The Importance of Communications and Information at the Enterprise

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Abstract: *In the modern world in the constantly changing environment, an important factor for a successful manager is continuous development. The transition to a market economy requires new management approaches. Without the acquisition of new knowledge, skills, it is difficult to be a qualified specialist.*
As we all know, many organizations have classes to train their employees to make them more literate and sociable people. Each person is unique, and knowing how to communicate right is one big brick of success. This is why training is a necessary component of the system of in-house training and in-house education.

I.   Introduction

Nowadays, there are many researches on individual problems related to communication processes in the enterprise. The study of them are reflected in the works of different authors all around the world: M. Kenneth, H. Hubner, R. Blundell, D. Benoit, A.Faria, D. Hutchinson, W. Wellington, S. Goldand many others.

The goal of the article is to show the importance of conducting trainings at the enterprise, contributing to the improvement of interpersonal communications in the work team; their feasibility, high efficiency in improving the performance of the enterprise.

The transition to a market economy requires new approaches to management: economic, market performance criteria come to the fore, and requirements for management flexibility increase. An important factor in the success of a modern manager is continuous improvement, the acquisition of new knowledge, skills, without which it is difficult to be a qualified specialist, guided in a constantly changing environment and able to adapt to new requirements.

The new economy dictates its own conditions. The role of communication processes in the human life is growing.

Regardless of the type of organization, information exchange activities are important.

II.   Discussion

Communication is an interpersonal interaction, a socially determined process of exchange of feelings and thoughts between people in various fields of their labor and creative activity, which is realized mainly through verbal means of communication. And communication (lat. *communicatio* - communication, transmission) is information exchange, the process of transmission and perception of information in both interpersonal and mass communication. This is the communication of people, the relationship between them in the process of their joint activities, the exchange of ideas, thoughts, feelings, information through various channels using various verbal and non-verbal communication tools.

There are two aspects of communication: informational and personal. The first characterizes the processes of information flow, the second the interaction of individuals. These aspects are intimately connected with each other. The interaction of individuals is largely carried out thanks to the movement of information, but they are not completely reduced to information processes, because communications are built not only on the fact of the transmission and receipt of information, but also on its personal assessments and individual interpretations.

The concept of "communication" combines three aspects of the joint activities of people: the movement of information, the management process and the individual's attitude to the goal of management and management decisions.

In order to achieve the goals, set by the management of the organization, an effective exchange of information is necessary. An enterprise will not be able to function if its employees do not exchange information.

Communication is a connecting process necessary for the implementation of management functions. The timeliness of their implementation depends on the ability of the leader to collect, analyze, interpret and transmit information at the right time; decide what information they need and when.

In addition, a good leader should also be able to predict the need for information, be able to correctly determine those types that will help in solving the problem, the degree of its reliability, reliability and potential value of various types of information.

The value of information is determined by those actions that are taken by management as a result of the use of this information. Therefore, it is necessary to know the tasks and functions of management in order to select exactly the necessary and useful information.

The management functions are as follows: planning, decision making, organization and coordination, management, motivation and control. The functions that interest different managers are different, depending on the level that the manager occupies in the organization. Therefore, the information for each level is different. Communications at the enterprise are:

1. Communication between the organization and its environment.
2. Internal communication:
•communication between levels and departments:
o   downward level of vertical communications;
o   ascending level of vertical communications;
•communications between departments (horizontal communications);
•communication between the leader and subordinate;
•communications between employees (formal and informal) or interpersonal communications.

Communication between the organization and its environment allows to satisfy its own information needs, ensure communication with partners, form and maintain the image of the organization, and solve certain marketing problems.

Intra-organizational communications are communication processes that must satisfy the information needs of different levels of management.

Communication is equally important for organizations and individuals.

The communication costs for an organization can be divided into monetary and non-monetary costs. Organizations are required to provide a large amount of reporting information to the government, authorities in the region and local administration. The costs involved are very high. For example, providing detailed information about income and finances to the tax office requires filling out a special form. A large amount of time is spent on such "paper work". And the need for information is increasing every year.

