

## EFFECTIVE COMMUNICATION: A STRATEGIC TOOL FOR PROMPT ACHIEVEMENT OF THE ORGANIZATIONAL GOALS

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### Abstract

For workforces being the organization's most essential and treasured resources to function to the fullest so as to achieve on time the set goals of any organization, the management of such workplace is expected to give its maximum support for easy work performance through effective communication. The study therefore seeks to examine the influence of effective communication on the achievement of organizational goals with a concentration on Chi – Farms limited, Ibadan, Oyo State, Nigeria. This was with the sample size of Four Hundred and Thirty Eight (438) respondents. Simple random sampling technique was adopted for the study with the employment of structured questionnaire to draw the required information from the respondents. This is due to the method's ease of use and ability to accurately represent a large population. The descriptive statistics employed included simple percentages and tables, while inferential statistics used was regression. The findings of the study established that effective communication has positive and significant effect on the achievement of organizational goals ( $R^2=0.975$ ,  $F= 18.574$   $p<0.05$ ). The study therefore recommends inclusion of all and sundry, not only in the decisions bothering on the achievement of the organization's set goals, but also on matters that can enhance workers' performances as this should be through the design and implementation of simple organizational structure for quick and hitch free flow of communication since this will help in lessening misunderstanding, improves information management and cordial relationship between both the management of the organization and the workforces in Chi – Farms, Ibadan.

**Keywords:** Effective Communication; Employees 'Performance; Organizational goals; Organizational Success; and Workers' Commitment