**THE IMPACT OF EFFECTIVE COMMUNICATION ON ORGANIZATIONAL GROWTH AND DEVELOPMENT**

**CHAPTER ONE**

**INTRODUCTION**

**1.1 BACKGROUND OF THE STUDY**

Effective communication is at the centre of management process. Communication is geared towards establishing and maintaining mutual understanding between organization and employees and can be employed to enhance operational efficiency.

A review of importance of communication dates back to the days of scientific and human relations approaches to management.

However, while the scientific management school viewed organization communication one- sided viewed limited to command and control the human relation school saw it as being reciprocal in nature between supervisors and subordinates (two ways).

The system school which emerged later viewed organizational communication as a system comprising of interdependent sub-systems. The ability of the various units, departments and structures of the organization to function as one depends largely on the effectiveness of communication within the organization. Communication is seen essentially as the medium through which the various aims of an organization interact in achieving the goals of an organization (Agu, 2003) the understanding developed by the system school popularized the importance of effective interpersonal and organizational communication.

Effective communications is a vital tool of management because in the absence of commucnaiton all attempts to carryout activities of an organization are in vain. In the absence of communication, no instruction can be given, no orders taken,, no contact made with superiors and subordinate and no information can be exchanged. Successful planning, organizing, staffing, directing, co-ordinating and budgeting (POSDCORB) are a result of effective communication.

Furthermore, the communication sent must be understandable and acceptable to both parties. This is one of the basic features of communication. And if both parties are not of one mind as to what the communication means, there is no commucnaiton at all. it follows that unless management can make itself properly understood throughout the undertaking, then proper functioning of the organization will not be effective.

The purpose of this work is to assess the impact of communication on organization growth and development using the media as a case study.

**1.2 STATEMENT OF PROBLEM**

Inspite of the major impacts created by effective communication, organizations are still having some challenges about their performance.

In this modern society now, effective commucnaiton on the organization depends on the necessary of organization to achieve their goals and objective at the right point in time, and their staffs will be enabled to carryout their duties effectively. However some organizations do not pay adequate attention to this, this is the problem.

**1.3 OBJECTIVE OF THE STUDY**

The main objective of this research is to examine the impact of effective communication on the growth and development of the organization, specific objectives includes.

1. To identify the communication strategies and techniques use din Le Meridian Ibom hotel and Golf Resort
2. To access the impact of this strategy and technique on the growth and development of the organization
3. To identify problems militating against effective communication in the organization

**1.4 RESEARCH QUESTIONS**

1. Does communication strategies and techniques help the organization to growth and develop?

2. How does the impacts of this strategy and techniques help the organization to growth and develop?

3. Does effective communication militate problems in the organization?

**1.5 RESEARCH HYPOTHESIS**

**Ho:** There is no significant between communication strategies and techniques on the organization growth

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**Ho:** There is no impact of strategy and techniques on the organization growth and development

 **Hi:** There is impact of strategy and techniques on the organization growth and development

**1.6 SCOPE OF THE STUDY**

This research study revolved round the impact of effective commucnaiton on organization growth and development.

This study will help the research to understand commucnaiton skills preference and their needs expected form the organization.

This study will not only help the research but also assist to know the present and future satisfaction level of the organization on communication skills on organization growth and development in the Le Meridian Ibom Hotel.

**1.7 LIMITATION OF THE STUDY**

This write up concerns the impact of effective communication on organization growth and development. The limitation are:

1. The difficulties in having access to information form the establishment
2. Not all the questionnaires given were properly filled and returned, this limiting some useful information to the study
3. The management and staff had little times to attend to me due to their tight schedule
4. Again, some information expected were deprived because the management feels they could not disclose these information so that it may not be used against them in nay way

**1.8 SIGNIFICANCE OF THE STUDY**

Effective communication is always importance in that it encourages additional skill over certain period. This on the effective commucnaiton on organization growth and development serve as a guide and source at documents to many organization toward business communication. This work will also be useful to the organization which the researcher is made as a sit explore some other avenue of communication and better performance in the organization.

**1.9 DEFINITION OF TERMS**

**Effective**: According to (Jonath Payne 2014) defined it as the ability to worth in a way that produces result that was intending. It also means being successful by doing the right thing at the right time and at the right place.

**Communication**: According to (Igor Ristic 2010) defined communication as the transactional process of symbol, meaning and message sharing which is accomplished through non verbal and unintentional/International interactions.

**Organization**: According to (Simon Lazarus 2004) say that organization is a combination of people or individual efforts working together in pursuit of certain common purpose (organizational goals)

**Growth**: Is an increase in the size, amount or degree of something or an increase in economic activities. Poets and playwright Daniel (2004).

**Development:** Berelson Dan Stainer (2008) syas that development is the gradual growth of something so that it becomes more advanced, strong etc. it is also the process of creating or producing something new or more advanced.

**Human Relation:** According to Payne Ristic 2011 says that human relations is an international peer reviewed journal, which publishes the highest quality original research to advance our understanding of social relations at an around work through theoretical investigation.

**ORGANIZATION SUCCESS**

Paul McKinley 2010 syas that for organization to be successful it must have a statements, a philosophy, and series of programs and goals that focuses on the skills and talent of its employees. All of this must be managed with care of guidance so that the organizations mission is successfully accomplished

**AUTHORITY AND RESPONSIBILITY**

Management Diary 20 August 2012 explain authority as the power to give orders and get it obeyed or in other words it is the power to take decisions responsibility means state of being accountable or answered for any obligation to complete job assigned on time and in best way.

**COMMUNICATION MANAGEMENT**

According to George (2012) state that commucnaiton management is the systematic planning, implementing, monitoring and revision of all the channels of communication within an organization and between organization.

**ORGANIZATION DEVELOPMENT**

According to Richard Beckhand’s (2012) defined organization development as a field directed at interventions in the processes of human system (formal and informal groups, organization, communities and societies) in order to increase their effectiveness and health using a variety of disciples, principally applied behavioral sciences,