

Chapter 5: Policy recommendations for enhancing communication efficiency in organizations

5.1 Introduction

This chapter presents a summary of the key findings based on the data presentation and analysis discussed in the previous chapter. Conclusions are then drawn, followed by recommendations derived from the study's findings. Finally, suggestions for future research are provided.

5.2 Summary of Findings

The following are the major findings that emerged from the data analysis:

- II. The study revealed that effective communication has a significant positive impact on organizational performance. The analysis further showed that effective communication enhances productivity within organizations.
- III. The findings indicate that managers who possess strong interpersonal communication skills are better able to disseminate information clearly, thereby minimizing communication gaps within the organization.
- IV. The study also found that effective manager–employee communication contributes positively to the execution of decisions and the successful accomplishment of tasks.

5.3. Conclusion

Based on the findings, the study concludes that effective communication fosters mutual understanding between management and employees. This mutual understanding plays a vital role in building strong relationships within the organization. Communication serves as the channel through which roles, responsibilities, resources, expectations, and tasks are conveyed to subordinates, enabling smoother workflow and enhanced performance.

Regular communication between managers and employees provides opportunities for feedback and clarification, reducing misunderstandings regarding future assignments. This, in turn, enhances employee performance and overall organizational productivity. Therefore, any management team aiming for high performance and efficiency must prioritize the implementation of effective communication strategies. Ultimately, an effective communication process should be embedded in the organization's strategic management framework, as it is essential to achieving organizational goals.

5.4 Recommendations

- I. Based on the analyzed data and tested hypothesis, the following recommendations are made regarding effective communication and its role in enhancing organizational efficiency:
- II. **Minimize Communication Barriers:** While barriers such as background noise, poor feedback, inadequate listening skills, and inappropriate communication channels may not be eliminated, efforts should be made to reduce them significantly. Communication should be multidirectional—flowing upward, downward, and laterally—and the language used should be clear and concise. Recipients should also be attentive to the communication they receive.
- III. **Implement a Feedback System:** Feedback is a critical component of effective communication. It is recommended that UBA (United Bank for Africa) adopts a robust and structured feedback system to enhance communication effectiveness.
- IV. **Promote Team-Building Activities:** Encouraging team-building exercises among employees will foster trust, cooperation, and camaraderie, ultimately improving organizational performance through stronger teamwork and collaboration.
- V. **Inclusive Decision-Making:** Employees at all levels should be involved in decision-making processes, especially on matters that affect their work. This inclusiveness can promote organizational growth and employee commitment.
- VI. **Develop Communication Strategies:** Organizations should design and implement effective communication strategies to facilitate information flow both internally and externally. This will support better decision-making, coordination, and overall performance.

5.4 Suggestions for further studies

To expand the body of knowledge on this topic, future researchers may consider exploring the following areas:

- I. The relationship between effective communication and performance improvement in Nigerian organizations.
- II. The effects of communication strategies on organizational performance.
- III. The impact of managerial communication on employee productivity.

IV. The role of effective communication in enhancing job satisfaction among employees.

Appendix 1: Regression Analysis

1 Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.395 ^a	.156	.120	.5109

a. Predictors: (Constant), Manager-Employee Communication, Communication with Co-workers, Inter-Departmental Communication

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.417	3	1.139	4.365	.007 ^a
	Residual	18.529	71	.261		
	Total	21.947	74			

a. Predictors: (Constant), Inter-Departmental Communication, Communication with Co-workers, Manager-Employee Communication

b. Dependent Variable: Organizational Performance

The ANOVA results indicate that the overall regression model is statistically significant, $F(3, 71) = 4.365$, $p = .007$, suggesting that the combined effect of Manager-Employee Communication, Communication with Co-workers, and Inter-Departmental Communication significantly predicts Organizational Performance. The p-value (.007) is less than the conventional alpha level of .05, confirming that the model provides a good fit for the data.

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.725	.613		2.815	.006
	Manager-Employee Communication	.458	.139	.375	3.297	.002
	Communication with co-workers	.083	.128	.073	.651	.517
	Inter-Departmental Communication	-.033	.117	-.031	-.283	.778

a. Dependent Variable: Organizational Performance