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INFORMATIVE SKILLS DEVELOPMENT AND ORGANIZATIONAL SUCCESS

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ABSTRACT

Informative skills are regarded as indispensable for the success of any type of organization or workplace. This study examines the relationship between informative skills development and organizational success in organizations in Rivers State. The focus was on three major organizational success measures increase in sales, increase in market share, and increase in turnover. The study was guided by three research objectives. Literatures on the concept of informative skill development, organizational success, increase in sales, increase in market share, and increase in turnover were duly reviewed in the study; and the study was anchored on the Human Capital Development Theory. The study made conclusions that informative skills are essential for the success of any type of organization or workplace. Since they help employees perform their duties in a well-ordered manner, maintaining sociable terms and relationships with other members, incurring the feeling of job satisfaction, acquiring promotional opportunities, achieving organizational goals and enhancing the overall structure of the organization. Based on the findings of the study, it was recommended that the HR department should ensure also that adequate training design, rich in content is used for employee training. The content should be able to include all the identified informative skill gaps, while making sure that a trainer who is knowledgeable and experienced in that area is contracted for the training delivery, amongst others.

Keywords: Informative skill development, organizational success, increase in sales, increase in market share, increase in turnover, amongst others.

INTRODUCTION

Background to the Study

In today's business environment where competition is so fierce and change is fast, where technology can be short-lived and where customers demand more quality products and services at lower price, the success, growth and effectiveness of organizations have become a major cause of concern and tasks which management of organizations are striving hard to achieve. Organizations are now placing greater emphasis on developing their employees as employees are now seen as the life blood of organizations (Obiekwe, 2012) as well as tools in moving organization from where they are at present to where they want to be in the future (Nwaeke & Obiekwe, 2017).

Olufemi (2009) has noted that human elements constitute a major factor to organizational success especially in today's environment where all provide almost the same products and services. This is because machines will rust away if there are no qualified and capable employees to use and maintain them. The success or otherwise of any organization therefore depend to a large extent on employees effectiveness which depends on the quality of the human capital available in the employees. It follows therefore that successful performance of duties and meaningful contribution of employees to the success of an organization goals demand the acquisition of relevant skills and knowledge (Ojo & Olaniyan, 2008) which is possible through effective human capital development. Employee development is today generally accepted as fundamental to the improvement end of organizational effectiveness, efficiency, improved performance and innovativeness, which are effective contributions to organizational survival (Nwachukwu, 2000).

Informative skills are regarded as indispensable for the success of any type of organization or workplace. In most cases, it is comprehensively understood that in order to carry out one's job duties well and achieve organizational goals, effective informative skills are the lifeline, but there are number of reasons, which consider informative skills to be of utmost significance to lead to success of an organization. The primary goals of any organization are to increase productivity and profitability. In order to lead to an increase in productivity and profitability, it is indispensable for the individuals to disseminate information in an effective manner. Hence, in order to lead to an increase in productivity and profitability and achieve organizational goals, it is vital to hone informative skills. All the members of the organization, irrespective of their job positions in the hierarchy need to be well-aware in terms of informative skills and ways of improving them.

The ability on the part of the individuals to communicate with the superiors, subordinates and colleagues is essential. There are number of reasons behind the significance of informative skills for organizational success. Some of the reasons include, carrying out one's job duties in a well-organized manner, maintaining amiable terms and relationships with other members, incurring the feeling of job satisfaction, acquiring promotional opportunities, achieving organizational goals and enhancing the structure of the organization. It is apparent that within the course of implementation of one's job duties, the individuals need to acquire information, generate awareness, and exchange viewpoints and perspectives, for these purposes, they need to communicate in an effective manner. One should impart factual information and communicate with each other in a polite and friendly manner. As the individuals grow and get recruited in organizations, it is vital for them to ensure they communicate well with all other members. Therefore, it can be stated, effective informative skills are regarded as crucial for the success of any organization.