Studies of McKinsey Global Institute, International Data Corporation, and the Journal of Communication have shown that we spend approximately 50-80% of our work time on various forms of communication (Chui &manyika, etc., 2012; Klemmer& Snyder, 1972).

The time taken to exchange a couple of phrases when communicating in a typical production enterprise, in the end, takes about half the average working day. The phrase "time is money" is completely valid. The considerable cost of business communications explains the increased interest in them.

Cash costs of communication play a significant role in the life of the organization, but there are other, less tangible costs that have long-lasting consequences. Effective communications are expensive for organizations, but inefficient communications are even more expensive.

Since communication is seen as a critical success factor, many organizations train their employees to make them more literate, sociable people. Each person is unique. That is why the individual approach to training used at training seminars, which contribute to a more successful mastering of the course "Communications and Information at the Enterprise" is of great importance.

It is recommended that classes be held in organizations for employees in the form of games and trainings. Training is a necessary component of the system of in-house training and in-house education.

The purpose of the training seminar: systematization and formation of theoretical knowledge among students on the issues of communication and information in the enterprise, as well as the acquisition of practical skills in assessing the effectiveness of the enterprise.

In 2009 a group of researchers examined developments in business simulation gaming during the past 40 years, in the article we can see the progress and the changes in business games, and get our conclusions (Faria, Hutchinson, and others, 2009). There are successes and failures but a right built training can bring many positive adjustments (Gonen, Brill, Frank, 2009).

The effect of a communicative training seminar is an increase in students' knowledge. However, in this kind of training, knowledge alone is rarely intrinsic. Most often, they are considered as a necessary component of communicative behavioral skills or the ability to navigate in situations of everyday and professional communication.

Therefore, the purpose of the training is not to increase the erudition of participants (for this there are lecturers, books and the Internet), but an increase in knowledge (as part of communicative competence). But there is a special kind of knowledge that exists in the form of experience, and not information about experience.

The knowledge acquired in the training is not needed on its own, but for future use. And in order to use them freely, they must be remembered.

For the development of communicative competence, an employee of an organization must not only master verbal skills, it is also important to master the forms of business communication necessary for making collective decisions, and develop strategies for implementing intentions.

Theoretically, it is possible to fix information, report on the specifics of activity, and the ability not only to organize constructive interaction of individuals, but also to manage it, is only possible for participants in gaming methods.

To achieve positive results, it is recommended to use such game developments as: "Report and discussion" (Borisova,Solovieva, 1991), "Presentation", "Press conference", "Negotiations", "Business conversations", "Hiring", "Conflict" and others (Panfilova, 2003). During the game, participants get acquainted with different models of business communication, such as: cognitive, persuasive, expressive, suggestive, ritual; a variety of techniques for achieving consensus and argumentation tactics are tested, communicative behavior algorithms are mastered with partners of different psychological types and styles.The main goal of the games is to develop cooperation.

The creation of gaming technologies that would develop not only communication, but also enrich employees with new communicative experience, helping them to get rid of negative stereotypes and barriers to communication, is a necessary and logical step. Game technologies are used to better understand partners, to study verbal and non-verbal means of communication.

Such intentions are allowed to be realized by such simulation games as: "Desert Accident", "Flight to the Moon", "Ecological Disaster", "Shipwreck", as well as company's leader developed game designs. Also, now we have more and more of computer stimulations, where trainees can experiment with new ideas without risk and effect on the real life (Kracke, Hauge, etc., 2006; Azadegan, Riedel, Baalsrud Hauge, 2012).

The difference in face-to-face and in simulation games is easily understandable, and for a better effect it is better to combine both approaches (Hernández,Gorjup, Cascón, 2010).

Participating in these games, employees solve a variety of problems in the face of uncertainty of information, lack of time, the presence of individual - sometimes opposite - points of view.

