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Communicate or Communicate Successfully

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Abstract: Planning, decision-making, organization, leadership and control in management all need information transmission. Good management process is also reflected in the effective communication of information. How can we communicate effectively with employees of enterprises? Effective communication should be two-way and multi-faceted. Communication between the upper and lower levels and departments within an enterprise (Challita et al., 2019) is particularly important. Let every employee have a say in the management of the enterprise, be able to participate in the decision-making of the company, and even choose working hours independently, so that employees can feel the importance attached by the management of the enterprise to employees. And this kind of enterprise spirit and enterprise culture will affect the lifeblood of enterprises. Effective management communication can make employees clear their work tasks and objectives, motivate employees to better realize enterprise value and work hard for it. Leadership behaviors can be classified into three types: first, establishing the organization development direction and development strategy; The second is to promote communication and related integration among organizations; The third is to motivate employees to achieve their goals in learning. Some theoretical studies have pointed out that leadership itself has two key functions, one of which is to create this vision and implement it, and the other is to help employees to take on more difficult or high-level responsibilities. At the same time, some studies have pointed out that the first task of strategic leaders themselves is to create environment in their organizations. Generally speaking, efficient strategic leadership behavior can create and convey to employees a fresh and highly trusted prospect, so as to make the whole workplace full of vitality and employees have higher loyalty. Secondly, to determine the development direction of the organization and the goals to be achieved in the future, and to determine the development direction and goals of the organization, we need to look at the future from a long-term perspective based on reality, so as to form a new enterprise development mission and a common development vision. In addition, for strategic leaders, they not only need to care about everything in front of them, but also need to care about how to set the framework of future development of enterprises and set the direction at the same time. Generally speaking, strategy can connect such short-term things with long-term goals, and at the same time, it can be understood as a process of transforming organizational vision and related moral concepts into actions. When making strategic decisions, strategic leaders need to work with other leaders to formulate strategies, instead of just conveying their own decisions to others.

Keywords: Communicate; Decision-Making; Control in Management

1. Critical Analysis on 4 Communication strategies

1.1 Corporate story communication strategy

The corporate story communication strategy is a kind of connotative communication, and more of a kind of cooperative cultural communication. In the enterprise publicity activities, through different channels, the story content is the core, and the information of the organization's background, values, social commitments and so on are displayed to the audience, so as to increase the audience's recognition and trust in the enterprise.

This content-based enterprise communication strategy can better cultivate the audience's awareness of the enterprise, and at the same time establish the audience's reputation and loyalty to the enterprise, which is conducive to maintaining the

vitality and sustainability of the enterprise.

1.2 Corporate image spokesperson strategy

The strategy of corporate image spokesperson refers to the organization's seeking for public figures that conform to the corporate image to publicize the enterprise within a fixed period of time according to its own positioning. During this period, the selected public figures represent the corporate image, and the social images of the two are equivalent to grafting. In this way, the social popularity and reputation of spokespersons can be used to enhance the popularity and reputation of enterprises, and the audience of spokespersons can be quickly transformed into the audience of enterprises (Marynissen & Lauder, 2020).

1.3 Personalized corporate communication strategy

Personalized enterprise communication strategy is one of the focus communications, and the audiences faced by enterprises are diverse and complex, so different audiences in different environments have different perceptions of enterprises. Therefore, in the era of massive information, it is necessary to distinguish the organization enterprise from other enterprises by personalized means, and highlight its own special color, so as to effectively attract the attention of the audience. However, the personalized treatment should be based on the product facts, and distorted and exaggerated personalized positioning will make the audience disgusted. For example, the content for teenagers will be mainly distributed through the Internet. For the middle-aged content, newspapers or TV media will be the main content. Every time a product or activity is launched, first of all, accurately locate the target audience it faces, conduct behavioral analysis on the audience of this group, and choose the most targeted communication mode to effectively reflect the communication effect and enhance the enterprise effect^[1].

2. Critical Analysis on 4 leadership strategies

2.1 Specialized leadership

Authoritarian leaders concentrate their power in the hands of individuals. Leaders don't pay attention to the suggestions of subordinates when making decisions. They like to be arbitrary and often make all decisions by themselves. Leaders like to get involved in specific tasks and intervene directly in employees' work; The way leaders use leadership power mainly depends on the mandatory factors such as status and power. Leaders' evaluation of subordinates' performance is based on personal feelings, which often lacks objective standards and gives feedback in a punitive way. Specialized leaders only pay attention to the achievement of work objectives and tasks, lack due care and consideration for members of the organization, lack of sensitivity to the diverse needs of employees, employees are wary of leaders, there is a psychological gap between leaders and employees, and members of the organization tend to feel frustrated and mechanized^[2].

2.2 Democratic leadership

People-oriented leaders pay attention to decentralization, are good at sharing power with members of the organization, are good at working together when making decisions, play a collective role, let the whole team participate in decision-making, and make decisions through collective discussion; Employees have the autonomy to undertake their own work, and their team decides the division of work tasks; Leaders influence the led people with personal abilities, virtues and other qualities; Leaders evaluate employees according to their objective performance and take feedback as an opportunity to train employees (Reynolds & McKimm, 2021). Democratic leaders are good at creating a democratic and equal working atmosphere, paying attention to the encouragement and guidance of employees, the psychological distance between employees and leaders is close, team members have a strong sense of responsibility and high enthusiasm, and the whole team can maintain high

performance^[3].

2.3 laissez-faire leadership

Laissez-faire leaders adopt a "laissez-faire" approach, dispersing power in the hands of each employee; The decision-making power is controlled by employees, and leaders hardly participate in decision-making; Pay little attention to work tasks and members' needs, and leaders have weak influence on subordinates; Lack of evaluation and feedback on employees' behavior leads to low work efficiency and weak interpersonal relationship. Practice has proved that different leadership styles have different effects on team performance: the performance of the team adopting the liberal leadership style is lower than that of the democratic and authoritarian leadership styles; Democratic leadership style and autocratic leadership style When the amount of team work is equal, the team with democratic leadership style has higher work quality and employee satisfaction^[4].

2.4 Participatory democracy

Participatory democratic employees actively participate in the overall management of organizational activities. Leaders and leaders are basically in an equal position. The upper and lower levels trust and communicate closely with each other, and they are good at solving major problems through full consultation in all aspects. When several decision schemes can't be decided, the leader at the highest level in the organization usually makes the final decision^[5].

3. Conclusion

There are two main factors that affect leadership style: the degree to which leaders use power and subordinates enjoy autonomy. Leadership style is actually a continuously changing distribution belt, characterized by high centralization at one end and decentralization at the other end. Among them, there are seven typical leadership behavior patterns: leaders directly make decisions and announce their implementation; Leaders make decisions and persuade subordinates to carry out the decisions; Leaders ask their subordinates for opinions after making decisions; Leaders make preliminary decisions, and subordinates can revise the preliminary decisions; Leaders make decisions after soliciting opinions from all sides; Belong to make decisions within the boundaries defined by leaders; Leaders authorize subordinates to make partial decisions. As for which kind of leadership model is most effective, it is necessary for leaders to take the most appropriate actions on the basis of considering specific conditions such as organization type, structure form, organization scale, working environment and geographical distribution, etc. The selection of leadership behaviors should meet specific conditions, and any of the above-mentioned leadership behaviors may be effective. Don't simply attribute the style of successful leadership to tough or laissez-faire^[6].

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