

Ethical Communication Strategies for Employees for Better Employment

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Abstract: Ethics in business is an important for employees. The study of ethics has become a hot topic in business and also correct attention in the communication professions.

Dare& dash, smooth and radical changes are transforming the communication for professional employees. At the same time it brings traditional boundaries and vast implications for ethics while competing for attention.

As technology advances, media converge. Everyone – including companies, nonprofits, and governmental agencies – tweet, blog, and send messages via Face book, Twitter and YouTube. Relentless competitive pressures are common some traditional forms of communication. it explored the implications of a globally connected world, at the same time to get strong knowledge as much as we need with the business communication.

Keywords: - Ethics, Business, Employees, Communication, Profession

Introduction

Communication

The word communication has derived from Latin word “Communis” (meaning to share). The meaning of this

word is common or general. Some writers opine that the word communication has come from French word “Communing”. The meaning of the word is “the act of communicating”.

Communication is the process of exchanging thoughts, messages, ideas, news, feelings, emotions and expression of things or information, as by speech, visuals, signals, writing, or behavior.

This exchange occurs between two or more persons. When one person transmits or sends any information to another and he or she receives the information and ensured by feedback, is termed as communication.

Definitions of Communications

Newman and Summer Jr. – “Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.” According to American Management Association- “Communication is one kind of behavior that is the result of transmitting facts.”

David H. Holt- “Communication is interpersonal process of sending and receiving messages through symbols or gesture.”

Business Ethics

Business Ethics is a relatively new, but increasingly important, part of Business

Studies. A business is expected to achieve its objectives, usually to make a decent profit for the owners/shareholders. In doing so, it may need to overlook the wishes of others.

For example, it could lie about the benefits of its products in order to get more revenue. It could skip important safety checks to save costs.

To some extent, this is an area already covered by Business Law. When society largely agrees, a law can be passed to stop behavior the society disapproves of. For example, discrimination against women is illegal.

Definition of business ethics

According to Andrew Crane “Business ethics is the study of business situations, activities and decisions where issues of right and wrong are addressed”.

According to Raymond “The ethics of business is the ethics of responsibility. The business man must promise that he will not harm knowingly”.

OBJECTIVES

- To understand the Communicating ethics in a way that informs and affects behavior
- To understand the Importance to communicate well

Methodology:

This study is based on the analysis of the secondary data published in the magazines and various websites.

REVIEW OF LITERATURE:

Ethics is a philosophical term derived from the Greek word “ethos” meaning character or custom. Ethics are the principles that will tell us the right thing to do, or what things are worth doing. Ethics refers to a set of standards governing behavior; it refers to broader-based, valued-driven rules (Sims, 1992; Jansen and von Glinow, 1985; Kubal, Baker and Coleman, 2006).

Ethics can be distinguished from morality in that, while morality deals in general with principles of right or wrong conduct, ethics is more concerned with standards of conduct acceptable to a group, a profession or members of an organization. Alternatively, organizational ethics can be understood as elaborations of pre-existing broader moral principles, which include standards of behavior and are designed to respond to the particular dilemmas presented by that context (Sinclair, 1993). In any case, there is clear evidence that the level of moral reasoning is related to the choice of action that is advocated and is related to people’s value positions and stands on controversial public issues. In other words, moral judgment is not a value-neutral and purely cerebral style of intellectualizing, but is connected with values and decision-making (Rest, 1980).

There is evidence that there is an interaction between individual values and the organizations' value systems. Thus, when an individual is faced with an ethical dilemma, his or her value system will color the perception of the ethical ramifications of the situation. It is, therefore, critical to have a basic understanding of the relationship between value systems and individuals' perceptions of organizational ethics. One can also try to understand more about how people's values determine not only their perceptions of morality but also the actions they might take (Finegan, 1994; Nwachukwu and Vitell, 1997)

In the last few years, the corporate world has come under increasing pressure to behave in a socially responsible manner (Finegan, 1994). In particular, recent accountability failures in the West and elsewhere have led to bankruptcies and restatements of financial statements that have harmed countless shareholders, employees, pensioners, and other stakeholders. These failures have created a crisis of investor confidence and caused stock markets around the world to decline by billions of dollars (Walker, 2005).

Standards for what constitutes ethical behavior lie in a hazy area where clear-cut right-versus-wrong answers may not always exist. Scholars from a variety of disciplines have contributed significantly to efforts to develop useful conceptual categories for dealing with what has been termed the "management of values" (Sims, 1992; Epstein, 1987).

