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# The 5s: Key Components of Effective and Dynamic Communication

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Dr. Abrity Thakur<sup>1\*</sup>, Ms. Mani Kumdes<sup>2</sup>, Mr. Sateesh Kumar Shivhare<sup>3</sup>

<sup>1\*,2,3</sup>Assistant Professor, Dept. of CDC, SRMIST GHAZIABAD

Email: <sup>2</sup>manik1@srmist.edu.in, <sup>3</sup>sateeshr@srmsit.edu.in

Corresponding Email: <sup>1\*</sup>abrityt@srmist.edu.in

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**Abstract:** *This Paper explore that by using Japanese 5s Methodology one can enhance communication skill and make it effective. The 5 s methodology is concept of Japan use by the Japanese people to keep the workplace systematic and disciplined. In Japan these 5s are Seiri, Seiton, Seiso, Seiketsu and Shitsuke. In English it translated as Sort, Set in Order, Shine, Standardized and Sustain. Communication is the process to exchange information, feelings and ideas. One can use proper channel to communicate effectively. Effective Communication help person to lead a good personal and professional life. These 5s methodology help a person to make communication an effective communication.*

**Keywords:** *Communication, 5S Methodology, Effective Communication, Sender, Receiver, Feedback.*

## 1. INTRODUCTION

Communication is the process of exchanging or passing of information, ideas or thought from one person to the others. Communication is “a process of meaningful interaction among human beings. More specially, it is the process by which meanings are perceived and understandings are reached among human beings.” According to Macfarland, the purpose of communication is to decode the feedback received by the receiver and send a clear message to the sender. Good Communication Skill is very important to excel in any organization. It facilitates the flow of information and understanding between different people and departments through using different channels. It also helps to create a bridge between departments, managements, employees and workers. The role of communication is not only to interpret the message but also to remove misunderstandings and creating clarity of thoughts and expressions. The communication may be verbal or non-verbal, formal or informal, upward or downward, horizontal or diagonal, interpersonal or intrapersonal etc.

The vital role of communication is to bring people together. It bridges the gap between individuals and group through flow of information and understanding between them. A good



communication always builds strong and meaningful relationships and shows their remarkable teamwork. So, in this modern world communication becomes fundamental part of our lives. It helps us to achieve productivity and maintain a strong relationship not only personally but professionally also. Person who communicates effectively can express their thoughts and communicate effectively with their colleagues, clients and manager whereas person who is not able to articulate can't connect with anyone and overlooked by others always. In Corporate World, communication is one of the most important pillars which holds the organization tightly. In this sector the communication involves many kinds of messages that are sent to employees, customers, investors or the public. The corporate world has divided the communication into two types (i) Internal Communication (ii) External Communication. The Internal Communication refers to any communication that supports a company's operation by informing employees about the organization's mission, vision and strategic plans. It could be about business objectives and priorities, an upcoming change in programs, new policies and procedures, news about products or services.

The external communication meant for other organizations, customers, shareholders or the public. They help inform stakeholders about the business and new products, build trust or conduct business better. It may involve public relations or other marketing functions. To run the organization smoothly we need both types of communication follow the formula of KISS (KEEP IT SHORT AND SIMPLE) and always helps to boost the image of organization. A clear and precise communication of any person helps the organization to reach its goal easily. The organization use different tools to communicate and spread awareness. By using promotional campaigns such as advertising and public relations, organizations can promote their products and services. For any organization it is important for the message to be accurate. A good communication in corporate world can help solve problems in a timely manner if there are issues that the public is concerned about. The strong and healthy communication can also help improve and maintain any organization's reputation and brand image.

The main idea behind 5S is not only cleanliness of organization but it is also about maximising efficiency and profit. We are trying to introduce 5s of management in effective communication. 5s is a topic which talks about efficiency and value means creating high value in system with a smaller number of resources. Following 5S are arranged in such a way by which they help us to be more efficient, effective and productive. If one talk about lean 5S of Japanese executed in management they are having different purpose like improving safety, decreasing downtime, raising employee morale, identifying problems more quickly and establishing convenient work practices. Similarly, if one executes the same concept on effective communication, one will be able to present the communication in much better way as well in a proper synchronization. People will able to present the things with more confidence and stronger communication styles.