Most business communications are in fact "informative" messages. An informative message in the workplace is simply the sharing of meaningful information between people in an unbiased and professional manner. Informative messages can be short or long, formal or casual in tone, internal or external in focus, and direct or indirect in structure, depending on the situation. Like all forms of communication, the purpose of informative messages is to promote understanding, encourage action, stimulate thinking, or promote ideas.

Since informative messages are so prevalent in business communication, there are too many examples and use cases to mention in this brief module. Simple, informative messages can be used to let employees know of an upcoming IT system maintenance, a new break room cleanliness policy, or a new all-hands meeting time. They can be used to announce a significant company win over a competitor, a new product launch delay, or the creation of a new division within the company. As the subject becomes more important and complex, informative messages can enlighten employees about quarterly financial results, acquisitions, and plans to take the company public.

Informative messages can take on almost any form of electronic communication: IMs, chats, emails, presentations, memos, blogs, podcasts, press releases, and reports. As was stated

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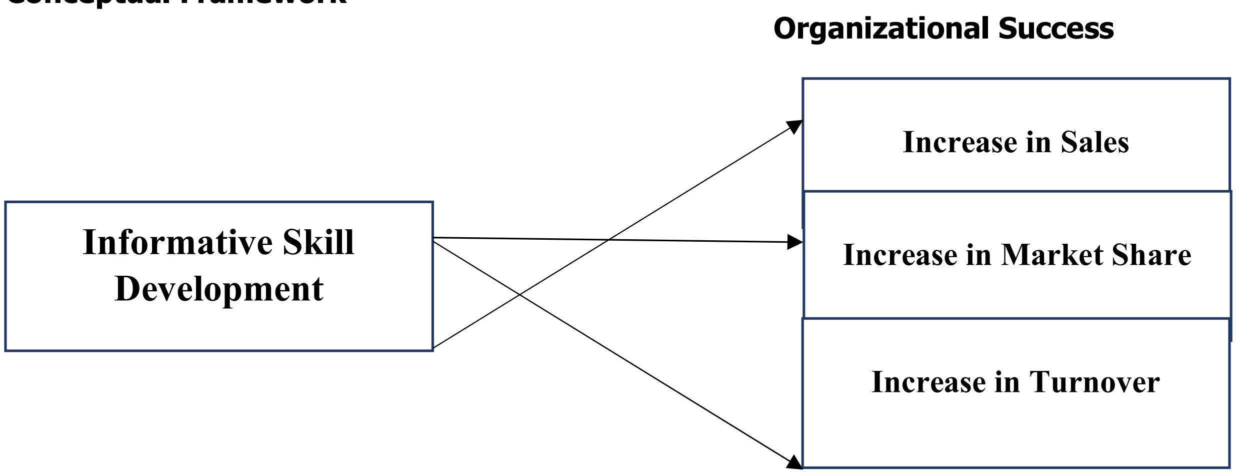
earlier, the situation an employee finds himself in will dictate how the message is crafted and how it is sent. Despite the variety of informative messages and how they can be sent, there are guidelines that pertain to all effective business communication
The important informative skills, which are essential for the success of the workplace are stated as follows: (Doyle, 2019).

Statement of the Problem
The majority of corporate communications are "informative" messages. In the workplace, an instructive message is simply the exchange of useful information between people in an objective and professional manner. Individuals must be able to communicate effectively with their superiors, subordinates, and coworkers. The importance of informational skills for organisational effectiveness can be attributed to a variety of factors. Carrying out one's job duties in a well-organized manner, maintaining friendly terms and relationships with other members, obtaining a sense of job satisfaction, acquiring promotional opportunities, achieving organisational goals, and enhancing the structure of the organisation are just a few of the reasons. It is self-evident that individuals must obtain knowledge, produce awareness, and exchange opinions and perspectives as part of their job responsibilities; for these objectives, they must communicate effectively. Therefore, this paper will seek to determine the relationship which exists between informative development and firm success.

