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Reality of Oral Communication Management

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ABSTRACT

Of late, I have come across the organization, where company is still following Oral communication. This organization claimed world's Largest Institute (Confidential) and winner of Limca book of Record. All the employees are interested to communicate via Internet / E-Mail, but the organization doesn't take much interest to follow the same or sometime it is invalid for sending E-Mail too. I shocked after knowing all these facts. This company is located in Bangalore (India). Being Asia's software Hub for IT Communication, even though they don't follow. I pondered about this and found; what could be the reason behind for this? Whether playing tactics by the higher management to avoid leaking of company's internal information or something else? It is irrelevant, whether communication happening internally or externally, management doesn't bother at all. As per my observation, I found that, work always hamper the effective process of execution, which affects speedy & quality process. Systematic organization minimizes work process for saving time, money & energy to make better service internally & externally in the organization. Some of the organization's higher management doesn't bother more because already they have quality product / service leading in the market. Higher management drives quality product to attract to the customer. This is ultimate objective of any organization but lagging behind the proper execution for effective management in the organization. All the Employees will suffer due to improper flow of information in the system from Top to bottom, mostly passes information orally, which is common here to manage.

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Introduction

Reason for Oral Communication

1) Conceal or Hide the company's Internal Information

Most of the management hides information about their product / service due to maintenance of Company's credibility or Goodwill. Moreover they don't want to reveal the information of their product or service. For the example Coca-Cola soft-drink still didn't reveal their secret ingredients apart from main ingredients. Coca-Cola established more than a century ago and leading this company in the refreshment world. Similarly, other company wants to hide their specialty of their product or service. Company's owner or Director thinks that, it may be chances of copying the product / service by the other competitor.

It may be acceptable to hide the product's ingredients to avoid competitor, but the same is not applicable to manage the team. Managing team is a different case.

But, here Higher management intentionally provides information orally rather than hard or soft copy of information. They avoid providing information related to their product or service even though to their employees. Due to improper communication employees get confused one another, which affects ultimately to their efficiency. They are breaking the channel of information to work systematically in the organization.

2) Verifying Trusted Employee

It's all about trust towards the employees. How employees work in the organization? Most of the higher management will observe few months to the new employees

about their efficiency and based upon this, management will take a call about his continuation of job. It totally depends upon the Organizational behavior and trust towards the company by the new comer employees.

On the other hand, if the higher management intentionally doesn't trust to the employees in the organization, then it will be difficult to work in the organization. If the employees are experience and join this kind of organization, then it will be a problem to execute properly from both the sides. It will be a problem to execute proper planning. Employees won't take too much interest to perform his or her duty due to higher management monitoring. Employees won't trust to the employer for any kind of future plan made by the employer. It may affect companies objective, because; if the internal system is robust, then organization can able to deliver quality product in the market.

In some of the organization higher management play direct role to manage the system due to not trusting to the Employees. Higher management will be part of each & every department of corporate operation & execution of Product & Services. In this case Organization may take great interest to focus more to develop the product or services. If the organization focus only main department to extract production or services, the other relevant or supportive department won't take more involvement / interest to produce goods or service, which affect ultimately to the quality of service and revenue of the company. Organization can't get quality product up to the mark due to this hurdle.

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3) Professional Satisfaction

The entire organization now a days use internet to flow of information, which is cheapest & fastest mode of communication. It is also cost effective as well. And some of the organizations follow atleast hard copy of information for smooth flow of information in the system to provide quality service. Employees are habituated to use this kind of work culture.

If the employees join oral communication working culture, then s/he may face a lot of problem to communicate and will not feel comfortable to work in this kind of organizational culture. Employees will be fed-up and may leave the organization in the shorter duration.

4) Unorganized Culture: If the organization will follow this kind of information, then there will be no more difference between “**Pushan Yug*” and “****Kalayug*”. Systematic organization produces quality product, because of Uniform Policy set up by the organization. Everyone adhere to the policy to meet the company’s objective. In case of oral communication, Employees won’t clear about the company’s objective to meet goal due to improper communication. Since passing from Top to bottom and one person to another not a systematic manner, only Oral communication. Systematic & relevant information is mandatory to develop the organization.

5) Documentation: Whatever flow of information is flowing in the organization, it should have either hard copy or soft copy to be maintained. This record may be helpful in the future reference to analyze / compare the current and past data/ information. This will helpful to take concrete decision for upcoming organizational Plan.

If information maintained properly either hard copy of soft copy, this will helpful to the management to understand pros and cons of the product or service to implement in the market. This would also helpful to the organization to launch new product in the future.

6) Divide & Rule Policy: Some of the organization will break the Unity among the Employees to make cent percent control of the organization and want to become boss (Single Ruler) in the organization. If any employees leave the organization, then, there will not much affect in the organization due to not a good relation / network among the employees. Outgoing employee may call to his/her colleague in the future to their organization. There may be chances of more attrition in the organization. This kind of fear always there to the entire Entrepreneurs of the world. If there is unity in the employee, then company will think thrice to take any positive or negative decision. Due to this reason there are so many organization still they don’t have Employees’ Welfare Association too. It may be ignorance of the employees or pressure from the higher management to keep away to form any kind of Association. This tactics played by some organization to break Unity. In other words, we can say that “Divide & Rule” Policy circulated indirectly in the organization. This strategy played by the higher management to avoid Employees’ strike or factory lockout in the future. Finally, they want to remain boss in the organization. This policy will not affect their service/ Production cycle of the organization for long run.

