

**EFFECTIVE COMMUNICATION AS A STRATEGIC TOOL FOR
ENHANCING EMPLOYEE PERFORMANCE
(A CASE STUDY OF SKYE BANK PLC, LAGOS STATE)**

BY

MADUENYI, SYLVIA NKEMDIMA

MATRIC NO: 13PABOO472

JUNE, 2015

**EFFECTIVE COMMUNICATION AS A STRATEGIC TOOL FOR
ENHANCING EMPLOYEE PERFORMANCE**

(A CASE STUDY OF SKYE BANK PLC, LAGOS STATE)

BY

MADUENYI, SYLVIA NKEMDIMA

MATRIC NO: 13PABOO472

**Being a Research Project Submitted in Partial Fulfilment of the Requirements
for the Award of Master of Science (M.Sc.) in Business Administration to the
Department of Business Management, School of Business, College of Business
and Social Studies, Covenant University, Ota, Ogun State, Nigeria**

JUNE, 2015

CERTIFICATION

It is hereby certified that this research project written by Maduenyi Sylvia Nkemdima with matriculation number 13PABOO472 was supervised by me and submitted to the Department of Business Management, in the School of Business, of the College of Business and Social Sciences, Covenant University, Ota.

DR. EDWIN M. AGWU

.....

(Supervisor)

Signature & Date

DECLARATION

It is hereby declared that this research “**Effective Communication As A Strategic Tool For Enhancing Employee Performance**” was undertaken by me, MADUENYI SYLVIA NKEMDIMA and it is based on her original study in the Department of Business Management, School of Business, College of Business and Social Sciences, Covenant University under the supervision of Dr. Edwin M. Agwu. The views of other researchers have been duly expressed and acknowledged.

MADUENYI SYLVIA NKEMDIMA

.....

(Researcher)

Signature & Date

DR. EDWIN M. AGWU

.....

(Supervisor)

Signature & Date

DR. R. WORLU

.....

(Head of Department)

Signature & Date

.....

External Supervisor

Signature & Date

DEDICATION

This project is dedicated to God Almighty, my heavenly father who has been my helper, upholder, friend, consultant, and inspiration, the one who is always there in my time of needs, even when things seemed impossible you were there and would always be there for me. Thank you God for making this project a reality and bringing me thus far. All glory to you alone.

I also dedicate this project to my family, Mr and Mrs Maduenyi, Frederick Maduenyi, Barrister Charles Maduenyi, Aunt Julie, Patrick, Jessica and Samuel. Thank you all for your support and encouragement during this project. God bless you all.

ACKNOWLEDGEMENTS

I would like to acknowledge God Almighty for seeing me through the completion of this project. I thank him for his guidance and grace in writing this project. I thank you Lord for the gift of life and for guidance and protection over my life and the life of my family members. I love you very much.

My gratitude goes to the Chancellor, Covenant University, Dr David Oyedepo for your encouragement spiritually and for his teachings on integrity and discipline. Thank you very much and God bless you and your family. My appreciation also goes to the Vice Chancellor, Covenant University, Professor C. K. Ayo and all the members of management.

To my supervisor, Dr. Edwin M. Agwu, I deeply appreciate you for your support and advice and for making this project a success. I also thank you for instilling an act of speed and excellence in my work, that was not just for this project but has now become a life lesson. God bless you sir.

I would also like to thank members of the Department of Business Management, beginning with the Head of Department, Dr. R. Worlu, I salute your academic prowess. To all the lecturers in the department; Prof. J. O. Adeyeye, Dr. O. S. Ibidunni, Dr.(Mrs) C. Moses, Dr. O. Iyiola, Dr. S. T. Akinyele, Dr (Mrs)A. A. Adeniji, Dr. A. J. Abiodun, Dr. O. J. Kehinde, Dr. T. Osibanjo, Dr. O. Adegbuyi, Dr. Ogunaike, Dr. Awolusi, Dr. Ajagbe, Dr. Oke, and all others. Thank you all for your immense support and impact in the attainment of my academic pursuit.

I also appreciate the staffs of Skye Bank Plc Headquarters Lagos State that responded to my questionnaires and filled appropriately.

I also want to appreciate my wonderful family for their help and support during the compilation of this project. I am grateful to the best mother in the entire world Mrs Angela Maduenyi, for being a strong woman and for always being there for me. Thank you for your encouragements, prayers, and advices. I love you very much and God bless you ma. To my siblings, uncles, aunts, thank you all for being there for me.

To my course mates, Mrs.Adegbuyi, Mr.Tunji, Mr.Romanus and Titi. You all are wonderful, am going to miss you guys. To all my friends and loved ones like Pastor & Mrs Jegede, Gbemisola Emmanuel, Mr. Samasu, Chinelo, Tobi, Mummy Walter, Grandma, Sister Chidinma, Deacon Aladeloye, Brother Lawal, Brother Adeola, Stephen, Aunt Remi and so on. Thank you for all your help during this research, your prayers and words of encouragement. God will reward you all in Jesus name Amen.

Also to the library staff and management, thank you for the resources and materials used for this project. The knowledgeable authors of the various books, journals and internet sources consulted during this research, you are all appreciated.

ABSTRACT

In today's world of high level competitions, especially in business, effective communication has become an essential component of organizational activities and it is fundamental to organization success. The study sets out to investigate the effectiveness of communication and its impact in organizations as an effective tool for employee performance. Specifically, it examined the effectiveness of communication as a strategic tool for enhancing employee performance using Skye Bank PLC Lagos State as a case study. In achieving this lofty objective, the survey method was adopted with questionnaire as data collection tools. Regression and correlation coefficient were used to analyze the data. The findings of the research revealed that effective communication enhances employee performance. Effective communication also creates mutual understanding between management and workers which helps in building genuine relationship among both parties in the organizations. The recommendations for this study based on the findings were; for effective communication to take place, the barriers to communication must be reduced, management should employ personnel who can perform the job well and train them in the relevant communication skills and communication in all directions should be encouraged because it makes all members of the organization having different roles to work in accordance with goals and objectives of the organization.