

# Developing Good Communication Skills for Professional Growth

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*Abstract: Effective communication is the glue that holds relationships together. It's a process with myriad parts, all of which are important. English communication skills are important in accounting field like any other profession. Good communication skills of verbal and written can open many doors to success including professional development for the employees. Strong communication skills also enable the professionals to express themselves clearly. Being able to communicate effectively is the most important of all life skills. Communication is simply the act of transferring information from one place to another, whether this be vocally (using voice), written (using printed or digital media such as books, magazines, websites or emails), visually (using logos, maps, charts or graphs) or non-verbally (using body language, gestures and the tone and pitch of voice). How well this information can be transmitted and received is a measure of how good our communication skills are. English communication skills are important in accounting field like any other profession. English communication skills is the basic requirement to handle a job of accountant effectively and efficiently, because, in addition to performing regular tasks pertaining to accounting, accounting professionals need to draft letters, send emails, prepare reports, interpretations and foot notes for management review, perusal and decisions. They are also required to coordinate with various parties, such as, debtors, creditors, clients, banks or affiliate companies. Hence, improving skills of both verbal and written communication is very much important for accounting professionals. This paper highlights how communication skill helps in the professional development of an individual. Communication is an important facet of life. Communication skills are essential in all spheres of life. Be it an interview or dealing with the project leader or working out a solution with a team or writing a report, getting across the point effectively is what matters. To be successful, a person requires an integrated set of communication skills. These skills comprise, writing skills, speech skills, listening skills, non-verbal skills. One should have communication skills, while reading, writing, listening, speaking, conversing with various groups of people, government officials, bankers, family members, etc.*

**Index Terms**–Communication, Professional Growth.

## I. INTRODUCTION

Good communication skills of verbal and written can open many doors to success including professional development for the employees. Besides, it's a great help to prepare a strong resume to get a desirable job for job seekers. Strong communication skills also enable the professionals to express themselves clearly. Some people seem to have this opinion that they do not need to improve English communication skills, as the major part of their job involves dealing with numbers. While it is true that accounting entails working with numbers and they must be good at using numbers in number of different ways as required by the profession, they need to pay enough attention to the importance of developing communication skills. It must be noted that accounting also involves looking beyond the numbers, gathering and preparing reliable information for the intended parties.

There are times when the accounting professionals need to communicate better about the changes, results and the information pertaining to the financial statements or they need to provide accurate information in the form of various notes and interpretations.

In order to manage such situations successfully, they need to develop their effective communication skills both in verbal and written. Lack of communication skills creates various problems leaving a bad impression on superiors and colleagues. Hence, if required, it is advisable to take courses in Business English communication skills and knowledge of English that may be of great use at the work place.

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Developing your communication skills can help all aspects of your life, from your professional life to social gatherings and everything in between. The ability to communicate information accurately, clearly and as intended, is a vital life skill and something that should not be overlooked. It's never too late to work on your communication skills and by doing so improve your quality of life.

Professionally, if you are applying for jobs or looking for a promotion with your current employer, you will almost certainly need to demonstrate good communication skills. For example, the ability to: speak appropriately with a wide variety of people whilst maintaining good eye contact, demonstrate a varied vocabulary and tailor your language to your audience, listen effectively, present your ideas appropriately, write clearly and concisely and work well in a group all require good communication skills. As your career progresses, the importance of communication skills increases; the ability to speak, listen, question and write with clarity and conciseness are essential for most managers and leaders.

Communication skills will help us to understand a person or situation and will help us to find solutions to differences in opinions, build confidence and respect and create an atmosphere where creative ideas, problem solving, affection and caring can flourish. If clarity is lacking, much of what we try to communicate to others and what others try to communicate to us - communication gets misunderstood. This can cause conflict and frustration in personal and professional relationships. By acquiring these effective communication skills, we can better connect with our friends, spouse, kids, benefactors and co-workers.