Conceptual Framework



Aim and Objectives of the Study
The main objective of this research is to determine the relationship between informative skill development and firm success in organizations in Rivers State.
The specific objectives of the study will include the following;

1. To determine the relationship between informative skill development and increase in sales in organizations in Rivers State.
2. To ascertain the relationship between informative skill development and increase in market share in organizations in Rivers State.
3. To determine the relationship between informative skill development and increase in turnover in organizations in Rivers State

REVIEW OF RELATED LITERATURE

Conceptual Review

Concept of Informative Skills

Informative skills are regarded as indispensable for the success of any type of organization or workplace. In most cases, it is comprehensively understood that in order to carry out one's job duties well and achieve organizational goals, effective informative skills are the lifeline, but there are number of reasons, which consider informative skills to be of utmost significance to lead to success of an organization. The ability on the part of the individuals to communicate with the superiors, subordinates and colleagues is essential. There are number of reasons behind the significance of informative skills for organizational success. Some of the reasons include, carrying out one's job duties in a well-organized manner, maintaining amiable terms and relationships with other members, incurring the feeling of job satisfaction, acquiring promotional opportunities, achieving organizational goals and enhancing the structure of the organization. Most business communications are in fact "informative" messages. An informative message in the workplace is simply the sharing of meaningful information between people in an unbiased and professional manner. Informative messages can be short or long, formal or casual in tone, internal or external in focus, and direct or indirect in structure, depending on the situation. Like all forms of communication, the purpose of informative messages is to promote understanding, encourage action, stimulate thinking, or promote ideas. Since informative messages are so prevalent in business communication, there are too many examples and use cases to mention in this brief module. Simple, informative messages can be used to announce a significant company win over a competitor, a new product launch delay, or the creation of a new division within the company. As the subject becomes more important and complex, informative messages can enlighten employees about quarterly financial results, acquisitions, and plans to take the company public.

Concept of Organizational Success

Organizational success reflects the degree of growth achieved in term of stated goals and objectives as the objective differs widely so does the concept of corporate growth (Maverick, 2019). The measures of organizational success adopted in this research work are increases in sales, increase in market share and increase in market turnover. It is something for which most companies, large or small, strive. Small firms want to get big, big firms want to get bigger. Indeed, companies have to grow, observed Philip B. Crosby, author of *The Eternally Successful Organization,* "if for no other reason than to accommodate the increased expenses that develop over the years. Inflation also raises the cost of everything, and retaliatory price increases are not always possible. Salaries rise as employees gain seniority. The costs of benefits rise because of their very structure, and it is difficult to take any back, particularly if the enterprise is profitable. Therefore, cost eliminations and profit improvement must be conducted on a continuing basis, and the revenues of the organization must continue to increase in order to broaden the base (Adeyeye et al 2015).

Dimensions of Organizational Success

Increase in sales

You can grow your business finding ways to increase sales or by looking for new markets. To increase sales, you may have to introduce new products (a) or services, expand your market, increase your marketing activities or improve customer services. If you are a manufacturer, this could mean increasing your productivity to meet demand.There are many ways to increase sales, depending on your industry. Market and business goals one of the first steps is to develop a strategy and stick to it.

The term "sale" in general business context involves an exchange of money or value for either a transfer of ownership of a good or property or the entitlement to a services (Kim, 2009). A sale is an exchange of goods, services or property. In accounting, net sales refer to the operating revenues earned by a company by selling their products or services. Sales growth is the parameter which is used to measure the performance of the sales team to increase the revenue over a given period of time. Sales growth is an essential parameter for survival and financial growth of the company (Maverick 2019). The unique and important role of sales is to bridge the gap between the potential customer's needs and the products/services that the organization offers that can fulfil their needs

Increase in Turnover

Turnover is one of the goal of improve in a business. The increase or decrease in turnover time gives an indication of how well a business is growing. Turnover represents the value of total sales provided to customers during a specific time period which is usually one year. The amount includes only revenue that is generated from daily operations, not non-operating revenue.

