

## TABLE OF CONTENTS

Titlepage.....	ii
Certification.....	iii
Dedication.....	iv
Acknowledgements.....	v
Abstract.....	vii
Table of contents.....	ix

### CHAPTER ONE

1.1 Background to the study.....	1
1.2 Statement of the problem.....	3
1.3 Research question.....	4
1.4 Objective of the study.....	5
1.5 Research hypotheses.....	5
1.6 Significance of the study.....	6
1.7 Scope of the study.....	7
1.8 Limitation of the study.....	8
1.9 Operational definition.....	8

### CHAPTER TWO

2.1 Conceptual framework.....	10
2.2 Review literature in line with research hypotheses.....	11
2.2.1 Organizational performance and effective communication.....	11
2.2.2 Organization environment and communication.....	13
2.2.3 Communication difficulties and various management cadre.....	14
2.3 Communication process.....	18
2.4 Forms of communication.....	20
2.5 The purpose of communication.....	21
2.6 Principles of communication.....	22
2.7 Review of empirical studies.....	23
2.8 Summary of related literature review.....	25

## **CHAPTER THREE**

3.1Introduction.....	27
3.2Area of thestudy.....	28
3.3Sources ofdata.....	28
3.4Questionnaires .....	28
3.5Population of thestudy.....	30
3.6Sampling andsampling techniques.....	30
3.7Description ofthe instrument.....	32
3.8Validation andreliability of the instrument.....	32
3.9Method of datacollection and questionnaire.....	33
3.10Method of dataanalysis.....	34

## **CHAPTER FOUR**

4.1Introduction.....	35
4.2Data presentationand analysis of returned questionnaire.....	35
4.3Testing ofresearch hypotheses.....	45.

## **CHAPTER FIVE**

5.1Summary of thestudy.....	51
5.2Discussion offinding and its implication.....	51
5.3Conclusion.....	53
5.4Recommendation.....	54
5.5Recommendationfor further studies.....	55
References .....	56
Appendix.....	59
Questionnaire.....	60

## **ABSTRACT**

This research study was conducted inorder to examine “Effective communication as a strategy for enhancingorganizational performance the case study of Nigerian Breweries Plc Benin. Witha view to ascertain the degree of employee participation in management decisionmaking

In finding solution to the problem,three hypotheses were formulated and also data collected through the use ofself administered questionnaire in a sample of one hundred and ten workers.

However, the result obtained from the test of hypothesis reveals that there is greater communication among people of same level than people of different level in the organization. Also it was revealed that organizational environment affects communication.

It was recommended that management staff should be sent on training in the area of communication for them to be aware of the effect of communication, also management and staff relationships should be improved but should not interfere with authority relationship. This will in turn increase the volume of organizational performance.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND TO THE STUDY**

The word communication has a rich and complex history. It first appeared in English language in the fourteenth century, taken from the Latin word communication which means to impact, share or make common. Bateman (2002), defined communication as the transmission of information and meaning from one party to another through the use of shared symbol. It is a well known fact that communication plays a coordinational and integrating role in the management of the affairs of any organization whether in the function of planning, organizing, staffing, leading or controlling. Communication is one of the primary areas for understanding human behavior, Rami (2000). Communication is an essential tool for management, which is used to carry the whole organization as a single being.

Communication is applied to all phases of managing. It is particularly important in the function of leading. Communication is critical for all levels of human behavior; man's ability to think and transmit the thought through the communication process, provides the binding element for social interaction. The relation success or failure of human endeavor depends to a great extent upon the effectiveness of communication.

According to Drucker (1985), management effectiveness depends on his ability to listen and to read on his ability to speak and to write. Unfortunately, the importance of communication has not been well recognized in business. It is generally believed that anyone with common sense can write. Most managers write to impress not to express. Effective communication is a fundamental aspect of job performance and managerial effectiveness. Communication is a vital management

component to any organization whether the purpose is to mainly update employees on new policies to prepare for a weather disaster to ensure safety throughout the organization or to listen to the attitude of employees; effective communication is an integral issue in effective management.

The purpose of the paper is to recognize and discuss the significance of effective communication during the process of managing changes in organizations. The paper reviews the literature investigating the relationship between communication and organizational change. The advantages of successful communication related to improved efforts of employees to plan and execute strategies are also discussed. The paper also identifies the objectives and communication needs for each stage of the change process. Also, the various motives and benefits of organizational communication are discussed. The paper offers a change communication model which identifies different variables facilitating effective communication and finally ensuring successful organizational change. Also, it highlights the aspect of communication which has proven to be useful for successful changes in business organization. In the uncertain and always changing times or any situation, communication is critical between leadership and its member. To assure a steady and meaningful flow of information, human resource leader can play and should play a strategic role in assuring effective communication is delivered in a meaningful two-way process i.e. sending a message and receiving a proper feedback. It has been observed over the years that effective communication has been a strategy for organization that has been performing well. It has ensured a cordial relationship between management of an organization and its employees.

## **EFFECTIVE COMMUNICATION AS A STRATEGY FOR ENHANCING ORGANIZATIONAL PERFORMANCE**

**The complete project material is available and ready for download. All what you need to do is to order for the complete material. The price for the material is NGN 3,000.00.**

**Make payment via bank transfer to Bank: Guaranteed Trust Bank, Account name: Emi-Aware technology, Account Number: 0424875728**

**Bank: Zenith Bank, Account name: Emi-Aware technology, Account Number: 1222004869**

**or visit the website and pay online. For more info: Visit <https://researchcub.info/payment-instruct.html>**

**After payment send your depositor's name, amount paid, project topic, email address or your phone**

number (in which instructions will sent to you to download the material) to +234 70 6329 8784 via text message/ whatsapp or Email address: [info@allprojectmaterials.com](mailto:info@allprojectmaterials.com).

Once payment is confirmed, the material will be sent to you immediately.

It takes 5min to 30min to confirm and send the material to you.

For more project topics and materials visit: <https://researchcub.info/> or For enquiries: [info@allprojectmaterials.com](mailto:info@allprojectmaterials.com) or call/whatsapp: +234 70 6329 8784

Regards!!!