

COMMUNICATION: A CRUCIAL KEY TO MANAGEMENT AND LEADERSHIP SUCCESS

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Leading the team in an institution requires multiple skills a leader should master. With the unpredictable challenges happening around, a leader should lead the members of an organization towards a continuous process of transformation to adopt to the changes within the system. Leadership must be refined every now and then to suit the requirements of the circumstances. Comfort (2018) explained the 3Cs of leadership namely; competence, character and communication. These three are equally crucial in the leadership success, however, this article will focus on communication aspect as a crucial key towards effective management and leadership.

Communication is inherent in every stage of management. As a school head, educational manager and leader at the same time, it plays a vital role in the success or failure of an organization. Fruitful communication brings an array of ideas to efficiently and effectively address various organizational concerns which also makes management functions namely planning, organizing, staffing, directing, motivating, coordination and controlling to be successfully carried out.

In the planning process, communicating what the members need and how they see the school situation may contribute to the development of the best solutions that will benefit everyone in the organization. This also promotes a sense of ownership since concerns were brought without hesitation to see the big picture and come out with great ideas. In the same manner, communication also directs organization within the system towards its smooth operations. In staffing, it also finds a perfect seat in understanding the situation of the members such as identifying their strengths and weaknesses and addressing the needs to support their personal and professional growth and development. Directing requires properly communicated sets of procedure and instructions on the specific target tasks to ensure its accomplishment. The way ideas are communicated serves as effective motivation for the entire organization to succeed. When purpose and out growth of the organizational efforts are communicated to every member, the team is driven to serve and collaboratively work together to reach the common goal. Coordination of closely related tasks that a system must realize should be relayed to every unit to ensure smooth operations. Controlling may be seen positively or the other way around depending on the way it was communicated.

In schools, the way information is communicated has strong impact to the work attitude of the entire organization. Stakeholders may be motivated to perform well or may limit their involvement in varied school programs, projects and activities depending on the communication approach involved and thus an important determinant to organizational success.