

IMPACT OF COMMUNICATION SKILLS ON PERSONAL DEVELOPMENT IN MODERN ORGANIZATIONS

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Abstract: Communications and the communication process have a significant impact on organizational development and modern management. This impact is decisive and requires an analysis of the internal and external factors that can affect the success of the organization.

The purpose of the development is to emphasize the possibilities for personal improvement through the effects of the communication process and the construction of basic and specific communication skills among workers in modern organizations.

The main tasks that are logically related to the set goal and follow from it are: to highlight the essence of personal development through communication in organizations; to emphasize the importance of general factors related to personality development; to identify the basic communication skills favoring personal development in modern organizations.

Through effective communication, leaders can convey their visions and strategies to employees, inspiring and motivating them. Also, through open dialogue and exchange of ideas, a better understanding of strategic goals and methods is created.

The basic methods used in the development are qualitative, namely - philosophical analysis, synthesis of new theory and analysis of concepts and definitions. From the quantitative methods, the literature review was used.

The main results, based on the analyzes already made, show that personal development, strategic thinking and communication in organizations are essential for managing change and adapting to a changing environment.

A basic conclusion can be drawn that clear and open communication helps employees to adapt more quickly to new strategies and actively participate in overall organizational development.

The main recommendation is the need to take into account the influence of strategic thinking and organizational communications on modern and increasingly dynamically developing organizations. These influences are undoubtedly positive as they contribute to better management, achievement of strategic goals, growth and fruitful cooperation.

The additional data that can be indicated in connection with the issues already considered are aimed at the positive identification and presentation of the personality, by means of improving various useful skills such as the formation of digital literacy and culture.

Keywords: management, organization, communication, personal development

Field: Social sciences

1. INTRODUCTION

The article examines the possibilities for personal improvement through the effects of the communication process and the construction of basic and specific communication skills among workers in modern organizations. Personal development is impossible without communication and communication, even more so in the twenty-first century - the century of over-communication, dynamics, technology and artificial intelligence. The variety of factors that support and constitute personal development are also subject to consideration in the development. It is also emphasized the need to improve the general and develop communication skills specific to the organizational environment, in order to adequately meet the requirements of the time in which we live.

2. MATERIALS AND METHODS

The basic methods used in the development are qualitative, namely - philosophical analysis, synthesis of new theory and analysis of concepts and definitions. From the quantitative methods, the literature review was used.

2.1. ESSENCE OF PERSONAL DEVELOPMENT THROUGH COMMUNICATION

In the scientific literature, the issues related to the etymology and use of the term "communication" remain controversial. The concept has been used since ancient times, from the moment when people began to channel their efforts for the purpose of joint activity. Even the ancient Greek thinker and

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philosopher Socrates created dialogue as one of the earliest forms of communication.

Communication is inextricably linked to the human personality and is a basic physiological function favoring our survival, development and future. Any conscious human activity is impossible without communication (Vasilev, Stefanova & Angelova, 2017). From birth (including in the prenatal period), people have to learn communication skills. In the modern world of over-communication, this dependence is even more vivid and urgent, as the demands on individuals in personal and professional terms are even higher and numerous. All this is conditioned by the continuous and certain changes in the external environment, as well as the internal environment for different organizations. In this sense, the following relationship can be highlighted, namely – personalities change, therefore communication also changes, as well as opportunities and conditions for development.

It can be said that as many personalities exist, as many definitions and attempts to define the concept of “personal development” are possible in the literature on the problem. What the definitions have in common is that it is about improving individuals in the whole palette of multifacetedness that accompanies them. For some individuals, the phrase “personal development” is associated with obtaining prestige, power, money, high social status. For others, it represents organizational self-assertion, career growth and professionalism. In the third case, personality development is associated with spiritual growth and character improvement. In the fourth situation, it is a matter of purely physical self-cultivation. In the fifth situation, one can talk about a complex consideration of the already mentioned components (Vasilev & Belyovska, 2018). The list of possibilities is long enough to draw up the following definition, which does not make explicit claims to complete clarity and comprehensiveness. Personal development represents improvement and self-motivation of individuals in physical, psychological, social, spiritual, financial and emotional aspects and the resulting consequences for society and for the individual.

3. RESULTS

The factors that influence the development of personality are most diverse in description. Heredity, family, friends, environment (political, economic, social, international), education, self-motivation, maintenance of purposeful behavior and others can be mentioned as such.

3.1. FACTORS RELATED TO PERSONAL DEVELOPMENT

Heredity as a factor in personal development - at the beginning of the new millennium, scientists successfully mapped the human genome. Unraveling the so-called “alphabet of life”, however, leads to even more questions and ambiguities, both of a moral-ethical and scientific nature. Today, the clichéd maxim attributed to Socrates, and according to some scholars to Democritus, “I know that I know nothing” applies in full force. According to the British scientist, zoologist and journalist Matt Ridley, the human genome is an autobiography or a kind of record of genetic language that includes the various achievements and turning points that characterize the historical development of the human species and its predecessor species, from the beginning of life to the present day (Ridli, 2019, p. 8). Heredity is a key factor for subsequent personal development, but biological characteristics alone are not a sufficient condition for the prosperity of an individual.

