Communication Case Study

Student’s Name

Institution Affiliation

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**Introduction**

Communication is essential and more significant when it comes to an organizational setting. This is because communication helps managers and organizational leaders to perform their jobs and other managerial responsibilities. Effective communication helps a firm form a foundation for planning (Downs et al., 2020). Often, important information is communicated to the managers, who communicate plans and ways to implement them in the organization. For communication to be impactful, it should reach its destination as it was communicated. This helps the act upon the communication effective and precisely as anticipated. Therefore, communication network becomes of importance in this case. The communication network is the medium of communication, like emails sent to the recipient of an organization (Gochhayat et al., 2017). The network helps the communication reach its recipient using a viable medium that can be used any other day, like a meeting to brief members.

One viable medium that can be used for communication is meetings. Meetings, when well done, are effective because they make members feel included, trusted, and essential to the organization as they have the opportunity to contribute towards the firm's wellbeing. Since the organization members attend meetings, one can relate and see the organizational culture from the meeting members (Zaremba, 2005). Although telling the culture from members in the meeting might not be the case always, like the case study by Richard Hilton, whose colleagues are non-cooperating in the meetings, but provide desirable results (DuHadway et al., 2018). This is an example of efficient employees and unproductive meetings, as he describes in the case study. As Richard describes, his department does not have a regular meeting schedule; the meeting has to wait for at least seven members before it commences, among other undesirable behaviors by members. This essay will prompt Richard Holton's case by looking at the communication strategy issue that faces his department.

**Key stakeholders**

Organizational stakeholders are the parties that have an interest in organizational performance. As Hilton puts it, his department has fourteen personnel under intelligence, creativity, and diligence. Hilton, one of the firm's people acting as the designated leader of his department, is also one of the stakeholders. All these people and others attached to the firm act as the stakeholders. For a firm to meet its set goals, the departments in the organization have to work together to achieve one set goal.

For this reason, if the company fails, all the stakeholders tend to get affected. This is because an organization is made of several entities that work together to achieve a common goal. The problem can arise when new management is hired. The newly hired management might depend on planning carried in a meeting, and this organization meeting is not taken series, thus, poor planning.

**The problem facing the main player**

**T**he main players, in this case, are the stakeholders that have any relationship with the organization. These people face poor culture in meetings and how other things are carried in the institution. As Hilton puts the central problem the department faces is that they lack regular meetings that are held either weekly or biweekly. The department is prompted for a meeting when one member feels they want to address other members. As he puts it, the meeting does not start unless more than seven members arrive, even fifteen minutes later; thus, the meeting does not yield fruits (Zaremba, 2005). During the meeting, the members never listen to each other, thus, poor concentration and not keen on details. As Hilton states, these people have done this in the meeting several times; thus, this has been part of them, thus becoming a culture.

The department is dominated by a culture that does not take meetings seriously, but when they embark on practical activities, they work and meet the set goals. The problem of not being keen in meetings was caused by simple rules of the meeting having been overlooked (Zaremba, 2005). The short-time problems include insufficient attention during meetings, which leads to time wastage. As Hilton states, the members create a meeting whenever they feel like they have something to share. These created meetings are never taken seriously, leading to poor productivity regarding goals set to be achieved in the meeting (Gochhayat et al., 2017). The long-term consequences include creating a poor behavior culture during meetings that the organization identifies. As much as the firm personnel produces good results in organizational activities, this poor behavior in meetings can highly affect the firm when the management personnel is changed. The leading player is Hilton's decisions are based on the characters of the people he leads. Since the firm has a reputation of poor meetings but good work in the firm practicals, Hilton allows them to conduct the way they want, knowing the firm will reach its set goal.

The problem statement can state the issues that hinder the successes of the meetings held in the organization. According to the statement, the organization's problem is activities that prevent the meeting from being significant, like lateness during meeting call time, poor concentration during the meeting, among other activities that derail the meeting's intentions. Since projects and organization activities are planned in a meeting before implementation, having poor meetings can lead to poor results. This is done repeatedly creates a poor organizational culture.

**Causes of the problem**

The poor culture in this institution is caused by simple activities that include ignorance of meeting rules. Although meetings vary from one organization to another, the rules like time-keeping, listening skills, good communication skills, among others, remain the same since they help the meeting meet its goals (Dalkir et al., 2019, May). The institution upheld the culture because they feel that the format yields fruits, and whenever one comes with an idea or rescheduling another meeting. Due to a lack of good communication, this creates a non-supportive environment.

**The solution to the problem**

The main problem with Hilton's group is that they never use meetings to their advantage. The solution to this problem is creating new policies that will restrict the members from behaving uncouthly. One of the strategies that can be used is to impose policies that will restrict members from late reporting to work. This can include implementing fines and penalty to members that report to the meeting late. Another solution is setting goals to be achieved during meetings (Lindberg, 2019). This will drive the members to work under one goal. The human relation theory can be appropriate in this case. This is because the theory supports the fact that in an organization of any kind, the people who associate with the organization's character should be considered. In this case, when Hilton thinks about the job to be done in the firm, he has to also think about the people supposed to undertake the task. This is because Hilton knows the potential of the people he has in his organization.

The person who can implement the change is the whole team. The group leader can conceive the idea. Due to inclusivity, the leader has to address the members to hear their take over the same. The group leader can implement the new changes as soon as possible for the change that needs to be implemented to see the results. When implementing new policies that can better the state of the meeting in the organization, some challenges may be faced by the change bringers. This includes members adjusting to the new rules since they are used to the old rules. Another challenge is the refusal by members to change because they are used to the old ways.

**Conclusion**

Communication is essential in an organizational setting. This is because organizations have different departments that work together to achieve one common goal. For these departments to work together, they need to have an effective communication medium. One way is meeting, as stated by Hilton. The meetings, if not well executed they produce no results. For this reason, meeting organizers have to create ways to have effective communication during meetings.

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