The purpose of the training participants is the search, development and testing of new ideas for solving socio-economic, managerial, and innovative problems. The above games develop the communicative abilities of employees, their creative thinking, and the ability to negotiate.

Trainings are very important because they allow employees not only to learn experience in interacting with a variety of business partners, but also interpersonal communication for success.

Training can consist of the following blocks:
1. Enterprise written communications.
2. Oral communications of the enterprise
- improving public speaking skills;
- management of production meetings;
- conducting business conversations and negotiations (plus developing active listening skills).

Interactive technologies of a situational nature allow employees to look at themselves as if from outside, to see others, to see the results of business communication. A critical analysis of the results under the guidance of a human resources professional allows us to note the constructive and destructive potential of communication and develop self-correction programs.

As experience shows, participants who are most prone to creativity, as a rule, prefer to analyze those situations that suggest multi-alternative decisions - managerial, psychological, economic, ethical. The purpose of the described technologies for game learning is, first of all, the development of communicative competence, behavior, adequate to a specific situation and constructive business interaction.

For the mutual adaptation of workers and correction of their negative qualities (for example, ineffective listening, short temper, intolerance, increased sensitivity, etc.), it is recommended to use a variety of trainings: managerial, communicative, sensitivity training (sensitivity), and others.

The training allows using interactive technologies to identify the potential of employees, to motivate them to master new techniques and behavior strategies. Then, using a variety of options, master communicative management skills. And already at the exit, again measure the potential of each participant in the training technologies. It is training that is repeated many times using the new content that allows employees to develop the ability to present information, establish effective contact with different partners, listen and ask questions, formulate expected answers, focus on information, and achieve mutual understanding. The training allows you to expand the communicative potential of its participants, both verbal (ability to speak and listen), and non-

verbal, that is, "reading" body signals: facial expressions, gestures, postures, as well as correctly interpreting intonation signals.

During the training, the rules for the arrangement of communication participants in a spatial environment are mastered (for example, people learn to determine more positions at the negotiating table that correspond to the intentions of partners and the form of business interaction).

To achieve such results, can be used well-known trainings: "Intelligence", "Negotiations" that were created by Vladimir Tarasov, founder and head of Tallinn School of Management, "Mafia" (or "Werewolf" by Dmitry Davidoff), and developed in recent years, for example, "Fatal hypnotist", "Brain attack", "Self-presentation"; as well as training exercises on the ability to argue, to lead one's line, to seize initiative in a conversation, to listen to a partner, to establish feedback.

Communicative training on the development of business communication skills is especially effective, when allows you to achieve effective results in the formation of normalized communication skills, that is, communication according to given rules, which is based on a promising interaction strategy.

With the help of these games we train the constructive technologies of discussion communication, polemics, criticism, ability to present information; different possibilities of presenting information to listeners (message, story or speech).

In addition, each participant in the game masters the skills of operating communicative constructions (such as a remark, judgment, opinion, comment, resume, critical statement, compliment, etc.).

The training participants also learn to carry out an objective examination of the conformity of the types of information to the stated intentions and expectations. To do this, they play different roles in turn, develop criteria for evaluating the actions of game participants, and ethical standards for relationships in the group.

Thus, the use of a variety of interactive technologies allows us to build a mechanism with the help of which employees learn not only communicative competence quite easily and with little time, but also training in group interaction, and through it - the introduction of all to decision-making, to complicity in the process of enterprise management.

III. Conclusion

Taking part in games and trainings, employees of the organization discover great innovative opportunities that allow them to learn constructive communicative experience and identify numerous feedbacks that affect the management process.

Workers develop not only skills of a communicative and managerial nature, but also create a psychological readiness for group interaction based on individual creativity, initiative, generating ideas and discussing them to achieve compromises and consensus.

The process of acquiring communicative experience is necessary for the improvement and development of competence in communication. This leads to increased labor efficiency of each individual employee and to the efficient operation of the enterprise as a whole.

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