

## A Study on Training and Development of Workplace Communicative Soft-Skills in Pharmaceutical Employees

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### Abstract

Many Middle-level to Lower-level Employees working in Pharmaceutical Industry in rural areas lack Workplace Communicative Soft-skills. Efficient communication in the workplace equips employees to have the information they need to perform better to best. It is important to communicate effectively with other employees.

**Keywords:** Workplace, Communication, Soft-Skills, Employees, Pharmaceutical, Feedback, Job functions, Observation, Tenses, Grammar.

### Introduction

The capability to exchange information and ideas at the workplace is a significant skill in many roles in the Pharmaceutical Industry. Workplace communication is the exchange of information, ideas, and suggestions between employees. It can be face-to-face conversations, emails, chat messages, videoconferencing, phone calls, and other methods. Non-verbal communication like eye contact, body language, and tone of voice are also important aspects of workplace communication. Many Middle-level to Lower-level Employees working in Pharmaceutical Industry in rural areas lack Workplace Communicative Soft-skills. This research article studies what makes workplace communication so significant, and the ways to improve it. This article identifies the problems of the training methods used to improve Workplace Communicative Soft-skills and possible solutions to these issues.

### Objective

To identify some methods of Training in Workplace Communicative skills, which would help Pharmaceutical Employees to communicate effectively with other employees.

### What is the Significance of Communicative Soft Skills in the Workplace?

Efficient communication in the workplace equips employees to have the information they need to perform better to best, buildup a positive work environment and remove inefficiencies. Effective communication should properly convey information while maintaining or improving Interpersonal relationships and human relationships.

Miscommunication will always have negative consequences for a business. A survey conducted by Daggubati Foundation and Institution of Soft-skills Trainers of India found that 45 percent of employees listed poor communication as the reason why they were not being able to finish projects on time. Miscommunication costs business organizations with at least 150 employees, approximately at least more than 2 crores of rupees or more a year on average.

### **How to Improve Communication through Soft Skills in Workplace?**

Workplace communication begins at the individual, but it will not end there. Core Values, Work culture, Infrastructure, technology, and protocols will always impact effective communication at workplace.

### **Here are some ways using which you can improve workplace communication:**

**Working on individual Employees communication skills.** Effectively communicating with Co-workers is a successful key to having a positive experience at the workplace. When employees try to motivate or support each other, the following are the few tips to bear in mind to develop interactive communication skills with Co-workers at the workplace.

**Active participation in all meetings at workplace.** Note-taking and reviewing the agenda or what was discussed in previous meetings helps to think and comprehend and thereby improve verbal and non-verbal communicative Skills in Workplace. Start thinking about how one can *Assertively Communicate* to contribute to success. Paying attention involves improving listening to what's being said, and taking notes if needed, and ask relevant questions.

It is important to communicate effectively with other employees and give both positive and negative feedback. Right from the opening of the lines of communication, it expresses how an employee values and cares for the performance of other Co-workers in the workplace and motivates them to continue improving their Soft skills.

### **Methods of Training in Communicative Soft-skills**

1. The structural Method of Training in workplace Communication skills is taught to master the pattern of sentences. Mastery of structures is very important. The objective is also to

develop Pharmaceutical Vocabulary by drill and repetition of sentences used in frequently used workplace.

2. Bilingual Method of Training is one of the effective methods, where two languages, i.e. the mother tongue and English language are used to develop Workplace Communication skills in Adults. Bilingual method is based on the principles of similarities and differences such as Situation, Vocabulary, Structure, etc. between the two languages. The Trainees easily understand the differences, and thus developing Communication skills are facilitated considerably.
3. Dialogic communication focuses on promoting a dialogue between a speaker and their Listeners. Dialogic communication encourages speakers to be assertive, calm, respectful, and open in presenting their ideas to other people who listen.
4. Communicative English Language Teaching: This Method of Training emphasizes on communicating the meaning of the message it focuses on how well a person who is a non-native speaker can express well in the Target Language. The different characteristics of this method include Interaction in English language, and this results in a proper understanding of the language. Trainees are taught strategies to understand Workplace Communicative English using Interaction. The experiences of the Trainees are focused on making up the Training Content.
5. Constructive feedback method of Training: It is the type of Communicative Skills Training aimed at achieving a positive outcome by providing someone with comments, advice, or suggestions that are useful for their work or their future. It is also one of the Effective Workplace Communicative Skills that interpersonally display what, exactly, needs to be improved in concise detail. Constructive feedback is one the forms of Assertive Communication that builds trust, respect, confidence, and reliability in Employees. Providing constructive feedback respects everybody's work in the Team while keeping balance between what is actually working out and what can be improved further.

Using the above 5- different Methods of Training, it was observed that Constructive Feedback method of developing Communication skills in Pharmaceutical Employees was one of the best ways to develop workplace communicative skills. Some of them are as follows:

### **How to Use Constructive Feedback to develop workplace Communication skills?**

Five best steps for giving constructive feedback:

1. Explain the purpose of your feedback.

State what you will be talking about and why it is important.

2. Describe what was observed and your reaction.

Clearly identify the action or event and how it makes you or other members feel.

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**Language in India** [www.languageinindia.com](http://www.languageinindia.com) ISSN 1930-2940 23:4 April 2023

Dr. Mahesh Ponnuru

A Study on Training and Development of Workplace Communicative Soft-Skills in  
Pharmaceutical Employees

3. Try to give a chance to respond.

After you have stated the purpose, importance, observation, and your reaction, ask the person what they think about it.