Fig.1

5S Stands for

Japanese Term	American Term	Definition
Seiri	Sort	Sort through materials, keeping only the essential items needed to complete tasks.
Seiton	Set in Order	Ensure that all items are organized and each item has a designated place.
Seiso	Shine	Proactive efforts to keep the things orderly to ensure purpose-driven work.
Seiketsu	Standardize	Create a set of standards for both organization and processes. In essence, this is where you take the first three S's and make rules for how and when these tasks will be performed.
Shitsuke	Sustain	Sustain new practices and conduct audits to maintain discipline. This means the previous four S's must be continued over time. This is achieved by developing a sense of self-discipline

Communication will be more effective if the content will be delivered in a process that can be heard by the receiver in proper format. For this effective communication one not only need to focus on words but also their tones, gestures, postures or facial expressions.

5S is strongly connected to effective communication. When communication is in proper process or format then the connection between employees and leaders will be stronger and



they able to work in safe and efficient environment. If the communication is effective it helps to increase the quality of lives personally and professionally.

Communication is a two-way process and it became more effective if content is delivered in proper format and others found that interesting. In effective communication how content is delivered is much more important than the content itself. It is not only involving the words but gestures, tones, postures and facial expression also.

### **Role of effective communication in today's world**

Communication is an essential part of our day to day lives. It helps to achieve productivity in organization as well as maintains strong working relationships in the rapidly changing working world.

People who are good in presenting their point of views in front of others are more successful in their respective areas. There are different benefits of having effective communication skills like:

1. **Build trust:** The way we are putting our words in from of our friends can make or break the trust.
2. **Conflict Resolution:** When you are having ability to manipulate the situation by your communication skills you can be able to resolve many conflicts and even preventing potential one from arising.
3. **Encouraging Team Building:** Encouraging someone is an art. If you are having good words to motivate others then you can build a team and let them able to work with more productivity. Even effective communication let them feel they are listened to and understood by you, it naturally creates better relations.
4. **Improved Productivity:** when employees having clarity about their roles, they can be able to give their best with more efficiency. Productivity depends on how you make them feel attached to their work. So, for effective working condition th
5. ere should be very minimal or no conflicts.

The 5s in terms of Japanese stands for Seiri, Seiso, Seiton, Seiketsu, Shitsuke translated in English as Sort, set in order, Shine, Standardize and Sustain. The theory followed by Japanese to enhance their workplace. If one follows the 5s in the process of communication one can able to make communication an effective communication.



Fig.2

The first S means Seiri (in Japan) which is translated in English as sort means to keep essential items needed to complete tasks in any organization. Thus, in the workplace one can remove those items which are not required to make the place clean and tidy. An effective communication is always short and precise. It must consist the all the elements which make communication an effective communication. Delivering large content is not just a way to pass information. Too much information always create illusion. So George Bernard Shaw said “The Single Biggest Problem in Communication is the illusion that has taken place”. To pass information successfully one must frame the message systematically and meaningful. The concept of KISS (Keep It Short and Simple) is applicable to make communication an effective communication. By precisising the message one can able to deliver the things which are required to the receiver without repetition of words or lodging it with too much information. This precise message will help the receiver to decode the message easily and grasp it quickly. Thus, the Seiri method use by the Japanese to organize their work place systematically help us to achieve the goal of communication and the effective goal of communication is to make something happen.