It is no mystery why good communication regularly tops the list of skills required by employers, but there's much more to communication than simply talking. Developing your communication skills can benefit you in all aspects of your life, from your professional life to social gatherings, in business communicating effectively with clients and colleagues is one of the most essential skills a candidate can have. However, it is not just a matter of being able to express yourself. It involves broader issues, such as considering the overall impression being conveyed and being aware of the emotion behind the information being expressed.

## II. NEED FOR THE DEVELOPMENT OF COMMUNICATION SKILLS

In this age of information, we need to send, receive, and process huge numbers of messages every day. Effective communication is not only just exchanging information; it is also about understanding the feeling and emotion behind the information. Good communication can improve relationships at home, at work place, and in social interactions by strengthening your connections to others and improving teamwork, decision-making, and problem solving. Good communication helps you to communicate even negative or difficult messages without creating conflict or destroying

confidence. Effective communication combines a set of skills including non-verbal communication, attentive listening, the ability to manage stress in the moment and the capacity to recognize and understand your own emotions and those of the person you're communicating with.

Effective communication is a learned skill; it is more effective when it is spontaneous rather than formal. Always a speech that is read, for example, rarely has the same impact as a speech that is delivered (or appears to be delivered) spontaneously. In fact, it takes time and effort to develop these skills and become an effective communicator. As we put in more effort and practice, the more instinctive and spontaneous your communication skills will become.

### III. HOW TO DEVELOP COMMUNICATION SKILLS:

There are many ways and means by which we can develop communication skills. Some of the ways we can develop communication is described as given below;

#### 3.1 Interpersonal Communication Skills

Interpersonal Skills are the skills we use when engaged in face to face communication with one or more other people. What we say is an important way of getting our message across see Verbal Communication and Effective Speaking but using our voice is only the tip of the iceberg. We actually communicate more information using nonverbal signals, gestures, facial expression, body language even our appearance

Listening is a vital interpersonal communication skill. When we communicate we spend 45% of our time listening. Most people take listening for granted but it is not the same as hearing and should be thought of as a skill. Reflection and clarification are both common techniques used to ensure that what you have heard and understood is what was intended. Good interpersonal communication skills enable us to work more effectively in groups and teams, which may be either formal, like at work, or informally in social situations. Building Rapport help in understanding how to develop interpersonal relationships and to find out how you can take these principles further and develop empathy for others.

Interpersonal communication skills are essential to developing other key life skills. Being able to communicate well with others is often essential to solving problems that inevitably occur both in our private and professional lives. Our section on [Problem Solving](#) provides information and advice to aid constructive and effective problem solving. Decision making is another area which can benefit from good communication skills as it often requires communicating complex information so that the most appropriate decision can be made.

#### 3.2 Presentation Skills

Although, for many of us, presentation skills are used infrequently, there will probably be times in your life when you need to present information to a group of people, either in a formal or informal setting. The thought of giving a presentation or talk to a group of people can be very alarming to the novice; even hardened professionals can feel nervous. Good planning and practise, however, can help to alleviate these fears and enable you to present information clearly and effectively.

#### 3.3 Writing Skills

Communication skills are not limited to direct interaction with other people and the spoken word. The ability to be able to write clearly and effectively is key to communication; this set of skills should not be limited to journalists or professional authors. Poor written communication can be frustrating for the reader and potentially damaging for the author

### 3.4 Personal Skills

Personal Skills are the skills that we use to maintain a healthy body and mind they can enhance communication. Developing your personal skills can help with communication processes. Building Confidence can help you to feel more positive about yourself and your abilities including your ability to communicate. Personal Appearance and Personal Presentation describe how you look and how you behave can have a bearing on other people's perception of you, which in turn affects communication. By having a deeper understanding of yourself and a more relaxed and positive outlook on life you are more likely to be charismatic a trait that can further aid the communication process.

### 3.5 Conversational Skills

"Conversation" is defined as 'an informal talk involving a small group of people or only two on a particular subject or selected topics'. This skill of conversation will help one become good conversationist and in turn you will become a good communicator. To be a good conversationist one must be a good listener to the partner. You need to pay attention to your partner and respect his or her views. To gain from the conversation focus on your listener and take active part in the conversation. In conversation the speaker and listener will always need to maintain friendly relationship. Conversation should be like a tennis match, each person having his turn to give and receive. The true art of conversation is talking and listening. Good conversation requires delicacy and tact, give and take.

