

Chapter-12
Effective Communication Practices for Enhancing
Management Skills

Anu G. S.

Introduction

Communication practices constitute four basic skills such as listening, reading, speaking and writing in which listening and reading are called *receptive skills* and speaking and writing are called productive *expressive skills*. In management education and many other disciplines the value of communication skill is very essential. All the social skills including leadership skills, collaborative and cooperative skills, building bonds skills, team capability skills, conflict management and change catalyst skill are the necessary management skills which can be enhanced through the scientific practice of communication skill. For example in order to maintain a sound relationship between the boss and co-workers, the listening skill is very important. A bank manager who patiently listen the difficulties faced by his customers is an efficient and ideal bank manager. In similar every worker also should have the ability of listening skills. Accurate and active listening should be expected from a worker when his boss is giving some specific task. A professional has to do interactive listening while participating in a video conferencing. Attention and concentration is very important in all these contexts so that effective communication can be ensured.

Communication: Types and Components

According to Hariharan, et al., 2010, communication can be broadly classified into four types. They are verbal communication, non verbal communication, formal communication and informal communication.