The term is often just referred to a sales or net sales, which means revenues with VAT (Value Added Tax). It is often described by being converted into company's accounting currency (Hall, 2018).The figure for sees turnover in the profit and loss account does not necessarily mean that the firm has received all that amount. Turnover represent the total income of the business during a given period of time. That is, the net sales figure (Hall, 2018). Turnover is an accounting concept that calculates how quickly a business conduct its operation (Maverick, 2019).

Increase in Market Share

Market share is the percentage of a market that a company or product controls (Steward Swayze 2020) you can increase market share by converting inactive prospects into customers. Many organizations forget to include inactive prospect when calculating market share. But companies not participating in market are a part of total available market. And, they are your hardest competitors (Stewart Swayze, 2020).Companies increase market share through innovation, strengthening customer's relationship, smart hiring practices, and acquiring competitors. Company's market share is the percentage it controls the total market for its products and services. There are various types of market share. Market shares can be value or volume. Value market is based on the total share of a company out of total segment sales (Maverick, 2019) volume refer to the actual members of units that a company sells out of total units old in the market. The value-volume market share equation is not usually linear.

A unit may have high value and low numbers, which means that the value market share may be high, but volumes share may be low.

Theoretical Framework

This study anchored on the Human Capital Development theory.

The Human Capital Theory

This study adopts the human capital theory as its theoretical framework. It also extends the human capital theory to incorporate both its direct and indirect effects on Company or organizational success. The human capital theory suggests that individuals with more or higher human capital achieve higher performance when executing tasks (Becker 1993). Human capital comprises the stock of knowledge and skills that reside within individuals. Specifically, human capital includes the unique insights, skills, cognitive characteristics and aptitudes of entrepreneurs (Ventakaraman 1997). It also includes achieved attributes, accumulated work and habits that may have a positive or negative effect on productivity (Becker 1964). Human capital represents a resource that is heterogeneously distributed across individuals and is thus central to understanding differences in opportunity identification and exploitation (Shane & Venkataraman 2000).
Becker (1964) suggests that human capital can be categorized in two groups, general and specific human capital. General human capital is generic, implying that it can be transferable across all industries and firms. Examples of general human capital include family background characteristics, education, age and gender. In contrast specific human capital includes aspects such as prior knowledge, experience, attitude towards innovations, technical and managerial competencies and industry specific know-how.

Empirical Review

A study conducted by Abiodum and Abrifor (2015) on "the relationship between organizational informative skill development and job performance of employee: A case study of Nigerian Brewing Industry". The study had a sample of 200 employees selected from two industries. Two research instruments, the Informative skill development Satisfaction Questionnaire and the Role-Based Performance Scale (RBPS) were used in generating data. The results showed that there is a significant relationship between organizational informative skill development and job performance. The study recommended that informative skill development within an organisation be developed to ensure that organizational goals are met. Therefore, managers should ensure that employees receive trainings and guidelines to do their work in a simple and more effective mode and that such instructions are easy to follow.
Another study conducted by Anna *et al.* (2016) on "exploring the relationship between informative skill development and employee performance: A case study of Lagos Flour Mill". The study considered the effect of informative skill development on employee's performance within Lagos State Flour Mill. A well structured questionnaire was administered as a means of collecting data for the study with a sample size of 120 respondents. Thus, the result of the study showed that a positive and direct relationship exists between effective informative skill development and the level of employee performance. The study recommended that informative skill development should be a top list for managers because every aspect of

business requires a good informative skill development network to ensure employee's performance.

Another study conducted by Asamn (2014) on "the impact of informative skill development on workers' performance in selected organisation in Lagos State". The study had a sample of 120 respondents. The results of the study revealed that a positive relationship exists between effective informative skill development and worker's performance. The study recommended and that managers will need to communicate with employees regularly to improve workers' commitment and performance.

