communication is very important in your personal life, as well as your work. Its essence should never be underestimated!



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