## IV. LOOKING FOR A NEW ROLE?

If you are looking for a new role, the application process is an ideal opportunity to demonstrate your communication skills. Make a good impression here and you will be well on your way to securing the position. Your initial application should be well written, easy to follow and put together with the audience in mind. When you have completed your application, check it again and again, then ask someone else to check it (preferably someone who knows their spelling and grammar). When you attend the interview, shake hands, smile and make eye contact. Remember people's names and show interest in what they have to say. This all indicates that you are serious about wanting the position and you are pleased to be at the interview.

### 4.1 Make a good impression

Good communication is the oil that keeps the workplace machine running smoothly. Having the ability to listen carefully, speak clearly and put others at ease is valuable in any organisation and can involve a wide range of skills: Listening attentively to others and showing interest in everything they say. Dealing with telephone conversations in an appropriate manner Encouraging interest and interaction from others in your team expressing an opinion or asking a question clearly and concisely being able to persuade others of your line of reasoning.

### 4.2 Nonverbal communication

Your body posture, hand gestures and eye contact all express a meaning, often saying much more than the words you speak. For instance, standing or sitting with your arms and legs relaxed and open will convey a friendly impression that will invite others to interact with you. If you look a person in the eye it indicates that you are focused on what they have to say (though you should be careful not to confuse this with staring!). Similarly, a particular look with the eyes can articulate far more than any words can. Nonverbal communication is important for written communication as well as face to face.

If you can convey a friendly tone in an email, for example, your coworkers will be more likely to engage with you and what you have to say. The ability to communicate effectively with clients, colleagues and managers is essential, whatever sector you work in. Good communication galvanizes teams, inspires high performance and enhances the workplace culture. Just remember, communication is a two way process, so take notice of other people's verbal and nonverbal signals as well as your own.

#### 4.3 Managing stress

Stress will help one to perform well under pressure but it should be in small doses. If stress becomes constant and recurring it may become a hindrance to effective communication and may spoil a person's capability to think clearly and constructively. It will lead to constant worry and fear and effective communication becomes non-existent. Effective communication thus is possible only in the absence of negative stress. In stress we misread other people and become very ineffective in our communication skills. Due to stress people have problem in their relationships, in their work place and everywhere they go and whatever things that they undertake. If the person can get rid of these stressful feelings and become calm and relaxed he will slowly bring that positive vibe in all his approach and he will become effective in his communication skills as well.

#### 4.4 Emotional awareness

We should be aware of our emotions and how we communicate at home and outside when we are emotionally upset. Emotions indeed play a major role in communication at home and at our work place. Always our feelings take upper hand rather than our thinking and reasoning. These emotions really lead us to communicate and often our communications are led by our feelings rather than by our thinking. It is the way you feel, more than the way you think, that motivates you to communicate or to make decisions.

When we are emotionally driven to act or to decide, we are driven by our impulses and it will certainly harm our relationships and the reasoning and thinking capacity. We will be ruled by our feelings and our communication will surely have the tone of our emotions. This emotional communication will lead to unpleasantness and frustrations and will lead to conflict.

Thus emotional awareness will help you to find the tools needed for understanding both yourself and other people, and the real messages they are communicating to you. We need to be aware of our feelings and emotions. Our very ability to communicate depends on being connected to these feelings. We really need to accept our emotional strengths and weaknesses and should be able tackle this source of energy in our communication and make our communication effective. If we don't try to understand our emotional feelings and act upon only on the rational level we will not be able to understand the feelings affection and love of people and that will be lacking in our communication. Bereft of these our communication is ineffective and baseless.

#### 4.5 Thinking and Feeling

Effective communication requires both thinking and feeling. You can develop emotional awareness and you'll know what you're feeling without having to think about it - and you'll be able to use these emotional cues to understand what someone is really communicating to you and you can act accordingly. The goal of effective communication is to find a healthy balance between your intellect and your emotions, between thinking and feeling.

