DEPARTMENT OF HUMAN RESOURCES MANAGEMENT (HRM)

AN EVALUATION OF THE EFFECTIVENESS OF COMMUNICATION IN MOTIVATING WORKERS. A CASE STUDY OF BINDURA MUNICIPALITY OF BINDURA MUNICIPALITY

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ABSTRACT

The aim of this study was to evaluate the effectiveness of communication in motivating workers using a case study of Bindura Municipality. The study was conducted basing on the discovery that the organization was facing serious challenges in communication that resulted in conflicts among workers during the execution of duties at the workplace. Some of the respondents did not understand the importance of the study and this limited the findings of the research. The researcher made use of a case study research design. A sample of twenty six (26) out of a population of one hundred and six (106) was used. Stratified random sampling was used to select one (1) member from the senior management, two (2) members from the middle managers and twenty three (23) general employees. The findings of the study were based on data that was collected using questionnaires as the research instrument. The findings of the research were presented and analysed using tables, charts and graphs. The results revealed that a few communication media were being used and there was a great use of one way communication compared to two-way and horizontal communication channels in the organization and this led to low levels of motivation among the workers. Therefore, the study recommends that a two way communication channel should be adopted. A two way communication channel creates an environment conducive for employees to show their own initiatives and collaborative decision making. Involving employees and giving them room to participate in making organizational decisions can then result in increased workers’ motivation levels.