The family as a factor for personal development - since ancient times, human beings live, join forces and develop in a society. According to the American neurobiologist David Eagleman, people constantly observe the formation and dissolution of family bonds, different types of relationships, even obsessions through their presence in various social networks and continuous participation in alliances. All these social influences are built by special circuits in the human brain, which spread widely like networks, and in turn track other people, in terms of communication, feel their pains, assess their intentions and make a “read” of their emotional condition. Human social skills have their enduring roots manifested through neural circuitry, thus reliance on these circuitry is based on the relatively young field of science called “neuroscience” (Igalman, 2017). The family, whatever that term means these days, still has a major role in the development of the personality, but other social factors should also be taken into account.

Friends as a factor for personal development - the people we meet at different stages of our life path have a significant impact on our development. Often times, the people we choose as friends influence us more than our own family, especially during the teenage years. This fact is largely determined by the shortening of the distance in our communication with friends and in communication itself.

According to the Canadian psychologist Steven Pinker, friendship, like various forms of altruism, “is vulnerable to frauds”, which is why people have invented a specific saying - “A friend in need is known”. Apparent friends take advantage of their association with a specific helpful person and mimic appreciation in an attempt to show that they are valued themselves. But at the first more serious difficulty,

such pseudo-friends easily give up and retreat. People have emotional responses that aim to eliminate insincere friends. When we are “pressed against the wall”, a sincere friendly support touches us. Acts like this make us emotional, remember the noble deed, and at the same time feel the need to reassure our friend that he will not be forgotten. Adversity is the most validated test of which people we should call true friends. This is where the meaning of friendship is rooted, since, evolutionarily speaking, a friend is someone who is willing to support you when no one else would bother to do so (Pinker, 2011, p. 438).

The environment as a factor (political, economic, social, international) – the external environment, including economic, political, social and international aspects, can have a significant impact on the personal development of the individual. This influence can manifest itself in different aspects and at different stages of a person’s life. Here are some ways in which the external environment can influence personal development:

- First, in terms of economic environment - the high or low economic stability of a country can affect the degree of financial security of an individual. Low income and economic instability can create stress and limitations on opportunities for education, health and personal development. Opportunities for employment and career development also depend on the economic environment. High unemployment and limited economic opportunities can lead to problems with developing professional skills and careers.
- Second, regarding the political environment - political events and the regime in a given country can have an impact on an individual’s civil rights and liberties. The lack of democracy and legal certainty can limit the possibility of personal development and self-expression. Wars and conflicts can lead to physical and emotional trauma and make it difficult to build a stable personality.
- Third, the social environment, which includes societal values, cultural context, and social norms, can influence personality development, shaping individual beliefs and values. The education system and opportunities to access education can determine individual success and professional development.
- Fourth, regarding the international environment - global trends and international relations can influence personal development by forming global awareness and intercultural skills. Migration and international interactions can enrich individual experience and contribute to the development of tolerance and mutual understanding (Kalinov, 2022).

It is important to note that despite the influence of the external environment, individuals have the ability to form their own decisions and adapt to different conditions. Personal development is the product of the interaction between the inner potential of the individual and the external influences that surround him.

Education as a factor - education plays a key role in the personal development of an individual in several aspects. In terms of cognitive development, education provides knowledge, skills and intellectual stimuli that help an individual develop their cognitive potential. This includes the mastery of core academic subjects, critical thinking, analytical skills and problem-solving abilities.

- Emotional and social development - education is not limited to learning materials; it also includes educational aspects. The school provides opportunities for social interaction, cooperation and the development of interpersonal skills. Teachers and schools often play an important role in shaping students’ value and moral beliefs.
- Professional development - education has an important influence on the professional development of the individual. Provides the necessary knowledge and skills to prepare for a specific occupation or career. Higher education and specialized courses contribute to the discovery of better employment opportunities and increased income.
- Personal growth - education can help an individual develop personal characteristics such as perseverance, discipline, responsibility, ambition and self-discipline. Experiencing successes and failures in school and student life can lead to stronger self-esteem and confidence in one’s abilities.
- Civic responsibility - education can promote civic responsibility and participation in society. Educated individuals are more likely to understand the importance of voting, participation in public initiatives, and participation in the development of society (Borisova, 2017).

However, it should also be noted that education is not only limited to formal schooling. Continuous learning and self-education are also important for lifelong personal development.

Self-motivation as a factor – this is the internal drive or motivation that comes from the individual himself. It represents man’s desire and passion to achieve goals and develop in various aspects of his life. Self-motivation can have a significant impact on personal development in the following ways: constant learning and self-improvement, achieving goals, self-discipline and persistence, increased self-confidence, coping with challenges, greater courage and independence, better interpersonal relationships. Self-motivation, therefore, can be a powerful stimulus for personal development and achieving success in various aspects of life. It encourages the individual to take an active role in their own development and to

pursue their passions and goals with enthusiasm and persistence.