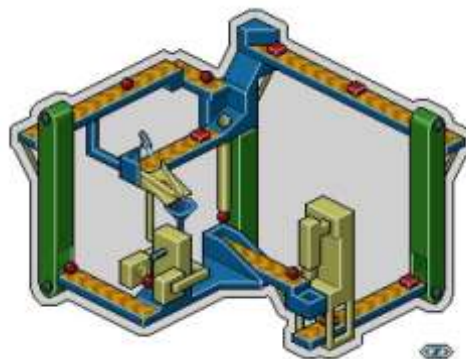


Fig. 3

The second term used by the Japanese is Seiton which means Set in Order. By using this phrase the Japanese organized and designed their workplace in order to make it efficient. This efficient and structured workplace help the employees and workers, work properly and smoothly without any obstruction. By learning the method of Seiton one can able to make communication an effective communication. To give communication a perfect shape in order to grab the attention of the reader or listener one must set his or her thoughts in order. A well-structured thought always catches the attention of listener. Showing it through the help of example in an interview when one is asked to tell his or her introduction, he or she is not supposing to give introduction in unorganised way. Self-introduction is an inevitable part of an interview thus giving it effectively strengthens one's candidature. To give it effectively one must include name, from where he/she belongs, educational qualification, experience (if have any), hobbies, strength and weakness and in short about family. If during interview someone is delivering it in unorganized way the introduction will not consider as an effective introduction. During written communication this seiton plays vital role. A meaningful sentence consists Subject + Verb+ Object if one construct it in Object + Subject + Verb it will consider as a wrong sentence. Thus, a well-organized or well-constructed sentence or thought help one's to express clearly. A well-organized communication is an approach to outlining communication methods. It helps to convey the information clearly. The third step of 5s is Seiso which means shine in English use by the Japanese to decorate the work place with necessary items. This method makes the task easier for employers and their work started shining. One can apply the same method to enhance communication. Communication is the process of expressing thoughts, feelings and emotions and in order to express in a better way one need to polish the content before delivering in order to make the communication shine. The process of communication is



Thus, in order to get proper feedback from the receiver we need to follow the Japanese method Seiso. The effective communication is not when one exaggerates the content or delivering lecture continue for one or two hours but where one gets good feedback from audience or reader. Feedback plays vital role in the process of communication it refers to response from the audience which shows how the message is being received by the receiver. David Gill and Bridget Admas in their book ABC of Communication Studies said about feedback “Strictly speaking, negative feedback does not imply ‘bad’ and positive feedback ‘good.’ Negative feedback indicates that you should do less of what you are doing or change to something else. Positive feedback encourages you to increase what you are doing, which can go out of control (over excitement at a party, fighting or having a row). If you are crying, feedback from those around may cause you dry your eyes and put on a brave face (if feedback is negative) or weep unashamedly (if feedback is positive)” A good feedback always encourage the speaker.



The fourth step to maintain in workplace is Seiketsu which is translated in English as Standardise. It creates a set of standards for both the organization and process. In addition, it is where one implements the first three ‘s’ and make rules for performing the tasks

successfully. The organization set the first three 's' into practice in order to standardise the workplace. The work done at workplace must be done with discipline and follow a routine. The day, time and the way of doing work must have a schedule time than only the standard of work will develop. One can see the standard of traffic light, no smoking board, U- turn sign board or no entry board. The sign used in the boards are so clear that one can able to interpret it easily. To standardise the workplace means to make it comprehensible and accessible for everyone. The same method can be used to enhance communication skill also. Good or Effective communication never means the quantity of content one is delivering, it means how comprehensible the content is to the listeners. To make the content comprehensible for listeners one need to follow the first three 's' of the Japanese methodology i.e *Seiri, Seiton and Seiso* and inculcate it as habit. Sorting of content means to deliver the required amount of content whereas set in order means to set sequence so that the listeners will able to interpret it easily. To make it shine means to capture the attention of the reader. Thus, by following the first three S one can able to make a perfect platform for effective communication. To deliver it effectively one need to standardize it. Every task required rules that define the scope quality and methods to be followed. If one is not following these one is not able to standardize the communication. Standardization is applicable to both verbal and non-verbal communication, from answering the phone to mailing the client. This standardization reduces the ambiguity and guess work and always promote the productivity. By standardize the communication one will able to deliver the qualitative content and the listeners and readers will able to comprehend the things easily. These four 's' will help to sustain one's communication and also help to make it an effective communication Skill. Sustain which means *Shitsuke* is also a Japanese term which practices and conducts to maintain discipline. This fifth and the last method will only applicable when one will continue with the previous four methodology. When a communication is standard it will sustain without any barrier. John Edelman, Managing Director of Global Engagement and Corporate Responsibility said "*A Standard clarifies the path to sustainability. It allows a professional service firm to differentiate itself from competitors as one that is committed to social and environmental sustainability.*" Sustainable communication helps the company to maintain their Environmental, Social and Governance factors. Thus, by following the previous four methodology one's communication will sustain in both the formal and informal way.



Fig. 6





By all counts with proven results hence it proves that if one follows all the 5s methodologies of Japanese following by them to organize their workplace Seiri, Seiton, Seiso, Seiketsu, Sitsuke to enhance communication skill one will able to enhance it and make it effective. Effective Communication requires clarity which is possible only if one can remove the unwanted things from the communication and make it short and precise. A precise content is always comprehensible to the listeners and readers. When communication is effective it started shining. The previous three methodologies help the communication to enhance it standard and when there is standardization the communication will sustain and never overlooked by people in both professional and personal place. An effective communication leads the right information being shared. It also minimises the conflict and confusion. When one is able to develop an effective communication, one is able to build a strong relationship. Effective Communication help to live a successful life.

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