

## **CHAPTER FIVE**

### **5.0 SUMMARY, CONCLUSION, AND RECOMMENDATION**

#### **5.1 SUMMARY**

This research study is based on the Effect Of Strategic Communication In Tacking Organizational Challenges (Case study of GTB Outbreak) this research work is divided into five(5) main chapter while the chapter reveled steps approached for easy presentation of the research contents.

Chapter One focuses on the background on the study, statement of the problem , objective of the study, significance of the study and limitation of the study and definition of the terms.

Chapter two of this research work, contains the conceptual framework and agenda setting, functionalize perspective and internationalize perspective theory used clearly explained. The empirical review (review of the related studies) also explained the nature of different individual research work that are related to the study.

#### **5.2 CONCLUSION**

In the GTB case study, strategic communication is crucial for navigating organizational challenges, as seen through its impact on employee productivity, efficiency, and overall performance. Effective communication strategies, such as clear articulation of performance expectations and timely provision of feedback, lead to improved operational efficiency and increased employee morale. Effective communication can foster a positive work environment, leading to increased employee morale and productivity. Conversely, poor communication can lead to uncertainty, apprehension, and ultimately, reduced productivity. Strategic communication is essential for achieving organizational goals, especially when dealing with challenge

s. It involves tailoring communication to specific audiences and using appropriate channels to convey information effectively. The GTB case study highlights the importance of effective communication in managing organizational challenges, including the recent outbreak. By implementing robust communication strategies, GTB can improve employee engagement, enhance operational efficiency, and ultimately, mitigate the negative impacts of the outbreak. The case study of GTB and the outbreak provides a real-world example of how strategic communication can be used to navigate an organizational challenge. By effectively communicating with employees, customers, and stakeholders, GTB can maintain trust, reassure stakeholders, and ultimately, reduce the impact of the crisis on the organization. Strategic planning, which includes communication, is crucial for organizational success. By formulating and communicating strategic objectives to all levels of the organization, GTB can ensure that everyone is aligned and working towards the same goals. Strategic thinking and communication are interconnected and significantly influence organizational performance. A well-defined strategy, coupled with effective communication, can lead to improved efficiency, productivity, and overall performance.

Strategic communication is a powerful tool for managing organizational challenges and achieving organizational success. By prioritizing communication, GTB can navigate challenges effectively, enhance employee engagement, improve operational efficiency, and ultimately, achieve its strategic objectives.

### **5.3 RECOMMENDATION**

Strategic communication is a critical tool for organizations facing significant challenges, especially during crises such as outbreaks. Drawing on best practices and lessons from similar scenarios, the following recommendations are provided for GTB (Guaranty Trust Bank) in

managing and overcoming organizational challenges during an outbreak:

- **Prioritize Transparency and Timely Information**
- Transparency in communication is essential to build and maintain public trust during an outbreak. Authorities must provide factually accurate, timely, and easily understood information about the situation, including what is known, what is not known, and the steps being taken to address the outbreak.
- Withholding information or lack of clarity increases the risk of rumors, misinformation, and public distrust, which can worsen the crisis.
- **Establish Strong Coordination Mechanisms**
- Effective crisis communication requires coordination among all relevant stakeholders, both internal (staff, management) and external (regulators, public health agencies, customers).
- GTB should set up a dedicated crisis communication team or task force that includes representatives from key departments and, if appropriate, external partners. This team should be responsible for information gathering, decision-making, and message dissemination.
- **Address Organizational Structure Barriers**
- Hierarchical and bureaucratic structures can impede the flow of critical information, delay decision-making, and foster groupthink, as seen in public health crises like the E. coli and 'Mad Cow' outbreaks.

- GTB should empower staff at all levels to report issues quickly and encourage lateral communication across departments to ensure information reaches decision-makers without unnecessary delays.
- Tailor Messaging to Stakeholder Needs
- Strategic communication should be audience-focused. Messages must be crafted to address the concerns and needs of different stakeholder groups, including employees, customers, investors, and the public.
- Use clear, empathetic language and provide actionable steps to reduce confusion and anxiety.
- Utilize Multiple Communication Channels
- Leverage a mix of communication platforms—internal memos, email updates, social media, press releases, and public briefings—to ensure messages reach all stakeholders effectively.
- Ensure consistency across all channels to avoid contradictory information.
- Foster a Culture of Open Communication
- Encourage open dialogue and feedback within the organization. Employees should feel safe to raise concerns and suggest improvements.
- Regularly solicit feedback from stakeholders to gauge the effectiveness of communication and adjust strategies as needed.
- Monitor, Evaluate, and Adapt Communication Strategies

- Continuously monitor the effectiveness of communication efforts using metrics such as engagement levels, sentiment analysis, and feedback from stakeholders.
- Be prepared to adjust strategies in response to new developments or stakeholder feedback<sup>1</sup>.
- Support Leadership Communication

Leaders must be visible and proactive in communication efforts. Their ability to articulate the organization’s vision, values, and response plans inspires confidence and commitment among staff and stakeholders.

SUMMARY TABLE: RECOMMENDATIONS

Recommendation	Rationale
Prioritize transparency	Builds trust, prevents misinformation, and supports public cooperation
Establish coordination mechanisms	Ensures unified, efficient response and message consistency
Address structural barriers	Reduces delays, prevents groupthink, and improves decision-making
Tailor messaging	Increases relevance and impact for different audiences
Use multiple channels	Maximizes reach and reinforces messages
Foster open communication culture	Enhances trust, innovation, and engagement
Monitor and adapt strategies	Maintains effectiveness as situations evolve

Recommendation	Rationale
Support leadership communication	Inspires confidence and aligns organization

Strategic communication is not just about disseminating information; it is about aligning communication efforts with organizational goals, building trust, and enabling effective crisis management. By adopting these recommendations, GTB can enhance its resilience, protect its reputation, and navigate organizational challenges more effectively during an outbreak.

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