4. Try to offer specific suggestions or solutions

After you hear the individual output, give input as to how the situation can be improved.

5. Summarize everything discussed

Summarize everything that was discussed to avoid any misunderstanding. Also, summarizing helps ensure that constructive feedback was communicated efficiently.

The following are some of the sentences for developing Communicative skills using constructive feedback method.

1. Here is what I need you to improve.
2. It is really creative. ...
3. You are really great at this.
4. You are great understanding others' points of view. Well done, keep it up.
5. You are good at remaining calm in the face of anger and resentment. Well done!
6. You have no problem accepting everyone with open arms.
7. You allow people to clearly express themselves before you answer. It is a great trait to have!
8. You nurture a situation where others feel extremely comfortable participating and sharing their views.
9. You share plenty of good ideas and do good work.
10. What can I do to help make you more comfortable speaking up in front of the team?
11. You are good at articulating yourself logically and clearly.
12. I appreciate how productive and reliable you are.
13. I would love to work with you on ways to improve your Workplace communication skills to help build your feedback skills.
14. I would like to see you focus on the content of your work.
15. Your questions are well prepared and thought out. Well done!

Using the above 5- different Methods of Training, it was observed that drilling using the daily routine in the different tenses and persons effectively lead to development of Workplace Communication skills in Pharmaceutical Employees. Some of them are as follows:

Job Functions – Daily Work Routine- Present Tense- First Person Singular.

1. I log in at 6 am for the first shift.
2. And then I go to the changing room to wear PPE.
3. I take over the shift from previous shift employees.
4. And then I start work as per BPCR Instructions.

5. I take lunch between 12:00 and 1:30 noon.
6. I ensure that the work area is clean.
7. And then I write the logbook.
8. I am getting ready to hand over to next shift employees.
9. And then I log out of duty.

### **Job Functions – Daily Work Routine- Present Tense 3rd Person Singular**

1. He logs in at 6 am if it is the first shift.
2. And then he goes to the changing room to wear PPE.
3. He takes over the shift from previous shift employees.
4. And then he starts work as per BPCR Instructions.
5. He takes lunch between 12:00 and 1:30 noon.
6. He ensures that the work area is clean.
7. And then he writes the logbook.
8. He gets ready to handover to next shift employees
9. And then he logs out of duty.

### **Job Functions – Daily Work Routine- Past Tense 1st Person Singular**

1. I logged in at 6 am if it is first shift.
2. And then I went to the changing room to wear PPE.
3. I took over the shift from the previous shift employees.
4. And then I started work as per BPCR Instructions.
5. I had lunch between 12:00 and 1:30 noon.
6. I ensured that the work area was clean.
7. And then I wrote the logbook.
8. I got ready to hand it over to the next shift employees.
9. And then I logged out of duty.

Using the above 5- different Methods of Training, it was observed that Using the Acronyms and Jargons which are specific to Pharma Industry significantly led to development of Workplace Communication skills in Pharmaceutical Employees.

Acronym is an abbreviation of several words in such a way that the abbreviation itself forms a pronounceable word.

API – Active Pharmaceutical Ingredient

ADC - Antibody Drug Conjugates

GMP - Good Manufacturing Practice

QC – Quality Control

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Dr. Mahesh Ponnuru

A Study on Training and Development of Workplace Communicative Soft-Skills in Pharmaceutical Employees

BPCR- Batch Production and Control Record  
BMR – Batch Manufacturing Record  
QA – Quality Assurance  
HK – House Keeping  
SOP – Standard Operating Procedures  
SHE – Safety Health Environment

Jargon is the language of specialized terms used by a group or profession. Some of them are as follows:

Imperative Verbs in a sentence that gives the reader an instruction, makes a request, or issues a command. Workplace Technical communication is the process of transmitting facts and information to a defined audience for a specific purpose. In other words, it is writing, speaking and presenting for understanding.

CHECK: Check the reading of the Machine.

MAINTAIN: Maintain hygiene and sanitation.

DO: Do not smoke during working hours.

EXPLAIN: Explain the Audit.

GIVE DETAILS: Give details of Work.

KEEP: Keep salient.

AUDIT: Get ready for Audit.

USE: Use PPE kits provided by the company.

FOLLOW: Follow SOPs

## **LIMITATIONS**

This method has limitations and yet it can be applied practically in teaching certain areas of spoken English.

## **DATA ANALYSIS**

150 Middle level Employees and 120 Lower-Level Employees working in Pharmaceutical Companies were training for a period of 3- months in Hyderabad.

## **FINDINGS**

Workplace Technical communication is the process of transmitting facts and information to a defined audience for a specific purpose. In other words, it is writing, speaking, and presenting for understanding.

## **CONCLUSION**

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Dr. Mahesh Ponnuru

A Study on Training and Development of Workplace Communicative Soft-Skills in  
Pharmaceutical Employees

It can be concluded that by training using some of the methods of Training in Workplace Communicative skills, there can be much significant development of Workplace Communicative Skills in Pharmaceutical employees. After the training it was observed that 70 percent of them, were able improve develop Communication skills for writing, speaking, and presenting for understanding in workplace. Improvement was noticed in explaining Audits and SOPs to workers. It was also noticed that there was an improvement in communicating instructions to subordinates and to motivate employees.

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