

Using Reporting in the Internal Communication Process of the Company

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Abstract:

Internal communication can be regarded either as a subsistent process of the organization, or as a process helping to decode and more easily understand them. Organizations are based on the internal communication process, because without it, information, ideas could not be sent, the organization's goals and values could not be built, and its organizational culture would simply not exist. The internal communication process is centered on sending ideas, information in the organization. This is directly proportional with the efficiency of the organization. Internal communication allows for the best decision to be taken, for information to be sent towards the interior of the company, towards the employees, but also has the purpose of strengthening the relations between persons. Internal communication has at its basis the verbal and non-verbal communication, but they have great disadvantages, because: verbal communication has losses of information, depends on the moment of transmission, but also on the receiver.

Keywords: report, internal communication, neuro linguistic programming, company

1. Introduction

Internal communication is the sum of all interactions between the members of an organization [3]. Internal communication can be regarded either as a subsistent process of the organization, or as a process helping to decode and more easily understand them. Organizations are based on the internal communication process, because without it, information, ideas could not be sent, the organization's goals and values could not be built, and its organizational culture would simply not exist.

Information in management has four roles: it measures success in the organization, the alarm signal, it supplies data for the analytical research, and it is at the base of the planning process [9]. As a success measuring instrument, information provides data regarding the turnover, the profit, and the elements that constitute the foundation for the evaluation of the entire organization. As an alarm signal, information presents the evolution of the organization in a certain period of time, in a certain context. Pieces of information, especially alarm ones, must be prevalently directed towards managers with high leading positions, so that they can take the best decision in the shortest time possible. Regarding analytical research, information gives the management all those threats and opportunities from the environment that must be considered when taking a decision. In relation to planning, the pieces of information must supply correct and precise data, so that future actions are as objective and precise as possible. Besides the resources of the organization: human, material, financial, we add the information ones, having the same value as the others [9].

2. The process of internal communication in the company

The more developed internal communication is in an organization, the more efficiently it will function [6]. On the other hand, a developed internal communication allows the groups to take the best possible decision both at the level of the management of conflicts, as well as at the level of performances. Internal communication fulfils different roles such as: supplying the correct information towards the inside and outside, allowing the transmission of messages towards the employees, with a motivational role, contributing to the development of the organization's culture, strengthening the relationships between persons in the organization. Internal communication allows the development of organizational management, but it also has the role of transferring elements of the organizational culture to the employees.

The simplest process of communication is that which includes: information, coding it, the channel for sending it, the receptor and the feedback. A directly proportional relation has been observed between the culture level of some employees and the quality of the communication process [6]. In Figure 1, the component elements of the internal communication are presented, along with its characteristics. Internal communication can be verbal and non-verbal. Verbal communication has the role of sending certain messages, to any hierarchical level and at any moment. This is characterized by an easy use, high interactivity and a great feedback.

The disadvantages of this type of communication: big losses of information at the moment of transmission, difficulties in sending or receiving the message. Non-verbal communication continuously sends messages, unstable ones, messages that are relatively difficult to decode and that need certain skills to interpret them correctly. In non-verbal communication, 55% of what is being sent is done by facial expression, 38% through the tones of the voice, and only 5% are properly represented by words [9]. Non-verbal communication is mainly based on perception, because it is at the foundation of receiving and interpreting information in the internal and external environment. Perception is influenced both by the five senses as well as the level of education, understanding, experience, this way; the same information is perceived differently by two persons.

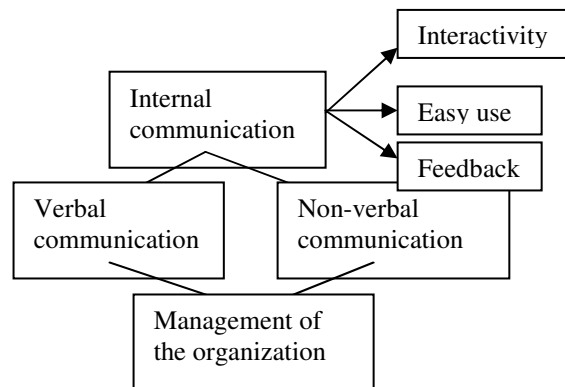


Figure 1. Component elements of the internal communication as well as its characteristics.

Source: Prepared by the author

Written communication includes information on printed media, it has a high degree of documentation, generalization, but needs a lot of human, technical resources, and the feedback is almost completely absent.

Internal communication in an organization can be structured on: levels, networks and channels for communication (Internal organizational communication). The level of communication is completed at the level of the employee, of the group; the organization focusing on sending the values, the mission, the goals of the organization. The communication network can be both formal and informal, and the sending direction of the message can be: vertical, horizontal, diagonal.

The formal communication network requires the information to be distributed through official media, respecting the organizational hierarchy. The informal communication network has rumours at its basis, it only travels horizontally and represents a way to go around hierarchy in an organization. Vertical communication from the top down takes place when the management follows the enforcing of certain goals to the employees, and the vertical communication from top down usually takes place when the employees express their complaints or when they are on strike. Horizontal communication takes place between persons of the same hierarchical level. Diagonal communication is between employees of different hierarchical levels, with different functions, following the same purpose. The communication channels are: on paper, electronic and interpersonal media. The more efficiently a communication channel is used, the more it will allow the leader of the organization to improve both the problems the employees are confronting, as well as a faster, more easier solution for the conflicts.