The interest in this study is in the exploration of individuals' perceptions of organizational ethics. Difficulties continue to exist in the measurement and description of employees' ethical perceptions. Quantitative efforts to develop scales in this regard have tended to center on either broad-based concepts such as organizational culture or issues such as value priorities (Hunt et al., 1989). Both the Ethical Culture Questionnaire of Key (1999) and the Corporate Ethics Scale by Hunt, Wood and Chonko (1989) measure individual perceptions regarding organizational ethics. The Hunt, Wood and Chonko scale — which is being used in this study— attempts to capture the broader principles of the degree to which organizational employees take an interest in ethical issues and act in an ethical manner.

Communicating ethics in a way that informs and affects behavior

Use these tips as a starting point for incorporating your organizational ethics into the day-to-day activity of your business or department.

Examine the intention:

As with any project, examine the underlying intentions for establishing company ethics. Are your ethical issues really a symptom of a greater ill, such as extremely low morale? Is the company following a new business fad, like developing a publicity-friendly ethics statement, but has no real interest in making its ethical 'statement' a behavioral reality? How ethical is the intention to spin a

partially-true or untrue perception, and by whose ethical standard? The rationale will help determine how and why to communicate the messages to employees.

Highlight the company's 'legends' that personify its ethics:

Every company has stories that leadership likes to share to demonstrate the way they want to operate. For example, who hasn't heard the story about the man who returned his car tires to Nordstrom's, which didn't even sell tires, and got a full refund? Get your ethics into mainstream organizational discourse by identifying and communicating ethical behavior and its positive results. One of the best ways to learn is by modeling another person's rewarded behavior — give your employees plenty of models by celebrating true stories.

Make it a company norm-in-action:

Ever hear the expression, "Your actions speak so loudly, I can't hear what you're saying"? This is the effect you want with your ethics. You can't tell someone how to be ethical, but you can demonstrate ethical behavior. Do it, and do it consistently. Employees are watching.

Provide parameters and examples:

While we don't believe you can teach ethical behavior (and trying to might get you into legal trouble), you can ask employees to follow guidelines and tactics that support the organization's standard of ethics. Whittle your ethics into easy-to-comprehend (and carry out) actions, and communicate those

expectations to employees in a consistent and varied manner. This is similar to (and should be connected to) your employee handbook, among other communications. What does the organization expect from employees? What are the cultural codes of conduct? What actions are not allowed? There's a great deal of benefit in refining an organizational code of ethics, with examples, as a group. Discuss any questions about legal limits of requirements regarding personal behavior with your attorney.

Incorporate new ways of understanding ethics:

Communication approaches such as Dialogue allow participants to share ideas and beliefs in a safe environment free of judgement and assumptions. When discussing a topic as sensitive as ethics, use these methods that respect participants' differences and insecurities around the subject matter and, perhaps more importantly, the source of their beliefs around ethics. This is one discussion where you might be best served by engaging a skilled, objective facilitator.

Meld ethics with business:

Instead of creating a separate ethics department or officer, ensure your organization is using ethics as one of its metrics in all of its activity, including hiring new employees, pricing products, providing service and choosing clients. Again, you may wish to get input from your attorney to establish parameters before making the decision that makes the most sense for you and your organization.

Tie ethics to individual and departmental goals:

Without a link to something that employees care about, little behavioral change will take place. Make the association for your audience, rather than assuming they'll do it for you. Why should someone take the time out of his or her day to do this? How will their participation in supporting the organization's ethical standards be incorporated into performance reviews? How will they be held accountable if they don't behave ethically? How the firm's ethical standards are supportive of the way clients experience the organization as distinguished from its peers?

Develop safe feedback mechanisms:

Will an employee tell you or her supervisor about activities that seem to go against the grain of the company's ethics (a communication avenue that can help you walk your ethical talk.)? They will be more likely to do so if they perceive there's a safe way to do it. Whether through anonymous hotlines, suggestion boxes or one-on-one meetings, put mechanisms in place that allow employees to provide input and feedback without feeling as if they are jeopardizing their jobs or business relationships. Provide examples of how communication approaches can help overcome an individual's concerns about sharing such information or getting a colleague into trouble. (Have you seen the movie *The Insider*, which told the harrowing story of one man's concerns with organizational ethics?)

Use an advisor:

As with any communication approach, yours must be tailored to your culture and desired goals to be effective. Getting an outside perspective and third-party facilitation can help defuse some of the anxiety around this topic, and help you highlight roadblocks between the reality in your organization and the ideal.

