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Organizational Communication

Leaders play a critical role in the success of an organization in different ways. Leaders have to guide their employees in achieving organizational goals and effectively communicate mission and vision of an organization. Therefore, effective communication is an essential element of a successful organization. Organization leaders are required to exhibit effective communication both at the interpersonal and organizational levels. Also, it is through communication that one will recognize a leader and a manager. Besides, leaders benefit by communicating directly to their employees and obtaining instant feedback regarding the production process. Hence, realizing the problem affecting the organization. Also, through communication leaders convince stakeholders, customers and shareholders to be part of the organization. Therefore, this paper will focus on communication styles used by Coca-Cola chief executive officer, James Quincey to the stakeholders, employees and customers during the ¹Consumer Analyst Group of New York Conference in 2019.

During the conference, the audience expected a promising talk from the Coca-Cola CEO James Quincey. Therefore, Quincey first assured their customers, stakeholders and employees that they understand and know where they are going and have a future and platform for them to do it. Always stakeholders get assured of the company's vision and thus new purpose and vision for the company are developed. According to Coca-Cola (2020), Quincey said that the engine of long-term profitability is the purpose of any organization. Quincey added that the company is focusing on a growth mindset. The CEO assures the employees to develop marketable products because Coca-Cola builds loved brands by observing the fundamentals and concentrating on the future (Coca-Cola, 2020). Also, smart marketing is utilized more than just adverts and apps. The

CEO's speech also promised customers to expect the best innovation method that focuses on healthy products and lower carbon footprint.

Although Quincey's communication focused on the entire audience; the customers, employees and stakeholders, the CEO also used face-to-face communication that allowed his emotions to get noticed by the audience. Also, the information got conveyed through video streaming. Face-to-face communication of the CEO and a live audience allowed for better information exchange because Quincey and the audience viewed and interpreted body language and facial expressions. Furthermore, through face-to-face communication credibility is enhanced as trust is not developed by text messages but through making eye contact and how actions align with the words (Hellmann, 2020).

In the current technological age, smartphones and social media have made communication more effective and faster. In this case, Quincey also used video streaming to communicate to their audience. The live streaming provided a significant effort to ensure that other employees and customers who were not in the New York conference feel valued and appreciated by the CEO. Making everyone feel part of the company is one aspect of enhancing the growth of a company. The clapping of hand and jovial faces of the audience showed that they were happy and satisfied with the company's vision. Despite video streaming not providing immediate feedback unless during some occasions when it is viral on social media, it provides a way of getting new customers. The message sent is not the same as what the manager would send because they prepare one general to act as the final speech despite talking in a conference or a media platform to evade conveying different information.

In summation, organization leaders need to have effective communication skills such as being persuasive and societal with their employees and shareholders. This is to certify that there

will be a good workflow and realize when problems occur in the organization process.

Furthermore, developing a communication channel giving employees a platform to contribute their ideas acts as an influence on business success.

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