The barriers in internal communication are: linguistic, environmental, status and management barriers [10]. Linguistic barriers refer to both the difference in education, culture, as well as the way ideas, even the simplest ones, are generally expressed. Environmental barriers usually include: minimum necessary distance to send a message, eventual distortions in the environment, etc. The higher the number of messages sent in a certain period of time, the more the interest of the receptor towards the message of the subject will decrease. Status barriers appear when persons with opposite social status must communicate or when they are in totally opposite positions on the hierarchical scale of the organization. This generates both blockages, as well as conflicts in the communication process. Management barriers appear mainly because of the authoritarian management style that the manager has.

3. Using Reporting In The Internal Communication Process Of The Company

Reporting represents a state that is established between two persons, using as a base mirroring and anchoring [4]. Reporting represents the state of setting connections with other persons, have a basis of trust and reciprocity [5]. In the communication process, reporting allows to set a relation with the other person, to meet the previously fixed goals compared to it. Reporting is that state which allows the interaction between two persons [1].

Reporting has at its basis the use of verbal and non-verbal communication. Secondly, in order for it to be functional, all the goals that are set in its framework must be positively formulated. Reporting ensures achieving the goals on a personal plan, representing an important process taking place in the middle of social interactions. Reporting represents the fundamental state between people, but it cannot be built on anything else but: trust, interest, communication [8].

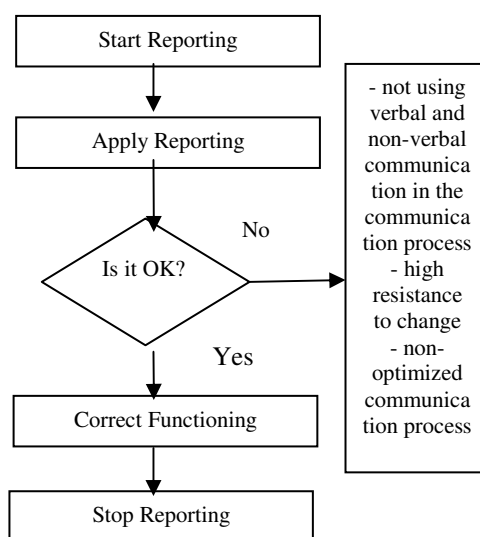


Figure 2. Logical functioning scheme of reporting
Source: Prepared by the author

Reporting helps us understand the way in which other persons see the world and process information. Using reporting, the main communicational elements of a person are identified: language, accent and body posture [2]. Reporting first takes into consideration the behavior of a person. The more cases of behaviour are chosen, the easier can a common point be found between those persons and the report between them can be more easily made. On the other hand, using reporting on a personal level leads behaviours also according to environmental factors. Reporting and the communication process are dependent enlargements, each directly influencing the other.

Using reporting in the internal communication of the company. Reporting can be applied in the companies under research given that it uses a minimum number of requirements from these companies. Not using verbal and non-verbal communication in the communication process, the

existence of a great resistance to change, the existence of a non-optimized communication process can lead to not applying or adversely applying of the report in the company. Internal communication makes the connection between persons and processes in the company. In Figure 2, the functioning scheme of the report is presented.

Using reporting in the internal communication process of the company. The report leads to the improvement of the internal communication process in the companies being researched, because it allows: obtaining information and checking it, keeping verbal and non-verbal communication at an optimal level, because through reporting, internal communication responds best to the communication needs of the persons involved. Using this technique in the internal communication process has led to improving it because it allowed to: remove certain communication barriers, create a comfortable environment between the persons who are communicating, understand the construction mode of one's own perceptions on the world, so that reporting to these elements can lead to integrating them in the company and not to sidelining them.

In internal communication, creating a communication structure at an internal level is necessary, so that messages, norms, ideas from the company can circulate without restrictions. Using reporting in internal communication leads to the correct identification of the verbal and non-verbal language used and ensures keeping the level of communication to a certain stage of intensity.

Using the NLP instrument leads to obtaining competitive advantages in the internal communication process, such as: establishing an interdependence relation between borrowing certain behaviours of persons in the communication process and the internal communication process, going beyond communication barriers, decoding non-verbal language of persons in real time, identifying certain cognitive processes, but especially decoding some pieces of information from the non-verbal language of customers.

By using reporting at an individual level, personal resistance is surpassed, resistance that blocks the communication process and the process of sending information at a non-verbal level. The more the behaviour and thinking of a person become more flexible the easier the reporting can be built. Reporting helps to more quickly and easily understand the other persons. This is achieved by finding common elements for the persons involved in the communication process or through the exchange of information. Using reporting leads to making the alignment between the behaviours of the persons involved and the optimization of the processes used to reach the different goals proposed by those persons.

Conclusion

The internal communication process is centered on sending ideas, information in the organization. This is directly proportional with the efficiency of the organization. Internal communication allows for the best decision to be taken, for information to be sent towards the interior of the company, towards the employees, but also has the purpose of strengthening the relations between persons. Internal communication has at its basis the verbal and non-verbal communication, but they have great disadvantages, because: verbal communication has losses of information, depends on the moment of transmission, but also on the receiver. Non-verbal communication has as main disadvantages: instability of the sent messages, difficulty in decoding them, the need to have vast knowledge in interpretation.

Reporting allows the setting of interactions between two or more persons. Although reporting uses verbal and non-verbal communication, it sets the accent especially on: language, accent and body posture. The structure of reporting allows connections to be made between behaviour and environmental factors. Reporting leads to an improvement of internal communication because by obtaining information from the environment leads to bringing verbal and non-verbal communication to an optimal level and thus, the communication process becomes optimized.

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