7) Unfair Pay Scale: Many entrepreneurs will pay as per their wish, irrespective of the Employees’ capability & qualification. We read often in the Newspaper that Entrepreneur rejected Gold Medalist or Rank Holder from the University for the Particular Good Position, but hired to the employee; who has taken 6 Years’ time to complete their Graduation.

I agree with you completely. You may Say definitely that, it’s all about performance in the Interview and the candidate’s attitude towards job. But, all the entrepreneurs are not same. The entrepreneur may be having some other thing into their mind before hiring to the selected employee in the organization, who can work according to their instruction / Policy.

You will see the person having more capability to do the work. S/he will be well qualified & experienced person to handle a particular job but the company’s people won’t give chance to do. They will hire less qualified and less experience person to do the job. Higher management wants to *make dance* as per their instruction or Policy. Entrepreneur thinks that well or over qualified persons are cream layer minded person. If these people involve in the organization to do something, there may be chances to involve negative thing, because of his/her talent/ Expertise. On the other hand Entrepreneur thinks that, if qualified and experience candidate will hire, then they may involve in dishonest work because of his talent, which is against of company’s policy.

It’s all about loyalty towards the professionalism. If you are completely fit for the particular position, but will not get hire by the company. This is the reason behind that most of the qualified and experienced candidate doesn’t get suitable job based upon his/her talent.

I have come a cross one organization (Confidential) this kind of work culture. I visited personally and observed there. One person is engaged one of the Key role of the organization in the operation department. Higher management intentionally appointed him, because of his trust towards him. He is just 12th passed out and appointed with unbelievable handsome salary. I shocked after knowing all these facts.

I have conducted oral survey from all the employees and got to know that their team mates are not happy at all in the organization, because of his absurd behavior or attitude in the organization. All the Employees fed-up about this professional behavior. No one dare to complaint against him due to the influence of higher management. If any employee will dare to raise question against him, then s/he may be out of the organization. He is handling one of the key roles of company’s data operation management in the system. Everyone is fed-up due to his crazy behavior in the organization. Higher management is not interested to take feedback from this kind of Employee.

Whatever the work happen inside the organization only internal team will know the work flow. As far as customers’ concern, they want ultimate service from the organization irrespective of the work system of the organization. Customers don’t notice these entire things, what happen inside the organization; and also, this is irrelevant to them.

Higher Management intentionally appointed him. As I discussed earlier that company doesn’t want to offer job to the well qualified & experienced person due to leaking of company’s information, because internal information (Data) is considered as a life blood of any organization. If the person passes information, then it may be greater loss to the organization, since revenue generate from this only. Many Employees complained indirectly, but nothing happened so far.

Affect / Consequences

- i) Well experienced & qualified employee will demotivate/discourage himself or her self
- ii) It is dangerous in the system, because anytime can happen anything without prior notice of other employee

8) Blame- Game: Once the higher management assigned task, simply told to you orally. The probability of blame is going to increase due to non-availability of proper document pertaining to the particular assigned task.

You are soft targeted in the meeting, in case if you speak anything negative about the task or against the management due to failure of the particular project/job. They may tell you to produce any evident or proof.

In this case higher management like Chairman or Director assigned work to his subordinate VP, AVP, GM etc. Suppose you are in the role of Manager and your reporting authority, Say General Manager (GM) assigned work orally to you. You will be working like anything to prove yourself. If the project gets success "He will take credit overall, on the other hand if the project become failure or flop you are whole & sole responsible for this. That time you can not show any evident or proof to anybody that you were following as per the instruction of your reporting manager.

You may afraid of to approach the Director or Chairman to tell the truth behind the scene about the failure of that particular project due to lack of proper delegation & documentation.

Some of the organization's higher management doesn't approach directly to the low grade employees. May be the chairman is busy in strategic thinking & development of the organization. The owner of the company invested huge money to serve the society and ultimate get profit out of his investment. Owner of the company may be quite busy in their work for planning & development of the company's product. They don't want to involve micro planning of the company, so usually owner trust & assign to their subordinate to get work

done from the lower grade employee. The chairman may not be aware of the work culture of his organization because of internal system handled by their subordinates or may be too far work station. The chairman of the company completely relies upon their subordinates and approves the requested budget money to their subordinates for the purpose of operational & marketing activities. Sometimes they don't want to involve in the operation part of the organization. In fact the chairman of the company is not aware of actual Work Culture in the organization.

The old proverb still applicable here **"Think before leap"**ⁱ

Note: - I have summarized here the actual work process in some of the organizations, which is bad affect in the organization's Culture. Consequently affect in the company's objective & Revenue.

I mean doctor can give treatment, if she/he find the particular disease of the patient. Similarly, person can provide suggestion to any kind organization, if suffering this kind of problem in the organization. It is open to everyone to share with me, if you feel that you are also facing similar kind of work culture. You may consult me for any suggestion. You may approach me via E-Mail: h.r3210@gmail.com

*Pashan Yug – The Stone Age Era

** Kalyug - the "Age of Downfall", is the fourth and final era in the spiritual evolution of man.