## V. ROLE OF COMMUNICATION IN PROFESSIONAL GROWTH

Communication plays a fundamental role in all facets of business. It is therefore very important that both internal communication within your organization as well as the communication skills of your employees are effective. The following six reasons will explain why effective communication should be a focus in your professional growth:

### 5.1 Builds and maintains relationships

Relationships are built and can be maintained by positive encounters with others. Communication will be key to this process – without effective skills, it will be difficult to properly construct and foster productive relationships.

### 5.2 Facilitates innovation

When employees feel comfortable in openly communicating new ideas, cooperation and innovation will be at an all-time high. In addition, if staff is unable to convey their ideas due to limited communication skills, it is likely that the idea will not be implemented to its full potential.

### 5.3 Builds an effective team

If open communication within a workplace is encouraged, a more cohesive and effective team will emerge. Good communication within a team also tends to boost employee morale. When employees feel that they are well informed of the company's direction and vision, they will feel more secure within their role. Regular internal communication can also lead to an improved work ethic if staff are reminded of achievements and feel that they are working towards a common goal.

### 5.4 Managing employees

When managers are effective communicators, they are more able to inform staff adequately of their responsibilities and what is expected from them. Good communication skills also helps managers to provide constructive feedback to their staff, build better relationships, and understand personal goals that staff may wish to work towards.

### 5.5 Contributes to growth of the company

A lack of communication can lead to the collapse of any organization. Whilst that is a bold statement – without proper marketing collateral and communication internally and externally, most organizations will struggle to survive. Communication can also lead to productivity and helps to avoid unnecessary delays in the implementation of policies.

### 5.6 Ensures transparency

When regularly communicating both internally and externally, organizations remain more transparent. This is important in building trust in your brand, in your services and also internally when it comes to the trust that employees have in higher management. Tony Declawed from Examiner adds that 'when tough decisions need to be made, transparent leaders will have an easier time explaining why'.

## VI. ELEMENTARY RULES FOR GOOD COMMUNICATION

1. **Begin with something positive** to create a friendly atmosphere.

2. **Appreciate the human being** you are talking with. She/he is not the enemy.
3. **Respect** the other person's desire to do the right thing. When possible, give positive feedback.
4. **Desire peace.** If the other person makes offensive mistakes, don't retaliate; rather help him/her recover.
5. **Be open-minded.** If the other person makes a good objection, admit to it (and enjoy your new clarity).
6. **Don't interrupt.** Treat others as you would like to be treated. In the long term, you will save time.
7. **Don't provoke** the other person by hitting his/her hot buttons.
8. **"Show me, don't shout at me."** Keep the discussion intellectual. Don't force your opinion by shouting.
9. **Lead by example.** Don't expect the other person to keep these rules. Teach them by example.
10. **End by summarizing what you have in common** with the other person, a good start for next time.

Developing your communication skills can help all aspects of your life, from your professional life to social gatherings and everything in between. The ability to communicate information accurately, clearly and as intended, is a vital life skill and something that should not be overlooked. It's never too late to work on your communication skills and by doing so improve your quality of life.

### Conclusion

The use of effective communications skills help us to understand a person or situation and enables us to resolve differences, build trust and respect. The need for effective skills in communication is very much essential today. Listening is one of the most important skills for effective communication. Developing the ability to understand and use nonverbal communication can help you connect with others, express what you really mean, and build better relationship at home and work. Another skill of better communication is controlling and effectively managing stress. Emotional awareness can improve effective communication.

Thus communication is an important facet of life. Communication skills are essential in all spheres of life. Be it an interview or dealing with the project leader or working out a solution with a team or writing a report, getting across the point effectively is what matters.

To be successful, a person requires an integrated set of communication skills. These skills comprise, writing skills, speech skills, listening skills, non-verbal skills. One should have communication skills, while reading, writing, listening, speaking, conversing with various groups of people, government officials, bankers, family members, etc.

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