

THE IMPORTANCE OF EFFECTIVE COMMUNICATION IN ORGANIZATIONAL STRATEGIC MANAGEMENT

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ABSTRACT

Communication is the ability to convey information to another individual in a way that will ensure proper reception. The main goal of this study is to investigate the connection between strategic organizational management and successful communication. We conducted both a survey and a descriptive study. The findings demonstrated that while successful communication ensures organizational success, it is significantly influenced by the pattern or tactics utilized, the efficacy and suitability of the channel chosen, and how responsive or accessible superiors are to their subordinates, among other aspects. These results support the study's recommendation to consume and nurture elements that foster warmth and goodwill. The manager should create and put into place a clear organizational structure that enables seamless communication in order to get the best out of his staff. It is concluded that good communication is the "lifeblood" of businesses and has a favorable effect on the capacity of our organizations to meet their strategic objectives.

KEYWORDS: *Communication, Effective Communication, Organizational Success and Strategic Management.*

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