Maintaining purposeful behavior as a factor has a significant impact on personal development. When an individual has clear goals and directs his efforts towards them, this can contribute to several important aspects of personal development: motivation and persistence, focus and concentration, self-regulation, continuous learning and development, self-confidence and a sense of achievement, creating meaning and significance, leadership (Nikolaeva, 2020).

4. DISCUSSIONS

Conditionally, communication skills can be divided into two groups: general skills - active listening, parameters of speech and language culture, asking questions, behavioral characteristics; specific skills – organizational culture parameters, specific professional language, foreign language culture, presentation skills, positive self-presentation skills, improvement of non-verbal communication, digital literacy, etc.

4.1. KEY COMMUNICATION SKILLS ENHANCING PERSONAL DEVELOPMENT IN CONTEMPORARY ORGANIZATIONS

General communication skills affect not only the individual development of employees, but also the organizational culture and effectiveness.

- Active listening improves communication by encouraging openness between colleagues and between different levels of management. This leads to better understanding and cooperation. The skill of active listening helps in conflict resolution by allowing all parties to express their points of view and find common ground. Through active listening, employees learn to perceive and appreciate different perspectives, which is key to developing critical thinking and empathy (Serafimova, 2024).

- The parameters of speech and language culture form a professional identity. The use of appropriate language and communication style within the organization helps to build a professional identity and culture that is aligned with the organization's mission and values. Understanding and applying the rules of effective communication and language culture in the organization helps employees build important social skills (Ivanova, 2024).

- Asking questions supports learning and innovation. In this way, critical thinking and the search for new knowledge is stimulated, which is fundamental for personal development and innovation in the organization. This increases engagement, with the opportunity to ask questions and receive feedback helping to increase engagement and a sense of belonging among employees.

- Behavioral characteristics influence relationships and help develop leadership skills. Characteristics such as empathy, adaptability and responsibility have a direct impact on the quality of relationships in the organization and help create a positive work environment. Other behavioral characteristics such as initiative and the ability to lead are key to developing leadership skills and preparing employees to occupy higher positions in the organizational hierarchy.

General communication skills interact to create an environment that promotes personal and professional development of employees, while simultaneously contributing to the achievement of organizational goals and maintaining a strong organizational culture.

Specific communication skills play a key role in personal development in organizations, while also positively influencing the overall effectiveness and culture of the workplace. Each of the aspects listed above has its own unique value. Understanding and the internal acceptance of the parameters of the organizational culture help personal development by encouraging the sharing of common values and norms. This leads to a stronger sense of belonging and commitment to the organization.

- Specific professional language is a sign of expertise and professionalism. Mastery of specific professional language and terminology increases understanding of a given field, which is the basis for professional development and recognition.

- Knowledge of foreign languages and cultures broadens perspectives, increases adaptability and improves the ability to work in a multicultural environment, which is valuable in the globalized work environment.

- Presentation skills help in expressing ideas effectively. The ability to present diverse ideas clearly and persuasively is important for personal development as it improves opportunities for influence, persuasion and leadership (Stefanova-Ivanova, 2024).

- Positive self-presentation skills build confidence and professional identity. Positive performance and self-presentation help build confidence and develop a strong professional identity, leading to greater career success.

- By improving non-verbal communication, conditions are created for better interaction. The ability

to understand and use nonverbal cues improves interpersonal communication and interaction, which is critical for effective teamwork.

- Digital literacy is directly related to adaptability to innovation. In today's work environment, digital literacy is key to the effective use of technology, enabling faster adaptation to innovations and process improvement (Kostov, 2024).

Each of these aspects contributes to complex personal and professional development in organizations. Not only do they help increase individual effectiveness and job satisfaction, but they also improve communication, collaboration, and the overall culture of the organization. Thus, communication skills become a fundamental element for the success and development of each employee, as well as the organization itself as a whole (Kaneva, 2024).

5. CONCLUSIONS

Communication skills play a critical role in the context of personal development in modern organizations. They not only facilitate effective communication and collaboration between employees, but also help build professional identity, develop leadership qualities, and improve interpersonal relationships. The specific aspects of communication skills, such as understanding and applying organizational culture parameters, mastering a specific professional language and foreign language culture, presentation skills, positive self-presentation skills, improving non-verbal communication and digital literacy, all interact to enrich the individual development of employees.

These skills contribute to the creation of a healthy and supportive work environment where each individual can develop their potential to the maximum. Additionally, they foster a culture of continuous learning and adaptability that is essential in the rapidly changing environment of the twenty-first century. Communication skills not only facilitate overcoming challenges and effective problem solving, but also facilitate innovation and creativity within an organization.

In conclusion, the development and improvement of communication skills are crucial for the personal and professional development of employees in modern organizations. They form the basis for creating sustainable and effective working relationships that contribute to the successful development of individuals and organizations in today's global and dynamic world of organizations.

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