Remember, this information is food-for-thought, not customized counsel. The most effective interpersonal and organizational communication program is one that's been tailored to meet the unique needs of your group.

Importance to communicate well

Communication is key to your success—in relationships, in the workplace, as a citizen of your country, and across your lifetime. Your ability to communicate comes from experience, and experience can be an effective teacher, but this text and the related business communication course will offer you a wealth of experiences gathered from professional speakers across their lifetimes. You can learn from the lessons they've learned and be a more effective communicator right out of the gate.

Business communication can be thought of as a problem solving activity in which individuals may address the following questions:

- What is the situation?
- What are some possible communication strategies?
- What is the best course of action?

- What is the best way to design the chosen message?
- What is the best way to deliver the message?

In this book, we will examine this problem solving process and help you learn to apply it in the kinds of situations you are likely to encounter over the course of your career.

COMMUNICATION INFLUENCES YOUR THINKING ABOUT YOURSELF AND OTHERS

We all share a fundamental drive to communicate. Communication can be defined as the process of understanding and sharing meaning. You share meaning in what you say and how you say it, both in oral and written forms. If you could not communicate, what would life be like? A series of never-ending frustrations? Not being able to ask for what you need or even to understand the needs of others?

Being unable to communicate might even mean losing a part of yourself, for you communicate your self-concept—your sense of self and awareness of who you are—in many ways. Do you like to write? Do you find it easy to make a phone call to a stranger or to speak to a room full of people? Perhaps someone told you that you don't speak clearly or your grammar needs improvement. Does that make you more or less likely to want to communicate? For some, it may be a positive challenge, while for others it may be discouraging. But in all cases, your ability to communicate is central to your self-concept.

Take a look at your clothes. What are the brands you are wearing? What do you think they say about you? Do you feel that certain styles of shoes, jewelry, tattoos, music, or even automobiles express who you

are? Part of your self-concept may be that you express yourself through texting, or through writing longer documents like essays and research papers, or through the way you speak.

On the other side of the coin, your communications skills help you to understand others—not just their words, but also their tone of voice, their nonverbal gestures, or the format of their written documents provide you with clues about who they are and what their values and priorities may be. Active listening and reading are also part of being a successful communicator.

COMMUNICATION INFLUENCES HOW YOU LEARN

When you were an infant, you learned to talk over a period of many months. When you got older, you didn't learn to ride a bike, drive a car, or even text a message on your cell phone in one brief moment. You need to begin the process of improving you're speaking and writing with the frame of mind that it will require effort, persistence, and self-correction.

You learn to speak in public by first having conversations, then by answering questions and expressing your opinions in class, and finally by preparing and delivering a "stand-up" speech. Similarly, you learn to write by first learning to read, then by writing and learning to think critically. Your speaking and writing are reflections of your thoughts, experience, and education. Part of that combination is your level of experience listening to other

speakers, reading documents and styles of writing, and studying formats similar to what you aim to produce.

As you study business communication, you may receive suggestions for improvement and clarification from speakers and writers more experienced than yourself. Take their suggestions as challenges to improve; don't give up when your first speech or first draft does not communicate the message you intend. Stick with it until you get it right. Your success in communicating is a skill that applies to almost every field of work, and it makes a difference in your relationships with others.

Remember, luck is simply a combination of preparation and timing. You want to be prepared to communicate well when given the opportunity. Each time you do a good job, your success will bring more success.

COMMUNICATION REPRESENTS YOU AND YOUR EMPLOYER

You want to make a good first impression on your friends and family, instructors, and employer. They all want you to convey a positive image, as it reflects on them. In your career, you will represent your business or company in spoken and written form. Your professionalism and attention to detail will reflect positively on you and set you up for success.

In both oral and written situations, you will benefit from having the ability to communicate clearly. These are skills you will use for the rest of your life. Positive improvements in these skills will have a

positive impact on your relationships, your prospects for employment, and your ability to make a difference in the world.

COMMUNICATION SKILLS ARE DESIRED BY BUSINESS AND INDUSTRY

Oral and written communication proficiencies are consistently ranked in the top ten desirable skills by employer surveys year after year. In fact, high-powered business executives sometimes hire consultants to coach them in sharpening their communication skills. According to the National Association of Colleges and Employers, the following are the top five personal qualities or skills potential employers seek:

1. Communication skills (verbal and written)
2. Strong work ethic
3. Teamwork skills (works well with others, group communication)
4. Initiative
5. Analytical skills

Knowing this, you can see that one way for you to be successful and increase your promotion potential is to increase your abilities to speak and write effectively.

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