A study conducted by Naby (2017) on "the effect of informative skill development on employee performance: A case study on Alasco Limited Kenya". The study had a sample size of 120 respondents with a well structured questionnaire for data collection. The result of the study revealed that a positive and direct relationship exists between effective informative skill development and employee performance. The study recommended that informative skill development should be one of the priorities of an organisation since effective informative skill development enhance employees' performance.

A study conducted by Franklin (2013) on "the impact of organizational informative skill development on employee performance in selected communication industry in Nairobe". The study had 150 sample size with a well constructed questionnaire for data collection. The result of the study showed a positive relationship between informative skill development and employee performance. The study recommended that managers should do their best to ensure effective informative skill development among organisational members since information, instructions and directives must be communicated to ensure improvement on performance.

On the foreign scene, a study was conducted by Fusun and Rifat (2008) at Dumlupinar Universitesi Sosyal Bilimier Dersisi on "the relationship between organizational informative skill development and job performance". The study revealed that there is a clear positive relationship between informative skill development and job performance by employees.

In the same vein, a study was carried out by Otoo (2018) at Kwame Nkrumah University of Science and Technology, Ghana; on "the effect of informative skill development on employee performance". The study had a sample of 200 respondents. The result indicated a positive relationship between effective informative skill development and employee performance. The study also recommended that barriers and breakdowns in informative skill development should be identified, corrected and improved to ensure sustainable employee performance.

A study conducted by Nabi, Foysol and Adinan (2017) on "the role and impact of business informative skill development on employee performance and job satisfaction: A case study on Karmasangthan Banks Limited, Bangladesh". The study had a well constructed questionnaire with 120 respondents as a sample size. The study revealed direct and positive relationship between effective informative skill development and employee performance. The study recommended that barriers and breakdown in informative skill development should be identified and taken care of to ensure improvement in employee performance.

A study conducted by Asyha, Berhannudin, Zulida and Sazuliana (2016) on "the relationship between organisational informative skill development and employee productivity. The study used a well constructed questionnaire to elicit information from the respondents. The study also had 150 respondents as sample size. The result of the study showed a positive relationship between informative skill development and employee productivity. The study recommended that managers should emphasize effective informative skill development among organization members since employee productivity is enhanced by how well they are informed, instructed and directed.

CONCLUSION

Informative skills are regarded as essential for the success of any type of organization or workplace. The reasons that give emphasis on informative skills include, carrying out one's job duties in a well-ordered manner, maintaining sociable terms and relationships with other members, incurring the feeling of job satisfaction, acquiring promotional opportunities, achieving organizational goals and enhancing the overall structure of the organization. The important informative skills, which are essential for the success of the workplace are, information technology fluency, ways of thinking, problem solving, communication amongst others. The factors highlighting benefits of informative skills within the workplace are improved productivity, increased employee morale, higher job satisfaction, reduced turnover rates, increased trust in management, stronger teamwork, augmentation of knowledge, reinforcement in employee participation, development of stronger organizational culture and formation of amiable working environment. Finally, it can be stated that informative skills are primary in leading to success of any organization or workplace. The individuals need to focus upon upgradation of these skills throughout their jobs.

RECOMMENDATIONS

Based on the findings of the study, the following recommendations were made;

1. An emphasis on employee skills development will enhance improvement of employee innovativeness and creativity on the job and engender organizational success.
2. The HR department should ensure also that adequate training design, rich in content is used for employee training. The content should be able to include all the identified informative skill gaps, while making sure that a trainer who is knowledgeable and experienced in that area is contracted for the training delivery.
3. Employees should be encouraged to embrace other developmental courses that could impact on their informative skills and increase organizational success.
4. Organizational development and organizational culture should be effectively monitored in organizations if the members of an organization are expected to perform maximally.

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